

March

THE AMERICAN

HOME



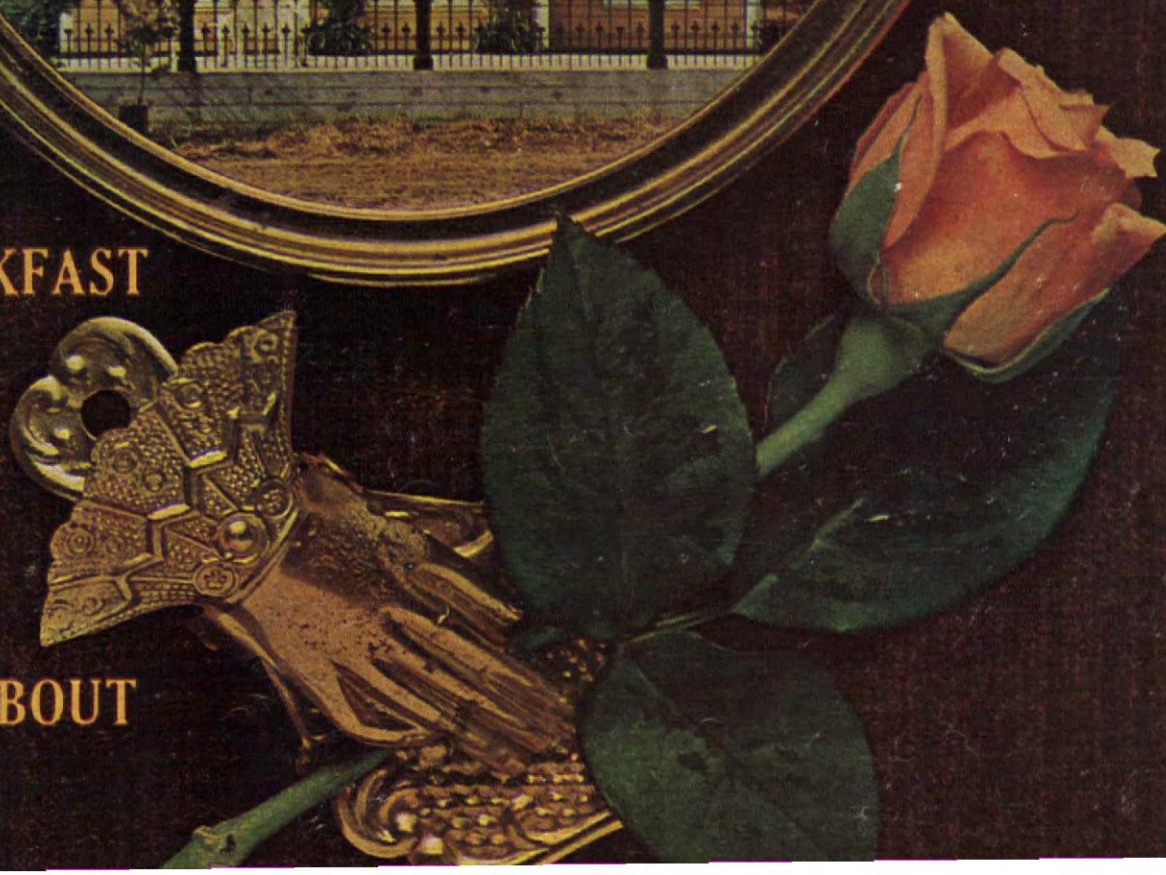
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THE AMERICAN HOME

A Curtis Publication

MARCH 1964 / VOL. LXVII, NO. 2

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DEAR READER:

There seems to be quite an adequate supply of bad manners in this country and we, along with a good many others, agree that the time has come to call a halt.

Now there isn't really a shortage of good manners. Most of us over the age of ten know what they are but somehow we seem to hoard what we have and practice them only on rare occasions. This is really not necessary. You will not diminish your supply of good manners if you put them to use. Quite the contrary, and unlike many other things, the more you use good manners the more you will acquire.

None of us, of course, is born with good manners. We have to learn them and the best place is in the home and from our family. If good manners are the exception rather than the rule at home they will certainly not be practiced to any great degree outside of it. There has even been a decline in good manners in the home of late. Perhaps it's because we're all too busy or we have allowed ourselves to become too casual. Perhaps it's because we are slightly selfish and self-centered. In any event, we really should do something about it. Our children are going to live in a very complex and crowded world where good manners will be even more important than they are today if life is to be pleasant as well as profitable.

If you are looking for some worth-while project to indulge in this time of year we would like to recommend a good manners kick for the entire family. Practice as many as you know and as often as you can. We think you will find it very rewarding as far as you and your family are concerned. You may be pleasantly surprised to find that your little project has far-reaching effects. Like measles and whooping cough, good manners can be very contagious.

THE EDITOR

OUR COVER: We call our March cover house Barbary Coast Gothic. Located in Belvedere, California, it is one of the many styles of Victorian architecture that you'll find in this issue. Story begins on page 40. Photographer: Lyman Emerson.

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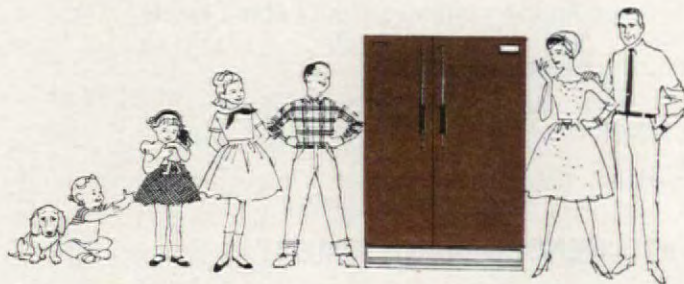
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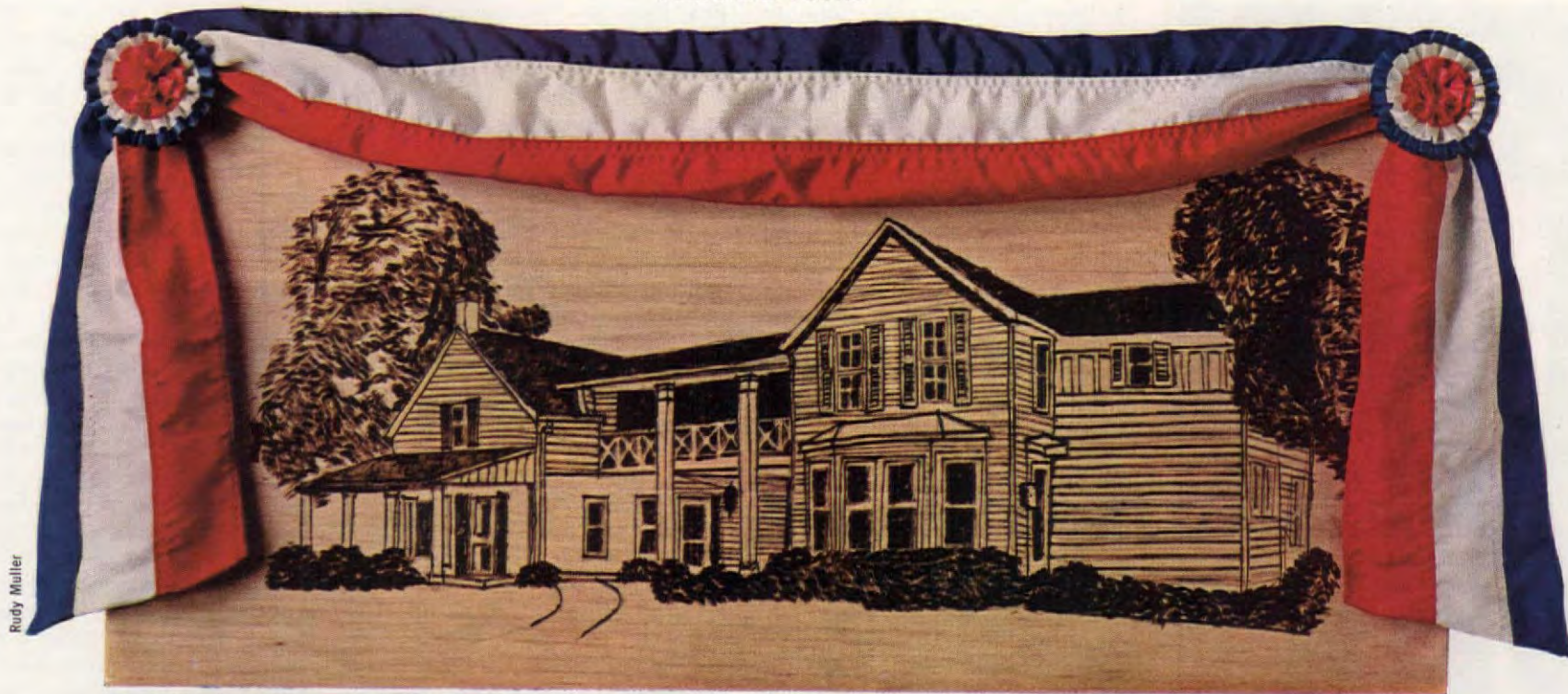
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THE LBJ WHITE HOUSE

When the new President of the United States, his wife Lady Bird, and their teenage daughters Lynda and Lucy, think of "home," they think of their Texas ranch. Located in the hill country of central Texas, it is a rambling house whose original portion was built of double-thick stone walls as protection against Indian raids a hundred years ago. The Pedernales River flows across a rolling pasture between the house and the road, so that guests are invited to come "if the Lord is willin' and the creek don't rise."

More often than not, the Lord is willin', but there have been times when the creek *did* rise, and helicopters have had to stand by on a landing strip behind the house to evacuate a party in the rainy season.

In each job he has held during 32 years of government service, Lyndon Baines Johnson has been required to do a tremendous amount of official entertaining. But in those special cases where he has met someone in this country or abroad of whom he is particularly fond, he and his wife have issued that warm, typically Texan invitation to "Come over to our house," and that house has been the LBJ Ranch.

The house itself, like so many built by ranchers in the days of the great Texas cattle drives, is no architectural beauty. It has been added onto frequently; and after Indian raids were quelled, the additions have been built of wood. But each addition has had meaning, and each has improved the livability of the house.

A few years ago Mrs. Johnson expanded the house so that each guest room has a private bath. A separate guesthouse, accommodating eight people, has been built on the left as you face the main house, behind a cattle guard. So attractive and func-

tional is the new guesthouse, that Senator and Mrs. Hubert Humphrey copied its plan for their vacation house in Minnesota.

A living room occupies the central portion, with two guest bedrooms on either side, and a small kitchen and dining area behind. Across the front is a comfortable porch where visitors can rock, country style, and catch an evening breeze.

A similar porch is at one end of the main house, with an upstairs porch opening off one of the bedrooms. It is quickly apparent that this is the home of outdoor-loving people, for every effort has been made to keep the comfortable, informal interior in tune with the outdoors.

Live oak trees, three centuries old, surrounding the ranch house, are bathed in indirect light after sundown and dinner is frequently served at small tables set around the swimming pool the Johnsons built a few years ago.

Mrs. Johnson used the colors of the land itself in decorating her Texas home—brown, yellow, green, blue, and coral. She has learned to save paint samples and fabric swatches so she can pick out furnishings or accessories wherever she may be traveling. There are colorful paintings of Texas landscapes by Porfirio Salinas, the noted Mexican artist, and bowls of copper and brass which hold great bunches of wild flowers or fresh fruit. Two large brass scales in the study and the President's office often hold arrangements of bluebonnets, Indian paint brush, or black-eyed Susans.

When the nights are chilly, a fire burns brightly on the raised hearth of the living room fireplace; and the President can draw up his easy chair, stretch out his long legs, and bask in its warmth like any rancher at the end of a long day. Though affairs of

state may make these moments of relaxation more rare now that he is President, it is doubtful that he will let too many months pass without touching base at the LBJ.

Says Mrs. Elizabeth Carpenter, a longtime staff member and now Mrs. Johnson's press secretary, "For Mr. Johnson, a trip home is refreshment for the soul. The land is a part of him. His grandfather founded Johnson City, you know, and Johnson forebears settled in Texas when it was still a part of Mexico. Even the family cemetery is right there on the ranch."

Just below the house are picnic grounds along the river's edge where as many as 500 people have been entertained at an old-fashioned barbecue. When official visitors are expected, neighbors may call and offer to send over a calf for the festivities. One April, when such a feast was scheduled, a Texas norther blew in and heaters had to be set up in a tent for guests to come in and warm up during the celebration.

At more formal affairs the guest list will number no more than 50. Among them will be a cross section of Texas: cattlemen, ranchers, businessmen, educators, and scientists, as well as the foreign or national dignitaries who are guests of honor. Since Johnson became Vice-President, the ranch has frequently been used as a gathering place for "thinkers"—groups (such as the astronauts) who have been invited to use its quiet and isolation for wrestling with knotty problems.

Official foreign visitors rarely travel west of the Mississippi, but the President wants them to know the land he loves, and visitors to it take away a real feeling of the flavor of part of the United States that is seldom known abroad. He wants everyone to feel the grandeur of the

(continued)



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SOLID STAINLESS BY Oneida

(continued) wide sweep of prairies, and the immensity of its skies. Most of all, he wants them to know the warm hospitality of the people of the Southwest, and in this he has been solidly supported by his neighbors.

They have turned out with equal friendliness and loyalty for Chancellor Ludwig Erhard of Germany, President Lopez Mateos of Mexico, President Truman, President Ayub of Pakistan, and Bashir Ahmed, the friendly camel driver Johnson met on a road in Karachi.

Like the other ranch houses nestled in the picturesque hills of Blanco and Gillespie counties, the LBJ Ranch has for years been connected by phone to the outside world with a party hook-up. Once Johnson made an unexpected visit to the ranch and a sudden rush of official work made it distressingly clear that an extra stenographer was needed.

A member of the staff put in a long-distance call to Austin to the manager of KTBC, the radio station Mrs. Johnson purchased in 1943 when she came into an inheritance from her mother's estate. He explained the emergency and asked the Austin office to send a qualified person out to the ranch as soon as possible.

Caught off-guard in a busy moment, the Austin man hesitated. He didn't know where he could find a girl on such short notice, but he told the harried Washingtonian he would try.

Hardly had he hung up the receiver than the phone rang at the ranch. Judge A. W. Moursand's office in nearby Johnson City was calling. They had two competent stenographers who would be out immediately. The friendly party-line feeling that one man's problem is every man's business had worked again!

The Johnsons are "home folks" here, and it seems natural to their neighbors to help them entertain friends. Just before President Mateos was due to arrive at the ranch, Mrs. Johnson received a phone call from Simon Berg, the mayor of Stonewall (population 200), asking if there was anything he could do to help welcome the Mexican head of state.

Mrs. Johnson, busy overseeing arrangements for fresh flowers, linen, and sleeping accommodations at the guesthouse, thought a moment. "Do you know of anyone in town who has some pretty peaches?" she asked.

The mayor replied that he'd see what he could find. That afternoon a truck pulled up at the ranch with a bushel of perfect ripe peaches, each one beautiful to behold. They had been hand-sorted from one thousand bushels of the fruit from surrounding orchards! The next day when they left for New York, each member of the party carried a sack of peaches with him!

In such unheralded and informal ways, the entertainment of foreign dignitaries becomes the sincerest kind of people-to-people diplomacy. When Chancellor Ludwig Erhard visited the ranch last December, he was treated

to a typical ranch barbecue served for about 100 guests in the White Springs gymnasium of the Stonewall High School. Dr. Erhard, the President, and Mrs. Johnson ate barbecued spareribs, potato salad, baked beans, and drank coffee from tin cups.

President Johnson placed a ten-gallon Texas hat on the head of the Chancellor, after the German-speaking area had tendered the Western leader the "Erzlich Willkommen." In high good humor, the President acted as his own master of ceremonies in handing out more than 30 of the big felt hats. With some of the recipients he even creased the hats—a ritual taken seriously by Texans.

When President Ayub of Pakistan visited there, the whole party piled into jeeps and cars at sundown and drove a few miles cross-country to a cattle guard where at dusk wild deer come out to feed. Motors were switched off, headlights doused, and the party sat quietly. A coyote somewhere in the distance bayed his lonesome lament to the moon. Suddenly, with the incredible grace of ballet dancers, six deer leaped soundlessly over the barrier and went their silent way through the tall grass.

"Where the deer and the antelope play," the President murmured. He explained the old cowboy song to his guests as they drove home.

Back at the ranch house, the Middle Easterners and Americans vied to outdo each other with tall tales. The Texans told of giant rattlesnakes; and Pakistani ladies, in graceful saris, broke their accustomed silence to join their men in Texan-style tales of their own native pythons.

The outcome of this evening was best revealed in President Ayub's press conference on his return to Pakistan. Half of the time was devoted to his comments about Texas!

The LBJ Ranch, for all its diplomatic uses, is a going concern and a serious business. Dale Malachuk, a graduate of Texas A&M, is in charge of developing a purebred white-faced Hereford herd. (The cattle are scrubbed down spotless as the linoleum when guests come to call, but they're by no means all for show!)

At summer's end, the LBJ freezers are filled with pork and beef. Peaches by the quart are frozen; and Mary Davis and Gertrude Jackson pickle the okra they grow, and can the other products of the LBJ gardens. (Peder-nales Chili is a favorite family recipe which the Johnsons' cook, Mrs. Zephyr Wright, is an old hand at preparing.)

Since President Johnson's years in the Senate and as Vice-President, the couple rarely go to a Washington reception without bringing home two to six friends for dinner—an event the household staff learned to cope with as a matter of routine and to which the White House staff has now become accustomed.

A touch of Texas was even included in a particularly elegant reception which the Johnsons hosted in the capital several years ago. A chafing dish

on the candlelit buffet held Chili con Cueso—a spicy cocktail dip of cheese, peppers, tomatoes, and onions.

When guests are due at the LBJ, Mrs. Johnson frequently has to rely on trusted help in Texas to start preparations before she arrives. Austin florist R. A. Lewis has on file—both literally and in memory—the dimensions and color schemes of the various rooms of the ranch house so he can quickly assemble suitable arrangements which he knows from experience will suit Mrs. Johnson's taste. Frequently wild flowers that grow on the ranch are used in casual bouquets. Last summer the Finnish ambassador, Richard Seppala, joined Elizabeth Carpenter in picking huge armloads of bluebonnets in a pasture behind the house. Bess Abel, Mrs. Carpenter's secretary, arranged them in copper bowls. Mrs. Johnson also likes to have candy dishes filled and new magazines on guesthouse tables.

That such long-distance arrangements work so smoothly is not only a tribute to her Texas assistants, but to Claudia Alta (Lady Bird) Johnson's immense powers of organization. She brings to the running of her several households the same acumen with which she has conducted her various business enterprises for a number of years. During World War II, when her husband was called to duty as a lieutenant-commander in the Navy, she personally managed his Congressional office on an unpaid but highly professional basis.

She was not altogether prepared, however, to manage the ranch, which until 1951 belonged to Johnson's cousin, Mrs. Clarence Martin. On a visit there that year with the Stuart Symingtons, Lyndon Johnson suddenly turned to his wife and said, "Why don't we buy it?"

Her heart sank. The ranch house was isolated and provincial, and at the moment it looked far from appealing. But she could tell that her tall, dynamic husband already had his heart set on the purchase. Her objections faded in the light of his enthusiasm.

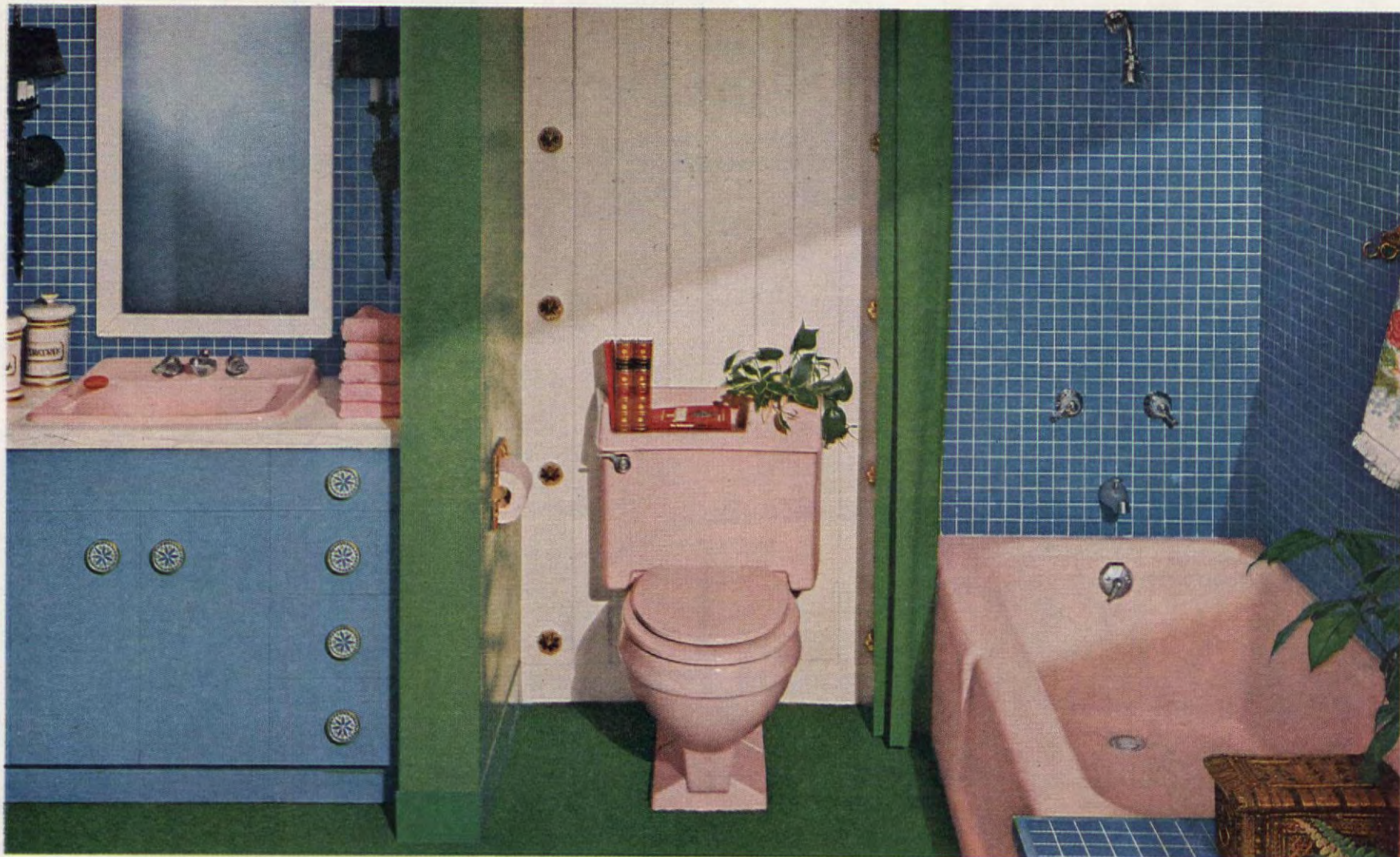
When they moved in a few months later, she set to work at once to turn the house into their home. She decided on paint, curtains, and slipcovers, and worked out plans to landscape and terrace the front lawn. Then, within a few days, neighbors came to pay their "welcome" calls.

One brought a cutting of queen's wreath and helped plant it, another offered a jar of peach preserves, and still another a favorite record.

Suddenly, Lady Bird Johnson realized that the isolation of the ranch was one of geography and not of spirit. She felt warmed by such generosity. Today she may have trouble remembering her initial reluctance.

Lyndon Johnson is fond of saying, "This is the part of the world where people love you while you live, care when you're sick, and miss you when you're dead." Small wonder that the President's heart is deep in the heart of Texas!

THE END



Brian Lavatory

Planter Top* on Estate Toilet

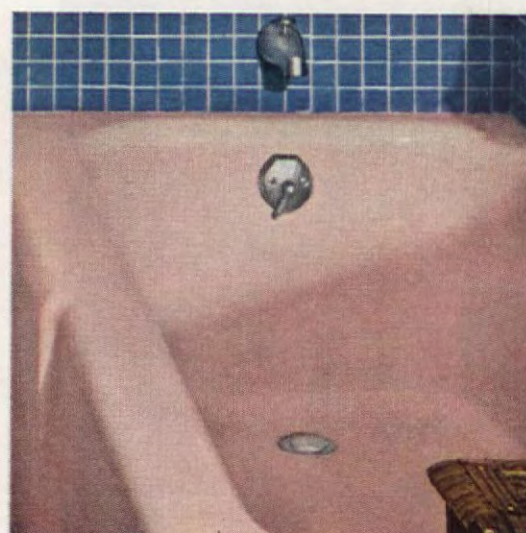
Samoa Bath

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RIT Ecru RIT Yellow RIT Cocoa Brown RIT Orange

RIT's true color balance means you get the shade you want for all dyeable fabrics—cottons, linens, woolens and most synthetics. In this lovely room—curtains dyed RIT Ecru, and bedspread and rugs done in RIT Yellow—go beautifully with RIT Cocoa Brown and RIT Orange for a "sun"day look all week. Let your Junior Miss choose her own colors. RIT has 35. All terrific.



RIT Rose Pink RIT Scarlet RIT Pink RIT Orchid

RIT is quick dissolving. No boiling. No blotching. No streaking. You dye big bulky things in your washer, smaller ones in your basin. Today, do some cushion covers or a little rug. Tomorrow, make a whole room bloom—perhaps like this one, in RIT Rose Pink, Scarlet, Pink and Orchid. It'll cost you so very little—get you loads of hugs!
Dyeing with RIT® is fast, fun . . . almost foolproof!

BOOKS &

RALPH REPPERT AND HIS ELECTRIC WIFE are sure to delight and remind you of many people you know—including yourself and your spouse! You'll chuckle your way through 130 tales of Harriet's Mania for Philodendron, Grandmother's Holiday Old-Fashioneds, Techniques of Waking Up a Sleepy Wife on Saturday Mornings, and many more humorous domestic situations. *By Ralph Reppert; illustrated by John Stees, 393 pages. Westminster, Maryland, The Newman Press. \$4.75.*

QUILTING AS A HOBBY extends an enticing invitation to beginners and expert sewers alike. This complete guide to quilting is filled with easy-to-follow, illustrated directions for many lovely items including quilted wearing apparel, bed quilts, household items, and imaginative gifts. *By Dorothy Brightbill, Home Projects Editor, The American Home. 94 pages. New York, Sterling Pub. Co. \$3.95.*

THE ART OF SPAGHETTI COOKERY is more than its name implies, for it presents not only spaghetti, but a wide variety of tempting pasta dishes from all over the world. There are almost 400 recipes including both exotic and familiar dishes such as Singapore Shrimp and Vermicelli, Hungarian Meat Balls with Noodles, and Baked Lasagna from Italy. *By Myra Waldo. 247 pages. New York, Doubleday & Company, Inc. \$4.50.*

BIRD WATCHING, HOUSING AND FEEDING is filled with valuable information for the wild-bird lover. It tells when and where to find many different types of birds, how to iden-

tify them, how and what to feed them, and gives diagramed instructions for building birdhouses. *By Walter E. Schutz. 165 pages. Milwaukee, Bruce Publishing Co. \$3.75.*

LESSONS IN GOURMET COOKING, designed to teach the fine art of cooking, is for the hostess who aspires to serving superb food and planning unusual parties. It includes basic techniques of cooking for the beginner as well as 400 impressive gourmet recipes. Especially helpful are party menus with timetables to take the confusion out of planning! *By Libby Hillman; illustrated by Ivy Bottini. 308 pages. New York, Hearstside Press, Inc. \$5.95.*

GREAT STYLES OF FURNITURE from Europe are presented in this beautifully illustrated book. Individual pieces from the 16th century to the Victorian era are discussed, with ideas for contemporary use. Famous homes of Holland, France, England, Italy, and Spain are presented, including such stately homes as the Château de Chambonas in France and the 17th century Castle of Popta in Holland. A complete, comparative survey of great European furniture and interior design for the decorating enthusiast. *A Studio Book. 309 pages. New York, The Viking Press. \$22.50.*

ABC BOOK OF EARLY AMERICANA presents an unusual collection of antiquities and American firsts. The sketches, with descriptions, include such diverse items as the dogmill, ear trumpet, and niddy noddy (guess!). A book for all ages to enjoy and learn from. *By Eric Sloane. 54 pages. New York, Doubleday & Co., Inc. \$2.95.*

BOOKLETS

THE ANGOSTURA COOK BOOK brings you "the secret of better taste"—the use of aromatic bitters to add new zest and flavor to simple family dishes. It has tempting recipes for every course from appetizer to dessert. Also available is the Professional Mixing Guide, a compact, complete guide to drink mixing. *Both booklets free from Dept. AH, The Angostura-Wuppermann Corp., 79-20 Barnwell Ave., Elmhurst 73, N.Y.*

PATIOS, patios, everywhere and not an idea missed! This booklet includes planning suggestions and reference material for construction details. Patio floors, walks, fences, walls, furniture, pools, fountains, and patio and garden lighting are some of the subjects illustrated and described. *Send 30c to Dept. AH, Waterlox Division, The Empire Varnish Co., 9808 Meech Ave., Cleveland 5, Ohio.*

HANDY HINTS from Johnson's Wax is a package of booklets with a wealth of helpful information on housekeeping. It includes Easy-to-Make-Gifts for a small budget, two pamphlets on furniture and floor care, and a home-safety booklet, Safety Tips for House Cleaning Time. *Kit of booklets free from Dept. AH, Consumer Education, Johnson's Wax, Racine, Wis.*

MAKE WAY FOR BETTER LIVING with practical remodeling and decorating hints from Armstrong. This colorful booklet inspires imaginative ideas for projects such as converting your dark cellar or attic into an Old English or western recreation room, a greenhouse-family room, or a nautical bedroom. There are also pages of ideas for giving your new room, enclosed porch, or breezeway a finished look. *Free from Dept. AH, Armstrong Cork Company, Lancaster, Pa.*



"How we retired in 15 years with \$300 a month"

"Jane and I are still landlubbers at heart, but we'll get used to this boating life. There are lots of things we're getting used to these days—such as sleeping late, waking up to sunshine every day and doing the things we enjoy most. Best of all, we're getting used to *not* worrying about money!"

"Sounds like paradise? Well, almost. We've just retired, financially free and independent, with an income of \$300 a month guaranteed for the rest of our lives."

"I've got to give credit where it's due. If it hadn't been for Jane, we might still be shivering up north instead of relaxing here in Florida."

"It was back in '48, on my fortieth birthday. We had some friends over for a little celebration. There was lots of joking and fun about my hitting the forty mark. Chuck Russell presented me with a cane and remarked, 'Well, old man, you'll be needing this soon!'"

"It was good for a laugh at the time, but a few nights later, as Jane and I sat reading, his remark ran through my mind, and this time it wasn't very funny. I began to imagine what it would be like to be old and helpless—dependent upon

charity; I wondered what would happen to Jane if I died first; I worried about the day when I'd have to quit working and my income would stop."

"All of a sudden, Jane looked over and interrupted my brooding. 'Everyone gets to be forty, you know. It's not the end of the world.' I have to admit that Jane could always read my mind."

"It's not the forty that bothers me," I told her. "It's the twenty or thirty years still ahead of us. Someday we're going to have to retire, whether we want to or not. And I guess it's high time we started doing something about it."

"She really surprised me. 'I already have!' She showed me an advertisement in Life magazine. It told about Phoenix Mutual Retirement Income Plans. I noticed that the coupon was missing. 'I mailed it this morning!' she announced proudly. Reading my mind again!"

"A few days later a booklet arrived in the mail. It described Phoenix Mutual Retirement Income Plans—a means of saving and investing for the future, plus immediate life insurance protection for Jane if anything happened to me. It sounded like just what we needed, so I applied for a plan of my own."

"From that day forward, we never worried about growing old. Fifteen years go by pretty fast. But we haven't minded. In fact, life really begins at fifty-five!"

Send for free booklet

This story is typical. You, too, can plan to have an income of from \$50 to \$300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and you will receive by mail, and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women and for Employee Pension Programs. Don't delay. Send for your free copy today.

PHOENIX MUTUAL Retirement Income Plans GUARANTEE YOUR FUTURE

OVER 100 YEARS OF
LIFE INSURANCE PROTECTION
FOR FAMILIES AND BUSINESS

Phoenix Mutual Life Insurance Co.
106 American Row, Hartford, Conn. 06115

Please mail me, without obligation, your free 16-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

Name _____

Date of Birth _____

Business Address _____

Home Address _____

Why are you so restless?

Could be your mind wants a little more challenge than it's getting in the suburbs.

Read how Great Books can help you put more meaning into your daily life, your marriage, your children's futures.

It seems such a short time ago, doesn't it, when you were single and in the swim—with a budding career, a head full of ideas, and people who actually listened to what you had to say?

What a contrast now! You're busy all right—picking up after the kids.

Your head's full of ideas all right—about supper, diapers, and doctor bills.

People listen to you all right—but they're only two or three years old, so you can't flash too many profound ideas at them.

No wonder you're bored! And no wonder millions of other hep young women in the suburbs are bored. You've just joined the club.

Now it's all up to you

Well—are you going to blame somebody? Your husband maybe, who's working harder and harder all the time to get things for you and the kids?

Or will you blame the kids, because they're so little and cute and take so much time—and because they keep those mindless kid shows blaring on the TV all day long?

Or will you blame the suburbs, because everyone's so alike, and life is so humdrum, and you're so far away from the heart of things that you never know what's going on?

Or are you going to do something about it? Something that will let you use your curiosity, your imagination and your brains. Something that can help your children, your husband, and yourself.

**Bring meaningful activity
back into your life**

If you're as smart as you think you are, you'll take your excess mental energy and channel it now, into a meaningful activity that can stand by you for a lifetime.

An activity you can follow with as little spare time as 15 minutes a day.

The activity is a systematic study of Great Books. The books we live by, whether we know it or not. The books full of ideas that stay fresh, up-to-date and "in", no matter what fads or fashions the so-called "smart" people indulge in. The books you couldn't leave out of any list of really important milestones of our western way of life.

The importance of Great Books

And that's exactly how Great Books were chosen, by scholars who weeded out and weeded out until they came down to the towering works that are essential to understanding our civilization—443 works in all, by 74 authors.

Shakespeare is in there, of course. And Homer. And Freud. And Jonathan Swift, Tolstoy, and Dostoevsky. And many more writers you've heard of, plus some that may be strangers to you.

There's tragedy, comedy, history, philosophy, science—and every word is *important*.

All of it is a brisk change of pace from the flood tide of trivia that has you ready to climb the walls.

You only need 15 minutes a day

Minute by minute, word by word, as you devote 15 minutes each day to



Great Books, you're building within yourself a storehouse of wisdom.

Wisdom that can help you keep your world in perspective. Help you remain the kind of wife and mother you want to be.

Special reading plans let you get a tremendous amount of good from Great Books in 15 minutes a day.

These special reading plans come with your set of Great Books, to guide you through any major subject the way a good teacher would.

That remarkable invention— the Syntopicon

Also with Great Books, and only with Great Books, you receive a truly

remarkable invention called the Syntopicon.

It's a master *idea* index that lets you look up any topic or sub-topic in Great Books in minutes, instead of days.

In two shakes you can compare Freud and the Bible on the subject of love. Or see how Tolstoy and St. Augustine compare on the subject of capital punishment. Or check Plato's ideas about motherhood against Karl Marx.

Great Books will help your whole family

Next thing you know, your husband will be poking into subjects that have aroused his interest, and you'll be conversing together on a highly stim-

ulating level for the first time in years.

Then when your children get to be high schoolers, they'll be peeking into your Great Books, and using the Syntopicon to help them write A-grade themes.

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You can have Great Books in your home for less than it costs to keep you in cigarettes. You can have an informative booklet that tells you lots more about them for free, with no obligation.

To get the booklet, just fill out the attached card and drop it in the mail. You don't even need postage. Great Books, 425 N. Michigan Avenue, Box 212-H, Chicago, Illinois 60611.

GREAT BOOKS

443 masterpieces by 74 master authors. In 54 beautiful volumes. A library you can be proud of.





From Lipton Soup: satisfied smiles and free film to capture them

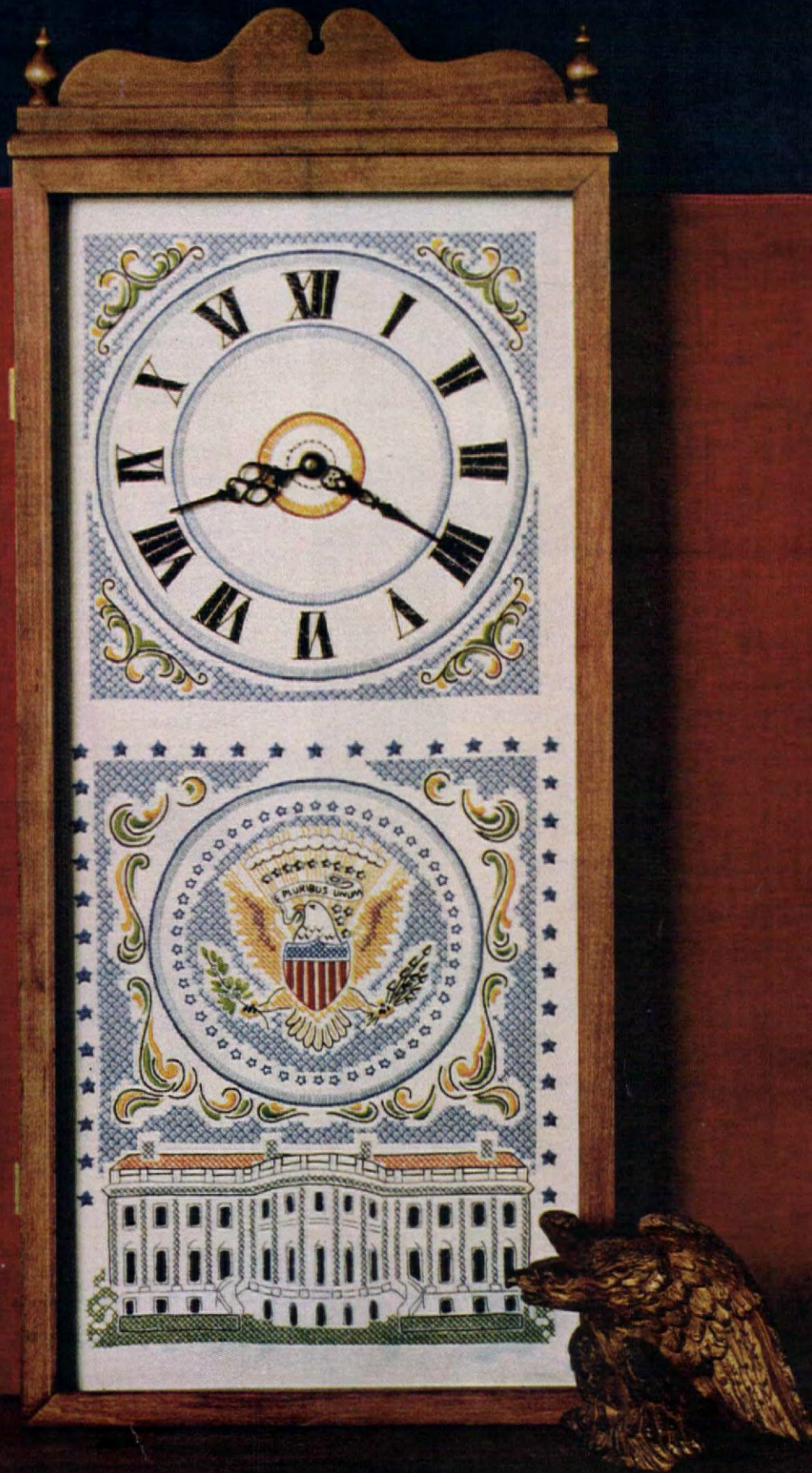
Lipton Soups are happy soups. Take Chicken Rice. Tender white chicken meat and firm, delicious rice guarantee smiles. The same goes for any of Lipton's 12 delicious soups. They all taste like Mother just cooked them. Now here's how you capture those smiles... with

Free film (620 or 127). Get black-and-white film Free for buying 2 different kinds of Lipton Soups. Get color film Free for buying 4 different kinds. Find easy order form on packages. Send it in. The rest is a snap. Get the great smiles, and Free film from Lipton Soup, today.



MAKE OUR HERITAGE CLOCK

AN AMERICAN HOME KIT: Here is a clock that every proud American would like to have in his home. Its design was inspired by the White House and the Presidential Seal. The clock's over-all size is 11½x27" and our kit includes everything you need to assemble it except the glass. You have a choice of a Westclox electric or battery movement. The cross-stitch motifs are simple to embroider. More photographs, prices, full details, and order form are on the next page. DOROTHY LAMBERT BRIGHTBILL





your good pasta
deserves...

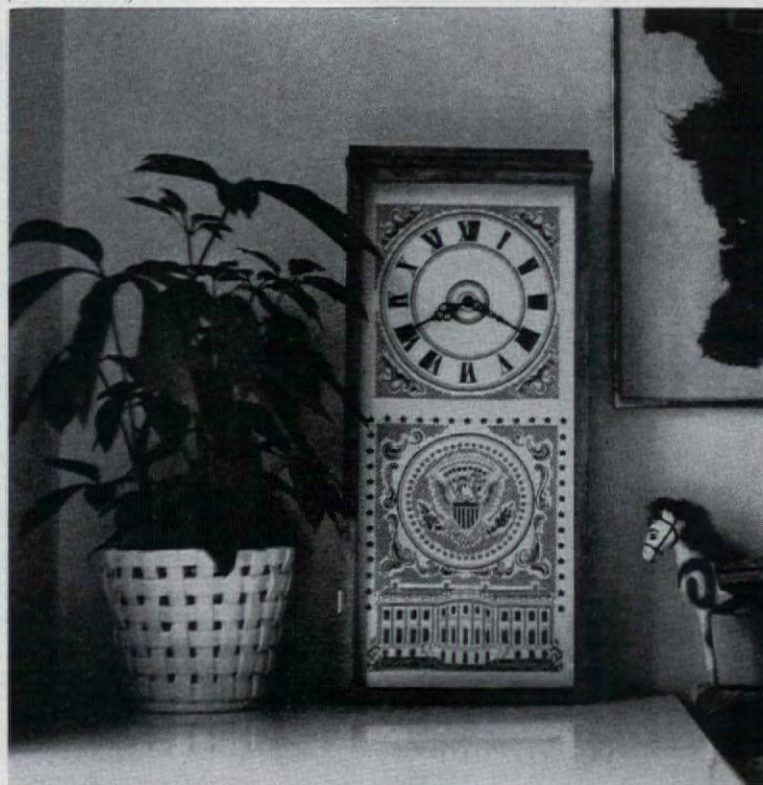
the fine Italian touch!

In two shakes—add the excitement of Italian-style flavor with Kraft Grated Parmesan! Aging for 14 months or more in the true Italian manner, gives it rich, ripe character. This is the golden cheese Italian chefs can't do without for spaghetti, noodles, lasagne and macaroni. Kraft makes it easy for you to make everyday soups, salads, vegetables—and your pasta —*molto bella!* Go a little Italian—start sprinkling

KRAFT GRATED 100% PARMESAN



(continued)



Heritage Clock used without the turned finials and scroll top has a clean simplicity that is fitting for a contemporary setting.

You can hang our Heritage Clock on a wall, or place it on a table, chest, or mantel. You have a choice of an electric or battery clock movement made especially for us by the Westclox Division of General Time Corporation. The battery clock movement is cordless, transistorized, and runs for one year on a standard flashlight battery. Both movements are U.L. approved. Other parts which come with the kit are stamped 100 per cent Belgian linen with embroidery floss and instructions, precut and predrilled wood parts for box frame, completely assembled front frame, finials and scroll top, mounting board, hardware, clock hands, easy-to-follow instructions and chart for assembling. Over-all size is $11\frac{1}{2} \times 27 \times 3\frac{1}{2}$ ".

The clock will take you about a half hour to assemble after you've embroidered the face. Stain or paint the clock case as you wish (stain, paint, or glass are not included in the kit). Then mount clock face on mounting board, slip into frame, and install the clock movement. Heritage Clock Kit #AWM-108/E (electric movement) is \$13.98. Kit #AWM-108/B (battery movement) is priced at \$17.98. Postpaid kit includes Federal excise tax.



Unassembled kit as you receive it.

HERITAGE CLOCK KIT ORDER FORM

Fill out coupon, enclosing personal check or money order (no stamps, please). New York City residents add 4% sales tax. Sorry, we are unable to handle foreign or C.O.D. orders. Please allow 3 to 4 weeks for handling and mailing.

THE AMERICAN HOME MAGAZINE
Dept. AWM, P.O. Box 76, New York, N.Y. 10046

I enclose \$_____ for the items checked below:

- _____ Heritage Clock Kit (electric) AWM-108/E.....\$13.98
- _____ Heritage Clock Kit (battery) AWM-108/B.....\$17.98
- _____ Color catalogue of best selling
American Home Kits..... 20¢

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PRESTO®



Suddenly...all other mixers are old-fashioned!

Meet the most exciting portable ever...New Rock-'N-Mix by PRESTO

"Who says that a mixer *bowl* should be round?" we asked. "And why should a mixer *handle* be horizontal?"

So we built the mixingest portable mixer of all . . . and it's all *new* from the handle on down!

Handle *vertical*? This makes it easy to grip—puts the control where a finger-flick changes 3 speeds. You blend, fold, stir, cream, cut or whip . . . and your wrist won't tire.

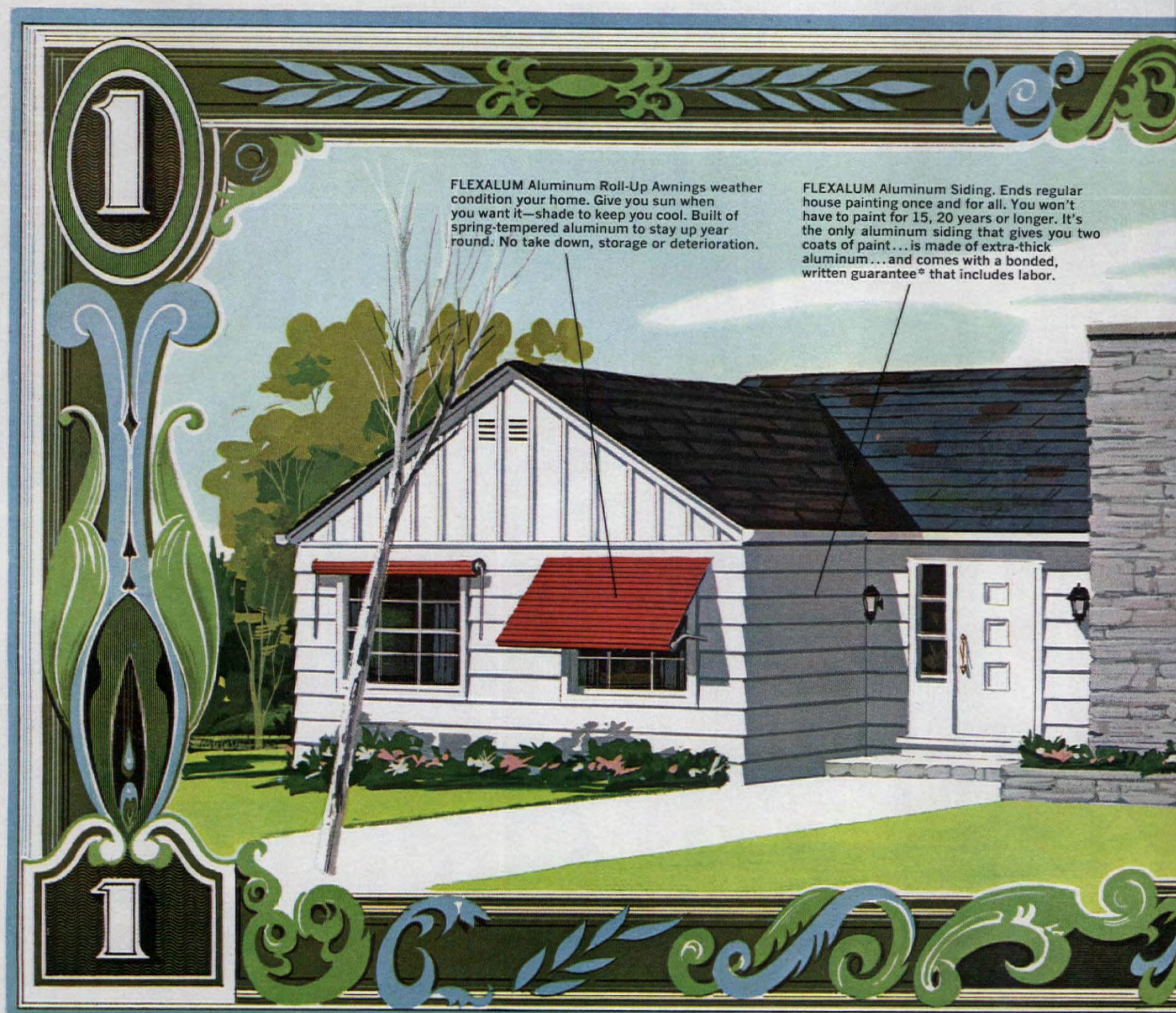
The round bowl school is out. Note how *our* bowl is only beater wide. Its depth is the beater depth. And the bottom are follows



the beaters exactly as you gently rock them through the mixture. This means your ingredients have no place to go except *through* the beater blades, which means smoother, easier, faster and better mixing and blending.

Beaters release at a touch; store right in the bowl with the power unit to save space. Optional knife-sharpening and drink-mixing attachments make the new Presto Rock-'N-Mix even more versatile. See it at your dealer's now. Use it . . . and be amazed! We've kept it *portable* priced!

PRESTO® The Pressure Cooker People
NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WISCONSIN
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CASH IN ON THE "FLEXALUM" DOLLAR FOR DOLLAR FESTIVAL

(100 winners of FLEXALUM aluminum patio covers, FLEXALUM roll-up awnings, FLEXALUM siding.)

If you're selected as a FLEXALUM Dollar For Dollar Festival winner, we'll match you dollar for dollar towards the purchase of a FLEXALUM patio cover, roll-up awnings or siding—up to a maximum of one thousand dollars.

(For example: If the FLEXALUM product you want costs \$600—you pay only \$300. We pay the rest.)

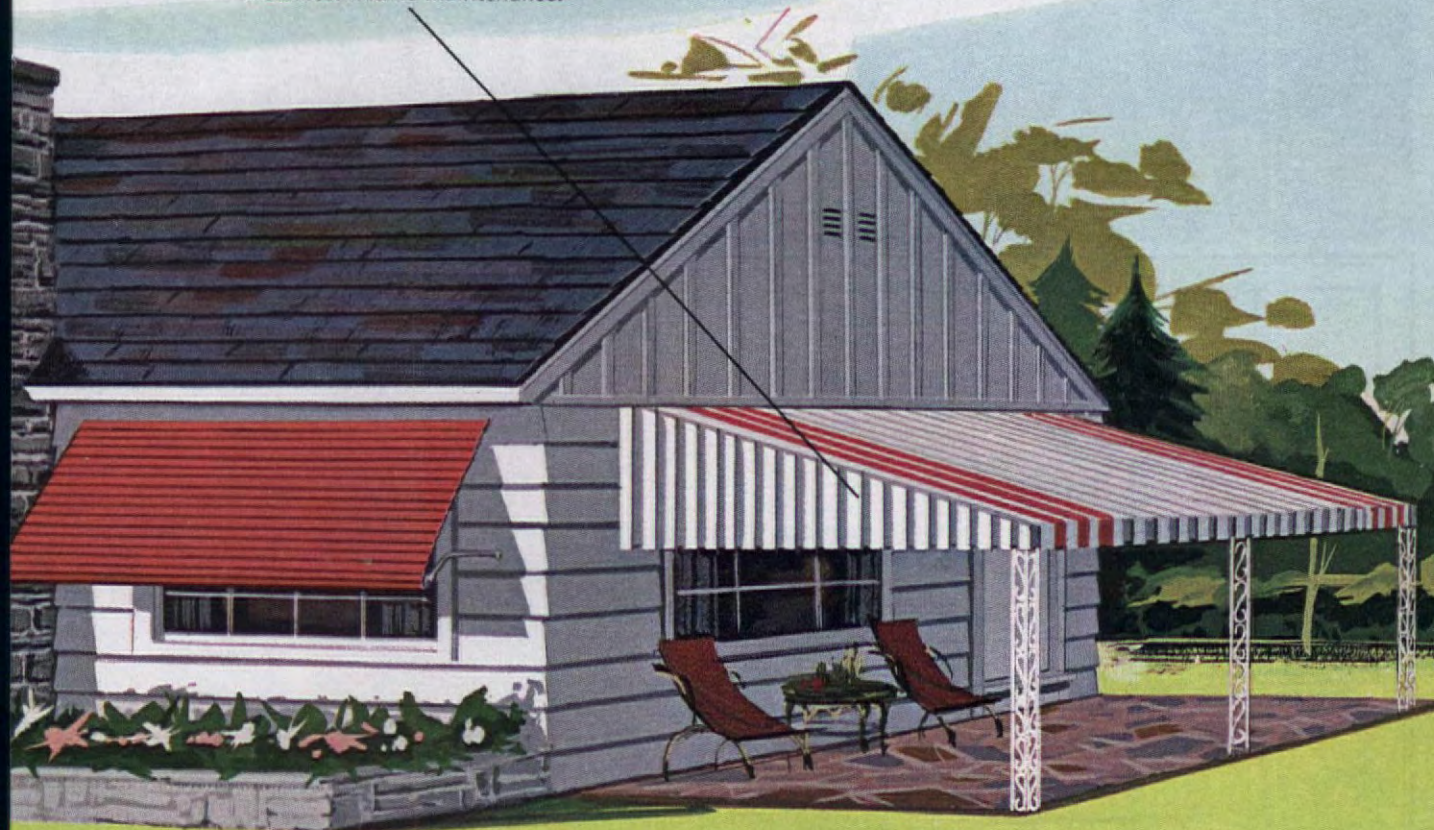
How to enter? Even if you've already purchased a FLEXALUM

product in 1964 or even if you're just thinking about buying one now—you're eligible to enter. All you do is fill out the coupon, checking the one FLEXALUM product you'd most like to see in your home.

1. FLEXALUM siding. 2. FLEXALUM roll-up awnings. 3. FLEXALUM patio cover. Your entry will then be placed in a drawing to determine the winners.



FLEXALUM Aluminum Patio Cover. It's like adding a vacation resort to your home...with years of fun and festivities in your own backyard. Two-coat finish is baked on like a fine automobile. Unlimited colors and patterns to pick from—including smart stripes and metallics. And no maintenance!



*All provisions specified in our written guarantee are bonded by the Continental Casualty Company.

FESTIVAL RULES: **A.** A total of one-hundred (100) winners will be drawn. Winners will be notified within two weeks of the close of the Festival, March 15, 1964, by the Bridgeport Brass Company. **B.** Winners must accept installation on their own homes within 90 days after notification. **C.** Siding winners will receive credit toward materials only—exclusive of labor. **D.** This contest is open only to homeowners in the United States subject to Federal, State and Local regulations. It is not open to employees of Bridgeport Brass, its dealers or advertising agencies. **E.** The use of published coupon is not mandatory. If desired, entry may be made on plain piece of paper instead of the accompanying coupon. **F.** Only one entry to a family.

Flexalum

Bridgeport Brass Company, Bridgeport 2, Connecticut

I own my own home.

The Flexalum home improvement product I would most like to see on my home is: ☐ Aluminum Siding ☐ Aluminum Roll-Up Awnings
☐ Aluminum Patio Cover (Check one only.)

Name _____

Address _____

City _____

Zone _____

State _____

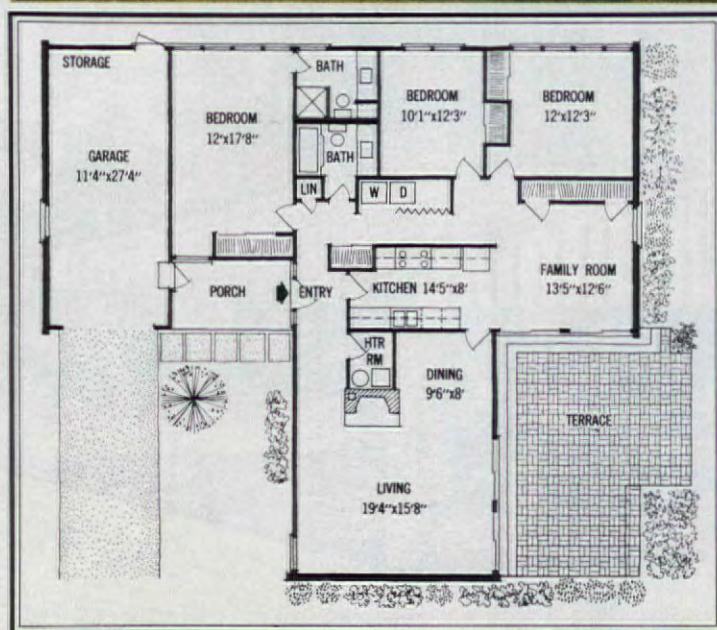


EVERY BUILDER faces the problem of translating family living requirements into a good house plan. Kingsberry Homes, a progressive manufactured-house company of Chamblee, Georgia, recently sponsored a design competition to help them do this. Architect G. Hugh Tsuruoka, of Chicago, who is a master at small-house design, won the award with an exceptionally fine design. While some of the finer points were lost when the house was put into production, the result is still a first-rate builder's house.

THE FLOOR PLAN is one of the best we have ever seen and embodies just about all the elements of good plan arrangement. All indoor activity revolves around the centrally located corridor-type kitchen which is accessible from every part of the house. Behind the kitchen folding doors conceal the compact laundry-storage area. There is complete privacy and isolation from noise for the master bedroom. The traffic-free, closed-end living room has a sloped ceiling accented by an exposed ridge beam. Access from the house to the garage is through a covered porch.

THE BRICK PATIO, designed by Martini & Associates, is sheltered from wind and public view and surrounded by a lovely garden wall, offering an irresistible invitation to outdoor living.

BUILDER'S HOUSE OF THE MONTH



Builder: Barrett Realtors & Kingsberry Homes Location: Fayetteville, North Carolina Price: \$18,700 without land or patio Living Area: 1700 square feet



JOSEPHINE, TV'S LADY PLUMBER, SAYS:

**"OTHER CLEANSERS HAVE PROBLEMS
WITH BOTH FOOD STAINS
AND POTMARKS..."**

"Other cleansers poop out when they face both food stains and aluminum potmarks. Comet gets out both stains better than any other leading cleanser.

"What's Comet got that they don't?

More muscle for removing both kinds of stains. Only Comet has Chlorinol—the best cleaning, bleaching and disinfecting stuff in any cleanser.

"Give your sink a Comet cleaning.



**BUT NOT COMET.
IT GETS OUT BOTH
KINDS OF STAINS BEST"**

Watch it bleach away the deepest food stains—root out tough, hard potmarks. Then you won't need a lady plumber to tell you about it. You'll know—Comet gets out both kinds of stains best."



So I said, "Look, George, the trouble is you don't have any imagination."

Other girls' husbands say, "Go ahead, darling, buy yourself a mink." Or, "How would you like a diamond tiara?" Not George. George says, "What-daya want with new drapery rods, for heaven's sake. Your old ones are as good as new." Of course they're as good as new. I don't know if Kirsch rods ever wear out, but if they do it would sure come as a surprise to me.

What I'm interested in is *fashion*. That's why I sent 25¢ to Kirsch for their "Guide to Window Beauty" book. Turned out to be just about the best quarter's worth I ever got. Full of great ideas. You should see what my new Continental cafe rods do for my den, for instance. And that's only the beginning. I've decided to redecorate all my windows—as soon as George calms down.

I happened to mention that Kirsch makes 1124 drapery hardware items to cover any window situation you can think of and he got terribly upset. Heavens, I'm not going to try them all. At least, not all at once.

Kirsch
DRAPERY HARDWARE



KIRSCH COMPANY, 148 Prospect Street, Sturgis, Michigan.
I'm enclosing twenty-five cents (25¢, that is) for your wonderful, best-selling book.

Name _____

Address _____

City _____ State _____ Zip Code _____



JEANNE LAMB O'NEILL

Enough has been written about the agonies of moving and the inequities of moving companies. Without half trying, you can find pages and pages of dreary dos and eerie don'ts to keep you awake nights and discourage you from ever moving at all. Don't misunderstand me. I'm the last person in the world to tell you that moving is 89 barrels of fun. It isn't. It's the most painful, terrifying, confusing, exhausting, embarrassing, excruciating torture in the world and I can't imagine how many thousands of Americans live through it every year. But ghastly as it is, there's one bright spot in the picture—the moving man. Time someone gave this amazing man the kiss on the cheek he deserves.

If you ask me, a moving man is part Tarzan, part Einstein, and part Houdini. He has the strength of ten horses, the gallantry of ten knights, the calm of ten cucumbers, and the heart of ten Santa Clauses. How on earth does he get that way? I know moving men have to go to school. They have to *learn* how to pack your heirloom Limoges and how to get a grand piano through a 3-foot door. But at moving-man school, do they also give courses in the Psychology of the Move, How to Keep the Lady of the House From Jumping Out of Her Skull, and How Not to Cuss When the Barrel Drops on Your Toe? Moving isn't for sissies. It's hard, sweaty, muscly work—at least moving *us* was. You'd expect manners and a vocabulary to match. But in all the four long, grueling days it took to move us out of one state and into another, did our moving men swear like movers? Did they glare or grumble, frown, or fret? No, they whistled and hummed and laughed and joked. They smiled gently at the children and murmured soothing words to wild-eyed mommy. They were like old friends of the family—someone to wave at across the chaos, someone to smoke a cigarette with, and someone to bring all your troubles to.

Of course, not everybody gets off to such a smashing start as my moving men and I. We met each other on the road, bright and early moving day.

They were rolling up from their home base three states away—I was coming back from the airport where I'd delivered my fortunate husband—and there we were on the crowded thruway cheek by jowl, or fender by fender. When the driver pulled up in town to ask directions, he got a personal lady escort right to the door. That may be why he didn't turn right around and hightail it for home when he saw what he was up against.

A mover has hard moves and easy moves, just as an obstetrician has hard deliveries and easy deliveries and a lawyer has hard cases and easy cases. Ours was, no doubt about it, a hard move. Aside from dutifully tallying beds, dressers, glass-top things, valuable paintings (one), and clothes closets, I'd mentioned our numerous bottomless window seats, our immovable outdoor stone urns, our books, and of course, our incredible attic.

But you have to see our attic to believe it. Even seeing it that first morning, I don't think our moving men were sure it was real. Some of its treasures had been there when we moved in—stereopticons, brass beds, Morris chairs, and 1930 *Vogues*. And ever since, we'd been filling its yawning reaches with our own overflows and oddities. Not having seen the attic before we spruced it up for buyers, the movers weren't impressed by the *neatness* of the mountains of junk. But, bless their hearts, their spines straightened right back up—they SOSed for another hundred cartons and all the extra men that could be spared—and fell right to.

It took hours and hours of blood, sweat, and newsprint to pack us. As the carton and barrels piled up and up, it didn't seem possible that a family of two adults and two children could amass so many worldly goods in one lifetime. It's lucky ours was a company move, with the movers wrapping everything from ice skates to spaghetti, or the job wouldn't be finished yet. But even with somebody else doing all the work, you can't just curl up in the corner with a cup of coffee. You have to be up in the attic, down in the cellar, at the front door,

at the back door, on the phone, and right on your toes every minute. It isn't true that they'll pack up your garbage in tissue paper if you're not careful, but they do need a little advice on what goes and what stays. Incidentally, one thing about having the movers do your packing—it's work-saving but you end up having no more secrets from them than you do from your analyst or masseuse!

On and on went the packing and loading, heaving and hauling. Nobody stopped, except to wipe a brow or gulp a sandwich. Finally at dusk on the second day, with glazed eyes and rubber legs, we assembled on the lawn to take stock. Inside the great, groaning van there obviously wasn't room to slip a packet of needles. All around us on the grass sat tables, chairs, and lamps like wistful wallflowers waiting to be chosen. Inside the house the men were loading up still more boxes and barrels. And there, defying anyone to do anything about it, stood Daddy's pet nine-foot-tall rubber tree. Even the cool, calm, confident driver looked a little uncertain to me in the fading light. But, lo and behold! before the sun left the sky the last piece of furniture was loaded, the doors were latched, and the big van was slowly rolling down the street.

I don't know which part of moving is the worst—the worrying and planning beforehand, the worrying and working during. But for pure misery, probably nothing can top the moment when, at long last, it's all over. Watching the van disappear down the street, you suddenly wonder if you'll ever see it and all your earthly possessions again. Behind you lies the house that used to be your home. You stand forlornly on the sidewalk, belonging nowhere, gripping a child's hand in each of yours—and then, just as the van rounds the corner, the driver leans out, smiles and waves a cheery good-by.

Then, of course, you know that all is not lost. After a welcome day's rest you will see the van again. It will pull up in front of the beautiful new house and there'll be Mr. Townsend, looking far too young to be expecting his fifth child and far too frail to carry 200 pounds on his back like a feather, but all set to move you in as smoothly as he moved you out. Before you know it, the big stone urns complete with dirt, drainage rocks, and bobbing red geraniums will be sitting by your new front door—to make you feel at home, right away.

There'll be the great gentle mountain of a man named Irish who was, of course, Scotch. It was Mr. Irish who assured you that you kept the cleanest house he'd seen, all the while the shameful dirt was being bared behind dressers and under sofas. He did you a hundred favors and you didn't mind at all when his formal "missus" turned to "good lady" then "pretty girl," and finally, to a compassion-filled "dear child."

And there'll be others—the moving

man who cheerfully switches the rugs around, even after all the furniture has been put on top. There'll be the moving man who offers to find you the best cleaning woman in town to help get you settled. And there'll be the blond teen-ager who doesn't think you're crazy to put the sofa at right angles to the fireplace, and even

convinces your husband he likes it.

Your moving day may not be like mine. You may not be moving from one state to another, with your husband in the other. You may not have a huge old-fashioned attic and a cavernous basement groaning with the accumulation of years. You may not have Japanese lanterns from the

farewell party still strung across the lawn when the movers arrive and food in the freezer and shirts down at the laundry. In short, you may be organized. In which case, you may never learn what a kind, courteous, lovable breed these moving men be.

For my part, I couldn't move without them!

THE END



Gulistan® Carpet and Everfast® fabrics

Colonial – the versatile decorating trend

Two boys live here . . . yet this is a small room. How do they find storage space for all their things? Kling Coordinates is the answer. This unique furniture climbs walls, fits into corners and even under windows. It gives a "built-in" look that you can take with you and will fit anywhere. There's plenty of room for hobbies, games and homework with no crowding, cluttering or space loss. Living, dining or bedroom, Kling is at home wherever you need shelf, drawer or cabinet space. Choose open stock Kling solid

maple or solid cherry. Add to it any time to make a room more charming, warmer, and more livable. No matter where you use Kling, it speaks well of your good taste. It's the Colonial furniture for the discriminating homemaker.



Famous Baumritter Brands: Ethan Allen • Viko • Roomates • Kling • Restocrat

Dept. AHK-34, P.O. Box 311
Murray Hill Station, New York 16, N. Y.
Please send FREE the Kling Colonial folder which includes sketches of all pieces in the line.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

One thing is sure, *these* beautiful eggs will come first at Easter. Would you ever believe that they're honest-to-goodness, plain old-fashioned eggs? They look as if they belong in a museum alongside the precious bejeweled porcelain beauties fashioned for czars in days gone by. One is prettier than the next. Will you have a delicate blush pink egg wearing bracelets of pearls and bright rosebuds? Or a golden yellow with pansies and a fawn shyly peeking through? Or a peephole egg with a fairytale scene inside? Breath-taking as they are, any smart

chick who can blow out an egg (or enlist a youngster to) can have these masterpieces in her house this Easter. You'll find all manner of dainty trims, braids, rickrack, ribbons, sequins, jewels, and appliques on counters of variety and department stores. You probably have odd little bits of glitter right in the house that will give you ideas. The pedestals we put our eggs on are ordinary wooden spools. Use our designs or dream up your own variations. They'll be a favorite Easter tradition for years to come! Complete instructions are on page 90.





People go better refreshed. The never-too-sweet taste of Coca-Cola gives a special zing... refreshes best.

things go
better
with
Coke



TRADE-MARK ©



Shown: Folding chair, model 60. Folding table, model 70.

Bridge sets that live through it all —endurable Cosco

Never mind those painting messes—or coffee stains, or two hundred pound chair-tippers. Through it all, through the years, your mind's at ease. Because this bridge set is liveable, hard-working Cosco.

You can see why. Thick vinyl upholstery helps you whisk away stains. Steel construction holds up under family wear. Trim styling complements your home.

The folding? It's quick and easy (leg locks are out of sight, tucked away under the table top). And there's never a pinch. That assuring click tells you it's up, ready for anything.

See for yourself. Choose from many different table and chair styles, all in decorator colors. Tables from \$10.98, chairs from \$8.98 (slightly higher in far west). Small prices for so many years of family living. Hamilton Cosco, Inc., Columbus, Indiana.



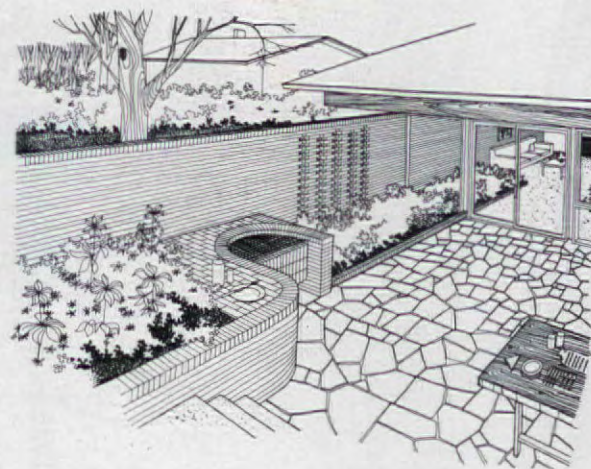
Chairs fold flat for easy storage

COSCO useful products for family living

DESIGNER'S SKETCHBOOK

The freedom of creating new shapes, forms, and patterns with brick is often overlooked by designers who are preoccupied with function alone. To use this material outdoors for the single purpose of shielding from wind and rain is to waste the beauty of brick. Even the simple omission or turning of a brick in a repetitious pattern is enough to add interest to an otherwise flat and monotonous wall.

This group of imaginative ideas, taken from the sketchbook of architect Casper Nee, of Alexandria, Virginia, shows how both decorative and functional purposes can be combined.



The graceful curve of this outdoor barbecue is a perfect example. The brick garden wall behind it continues inside the house, creating a flow from outdoor to indoor living.

(continued)



Perfect Pizza with real Italian flavor

Now easier and quicker to prepare than ever! Just add water to the new faster-to-fix mix and you're guaranteed a tender, crunchy crust every time. Rich, true Italian-style pizza sauce, seasoned with the perfect combination of herbs and spices. Topped with choice Italian-style cheeses. Two delicious pizzas to try. Chef Cheese Pizza and Chef Sausage Pizza. Each comes complete in one package and gives you even greater convenience.

CHEF BOY-AR-DEE®

EVERYWHERE IN U.S. AND CANADA



classic among classics!



In the brilliant collection of Pennsylvania House Colonial Classics for living room, dining room and bedroom, this lovely writing desk and its companion chair in solid cherry are especially beloved gems. Pennsylvania House furniture is available in both solid cherry and maple, in your choice of stunning wood finishes or striking accent colors. It's a wonderful feeling to own the finest! Send 25¢ in coin for our colorfully illustrated brochures of Early American furniture.

PENNSYLVANIA HOUSE

DEPARTMENT A-34, LEWISBURG, PENNSYLVANIA

LIKE TO MAKE THINGS WITH YOUR HANDS?

We have nothing against hobbies. Far from it. Today, hobbies are what separate the men from the boys. But if you *must* make something with your hands, why settle for ceramic tiles or lamp bases or hooked rugs or number-painting? Live a little! If you *must* make something with your hands—make music! What could be more glorious...more soul-satisfying...more relaxing...more down-right fun? And you *can* make music. Right now. Today. Even if you "never took a lesson in your life!"

That's right. With Conn's remarkable new learning method, "Instant Music," you will be playing any one of 39 familiar tunes—in a matter of minutes! All you have to know is your alphabet from "A" to "G." No endless scales and exercises. "Instant Music" gets you off to a fast start and with the right techniques. You play with both keyboards, with various bandeffects—and with foot pedals, too.

In other words, you play *naturally* (the way a professional musician does). No lifeless pushbuttons. No recorded gimmicks. You play with true human expression on a professional-quality instrument. The Conn *sounds* like an

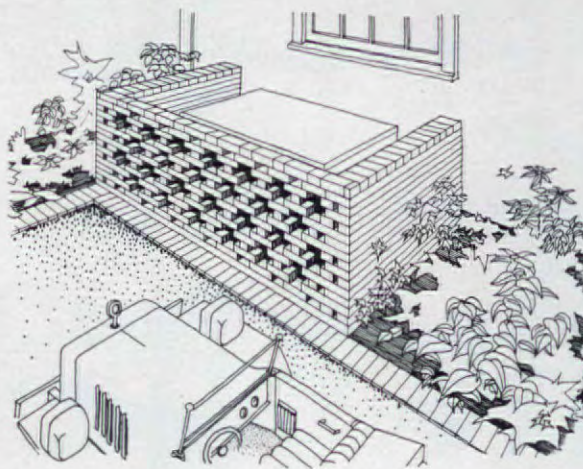
organ. The Conn plays like an organ. It is, after all, the product of C. G. Conn, Ltd., world's largest manufacturer of band instruments!

There are seven handsomely-crafted models to select from. Prices start at \$995, and your Conn dealer can arrange convenient terms. For helpful free booklet, "How to Choose an Organ," plus free "Caprice Capers" LP record, just write today to Dept. AH-8, Conn Organ Corp., Elkhart, Indiana.

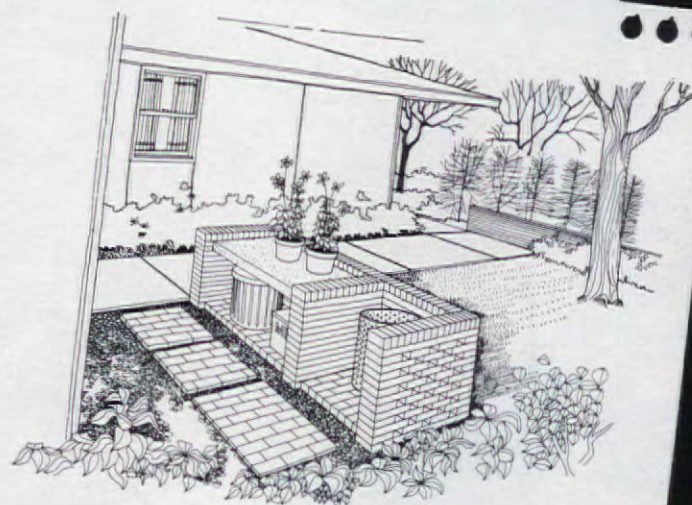
CONN ORGAN



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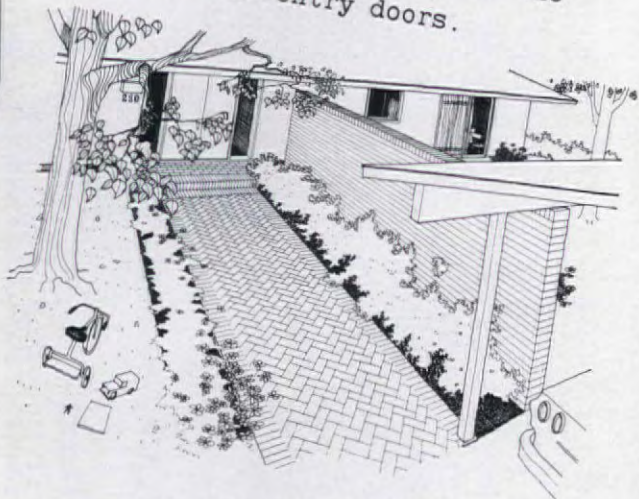


Bricks woven into an airy lacework effectively hide unsightly mechanical equipment such as heat pump or air conditioner. Plantings and the brick curbing adjacent to the driveway make this area a point of interest and appeal.

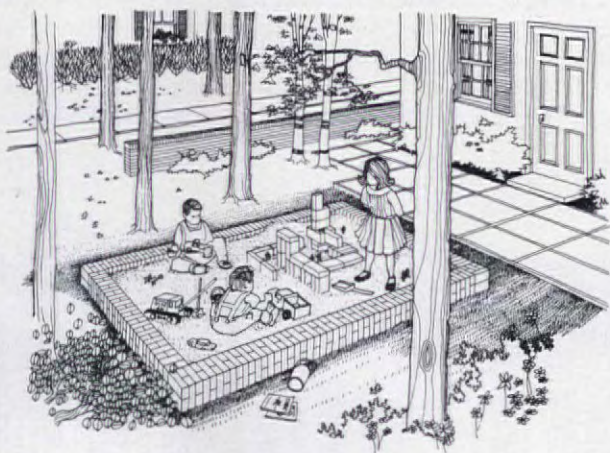


Concealing trash storage from view is always a problem. Here the solution is to transform the enclosure into something handsome. The use of firebrick makes it ideal for incinerator use and the ventilating holes provide decorative pattern.

A brick screen wall between garage and house insures privacy for an outdoor living area. The perspective of its deep-struck horizontal joints adds a touch of luxury and graciously draws a visitor to the wide double-entry doors.



This indestructible sandbox will delight the children. Colored face bricks make up the perimeter which



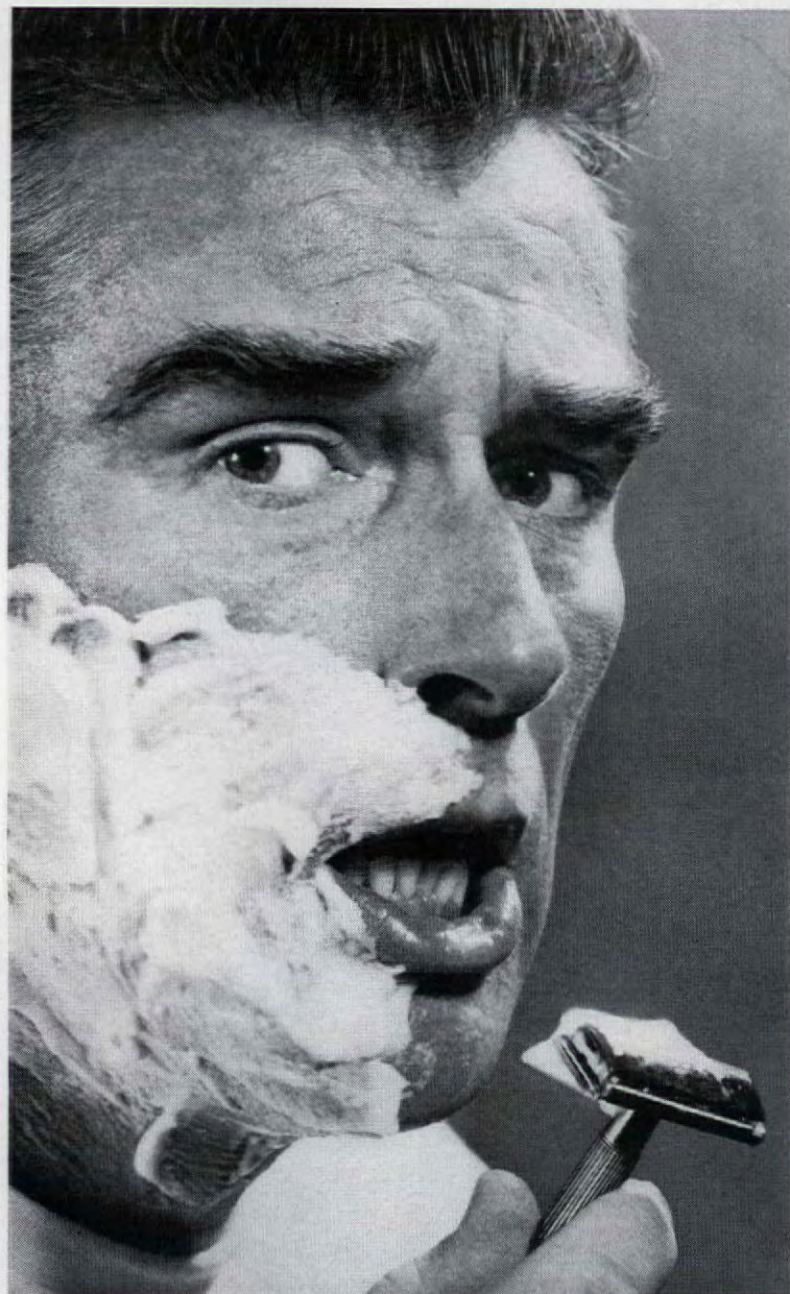
also serves as a seat. Rounded, bullnose bricks may be used at corners and top edges.



Isn't it refreshing to find a latex wall paint that leaves no lingering odor after painting? There's only one, and it looks like *this*.



"Who used up all the hot water?"



Don't get hot over cold water...

INSIST ON A GAS WATER HEATER

If your water heater doesn't work fast enough, no use getting mad at the rest of the family. New Gas water heaters will keep everybody happily in hot water—and save your money, too. High recovery rate, low first cost, low operating cost, long life—no other kind of water heaters can match Gas. That's why nearly three-quarters of homes today have Gas water heaters. See them at your Gas Company or plumbers.

AMERICAN GAS ASSOCIATION

Live modern
for less with

GAS

SCREENS AND FENCES ARE FOR ADORNMENT TOO!

Screens and fences are not only for privacy and for separating your property from your neighbors! They also add to the beauty and distinctiveness of your garden and home. Whether you buy them ready made, have them custom built, or design and build them yourself, you'll do well to give them all the consideration you'd give a planting of trees or shrubs, a rose or perennial border, or a paved walk or terrace. In the pictures shown here you'll find imaginative ideas on design and construction, and on both the practical and decorative uses of fences and screens.



Staggered redwood screens provide privacy and lend distinctiveness to the design of a contemporary garden. These were built of 1x4's with blocks cut for spacers and inserted at half height. The design is by Robert Babcock, landscape architect.



A well-designed fence is not only functional but contributes to the appearance of the property. This one is of board-and-batten construction, with cap, and is fronted by a planting of junipers pruned to three feet. Design by Thomas D. Church.
(continued)

John Robinson

Automatic dishwasher owners: Clip this coupon...



...and see how spotless clean
your dishes can be.

**New dishwasher *all* not only ends water spots
but dissolves 7 other stubborn spots!**

Clip this special 8¢ off coupon and see for yourself how new Dishwasher *all* not only ends water spots, but dissolves these 7 stubborn spots: **greasy spots, egg yolk, lipstick spots, tea and coffee stains, leafy vegetable specks, milk film and starchy spots!** • In fact, Dishwasher *all* guarantees you the most spot-free glasses, silver and dishes any dishwasher can wash — or your money back. • Dishwasher *all* is recommended by every leading dishwasher manufacturer. And recommended completely safe for the finest china by the American Fine China Guild.



COOKING WITH

Kellogg's



New Casserole for Lent

Herb Salmon Bake

Kellogg's new Croutettes season it with herbs . . . salmon and cheese make it nourishing with protein

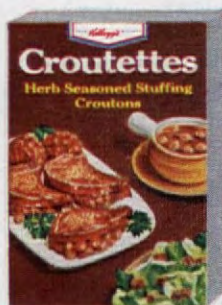
- 2 cups KELLOGG'S CROUTETTES Herb-Seasoned Stuffing Croutons
- 2 cups (1-lb. can) salmon, drained, boned and flaked
- 2 cups (½ lb.) grated Cheddar cheese
- 4 eggs
- 2 cups milk
- ½ teaspoon Worcestershire sauce
- ½ teaspoon dry mustard
- 1 teaspoon salt

1. Place 1 cup of the Croutettes in a greased 1½ quart casserole or 8 x 8-inch baking dish; sprinkle with 1 cup of the salmon and 1 cup cheese. Repeat, using remaining Croutettes, salmon and cheese.

2. Beat eggs slightly; stir in milk, Worcestershire sauce and seasonings. Pour over contents of baking dish.

3. Bake in moderate oven (350° F.) about 1 hour or until a knife inserted near center comes out clean. Garnish with parsley, pimiento strips or pepper rings, if desired. Serve immediately.

Yield: 6 servings.



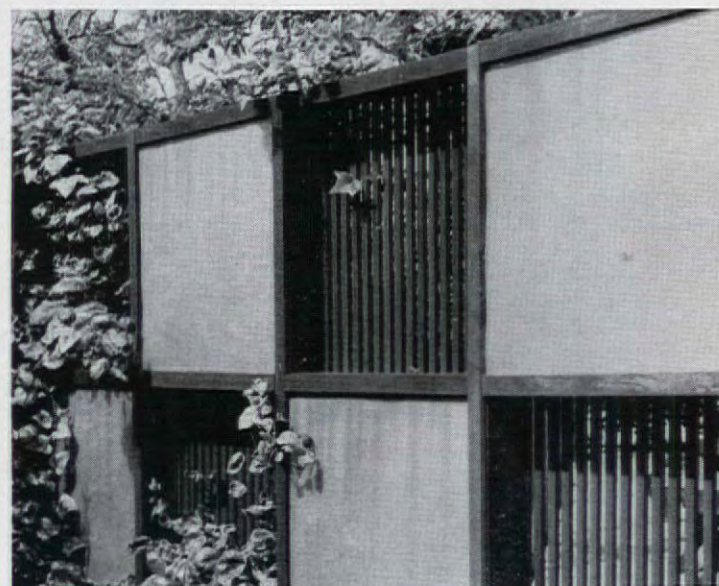
© 1964 by Kellogg Company

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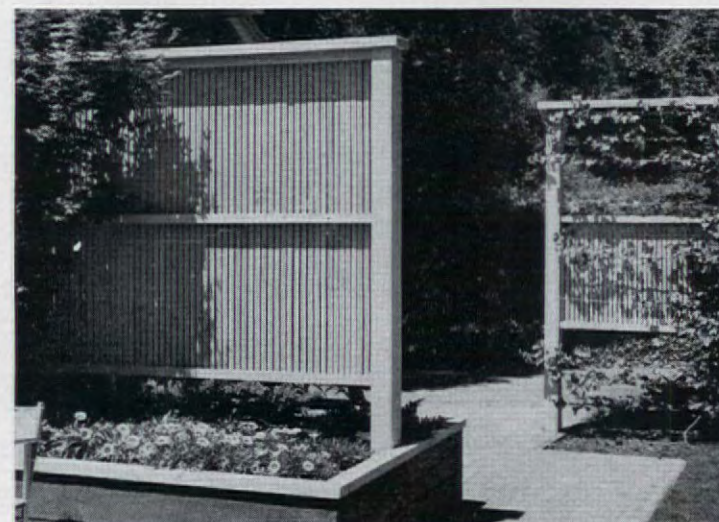
Paul E. Genereux

Beautiful translucent screens can be made from Acrylite plastic sheets in which leaves, grasses, or pressed flowers are embedded. They are shatterproof and withstand weathering.



Ernest Braun

A striking effect is created by a checkerboard fence built from redwood 1x4's, 1x1's, and squares of sheet plastic. The design is softened here and there by variegated English ivy. It was designed by owners, Mr. and Mrs. Hayes Newby.



John Robinson

Baffled or overlapping entrance screens insure privacy but do not block passage as a gate would. These screens, designed by Landscape Architect Geraldine K. Scott, are seen from inside the garden. The outer one is vine covered; the inner is surrounded by raised bed planted with hybrid gazanias.

KLEENEX TOWELS

the biggest, softest towels
you can buy!



BIG!

Each one is 121 square inches big. Big enough to mop-up even those messy, giant-size spills.



PINK
YELLOW
AQUA
WHITE



KLEENEX IS A TRADEMARK OF KIMBERLY-CLARK CORPORATION

SOFT!

Like a big, soft cloth. Soft enough to get into spots other towels miss. Polish glassware without streaking or leaving lint.



All these? All m-m-m-m!

*SEGO® has 9 delicious surprises for you...
all so good-tasting you'll forget you're dieting. Almost.*

Introduce a dieter to SEGO, and what happens? The most skeptical eyebrow goes up in delighted surprise. This is hardship? These rich-flavored drinks that taste right out of a soda-fountain? In such variety your taste never tires? Nine... nine reasons why success comes easier to SEGO dieters who sip happily from flavor to delicious flavor. Once you turn your back on Lobster Newburgh for your figure's sake, make it easy on yourself. Try SEGO... the delicious one, with two more ounces and more protein than other 900-calorie diet foods.



SEGO has the soda-fountain flavors

CHOCOLATE, *with the natural flavor of pure cocoa*
CHOCOLATE MALT, *the deep, dark and delicious one*
VANILLA, *rich and smooth as ice cream*
BANANA, *mellow with ripe, sweet flavor*
ORANGE, *just tart-sweet enough, a breakfast choice*
PINEAPPLE, *bright flavor, smooth and creamy*
STRAWBERRY, *pink as strawberries-and-cream*

And 2—Brand New!

CHERRY, *sweet and tangy, sure to be a favorite*
CHOCOLATE COCONUT, *a blend of rich flavors*



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PROTECTED
comfortable
Sleek
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dainty
unhampered
clean
modern
triumphant

Use Tampax® internal
 sanitary protection.

Tampax Incorporated, Palmer, Mass.



*Invented by a doctor—
 now used by millions of women*

RALPH FREAS

LISTEN HERE

What high fidelity is and isn't, plus sound reflections on music listening

Back—way back about 15 years ago—high fidelity meant only one thing: the art of reproducing sound as close as possible to the original. For example, a high fidelity recording of a lion's roar—there is one on Audio Fidelity records—should produce goose bumps as the listener scrambles for a rifle. ("Steady, bwana, it's only the phonograph.")

The phrase *high fidelity* was a splendid one and, inevitably, it was picked up for use by manufacturers of phonographs on every quality level. Before long, *hi-fi* became a generic term for record player, whether it was a \$24.95 portable or an expensive, super-duper, de luxe model with flashy veneer and mediocre sound.

Such is the magic of the hi-fi label that it is slapped willy-nilly on a variety of things. Today, our wives apply hi-fi lipstick while regarding themselves in a high fidelity mirror. Clothes are rejuvenated at the Hi-Fi Dry Cleaners. A restaurant near Boston serves hi-fi pizza. And so on.

Even among owners of the finest sound-reproducing equipment, high fidelity means different things and serves different purposes. There are nonlisteners, for example, who use audio gear to produce what is euphemistically called background music. (Was it Frank Lloyd Wright who described it as "chewing gum for the ears"?) The only purpose high fidelity serves in this particular case is to abolish silence.

Then there's a broad spectrum of active listeners, ranging from the person who loves music but doesn't care how it sounds, to the one who doesn't care what he listens to but only cares how it sounds. The latter usually has a fine collection of sonic miscellany (tugboat whistles, sports car races, the aforementioned lion's roar, etc.) and delights in shivering the timbers throughout the house with a recorded pipe organ's awesome pedal notes—played loud.

To many, high fidelity is an exercise in technological lint-picking. Their interest focuses on performance specifications rather than the musical end product, and they are led down some interesting but often unrewarding paths. Take, for example, a fidelitarian who wants the best turntable or record changer. In comparing the specifications of one unit against another, he'll analyze, among other

things, the rumble factor. Rumble refers to the transmission of mechanical noise from the drive mechanism to the cartridge, and hence to the loud-speakers. A good turntable shouldn't have much, but all have some. Happily, it is inaudible and the amount of inaudibility is specified by manufacturers as a minus quality in decibels. For example, a good turntable might be said to have minus 50 decibels of rumble.

The person who buys specifications rather than performance will naturally want a unit with the least inaudible rumble. He'll incline toward a unit that—let us say—has minus 55 decibels rather than minus 50. You might fairly ask—since both are inaudible—what difference does it make? To the person primarily interested in the musical end product, the difference is quite negligible.

Or consider a doctor friend of ours who suddenly became preoccupied with lightweight tracking of cartridge in record groove. He spent considerable money trying fifteen different variations of tone arm and cartridge in order to lower the tracking pressure to half a gram. How important is it? Well, lightweight tracking causes less groove and needle wear. All other things being equal—absence of grit and dust—records will last longer and sound better.

All of the currently available tone arm cartridge combinations, as well as record changers, will track with ease at between two and six grams. At three to four grams, wear is practically negligible. At two grams, the chance of wearing out a record after hundreds of plays hardly exists. Further, engineers believe that wear may actually *increase* at tracking pressures under a gram. This seeming paradox is explained by the fact that the needle does not properly engage the groove, and bounces erratically, bruising the soft vinyl. Why, then, should our friend strive for tracking at less than a gram? Probably he misunderstood the reason for lightweight tracking or was misguided by advertising ambiguities. He was not successful in his attempt, by the way, and now listens to music for its own sake.

One might think that high fidelity means bringing the realism of a concert hall performance into the home. This is its declared purpose as stated by manufacturers of fine equipment. But it's not quite true. There is a

subtle difference that relates to the ability of the listener to shape the sound and vary its dynamics. It's adjustable. Being so, the sound can be what we want it to be, according to personal taste. The listener plays an active role and the better the equipment, the more active the role can be. High fidelity, in a sense, makes every man his own conductor.

A frequently asked question by the unknowing is, "Have you a hi-fi or a stereo?" It makes little sense because the two are not comparable. High fidelity is a qualitative term; stereo is not. Stereo simply describes a technique that adds dimension to sound and thereby heightens the reality. Many of the available stereo phonographs on the market, like nonstereo models, are distinguished by the low level of their fidelity.

The English language borrows the word *stereo* from the Greek; it means *solid*. Applied to reproduced sound, this may seem to be a slight misnomer. It isn't. Anything that has depth, breadth, and height—which is to say, three dimensional—can be called solid. The height and breadth of stereo sound is easily perceivable. Good stereo also gives a feeling of depth. For the most part, however, the listener gains the impression of a curtain of sound reaching between and beyond the two loud-speakers in the typical stereo system.

Stereo is no new thing; the principle of solid sound reproduction dates back many years. But it was never more than a curiosity until six years ago when record manufacturers learned how to press two completely separate sound tracks into a single record groove, and phonograph pickup manufacturers learned how to produce a device to translate a complex needle motion into two completely separate and minute voltages. Today, almost a third of all long-play records bought are stereophonic.

Stereo has made possible a variety of sonic illusions. Motion is one. Now we can listen to the sounds of subway trains rattling across the living room, entering left and exiting right. We hear a lion snarling as it makes its way across the oriental rug. ("There he goes, bwana, under the coffee table.") It's tricky, gimmicky, and fun. But the real purpose of stereo—and it performs beautifully—is to sharpen our pleasure in hearing music gloriously reproduced. THE END

This range doesn't make oven cleaning easier



It eliminates it!

You get disposable aluminum foil oven linings in every Kelvinator Electric Range regardless of price. When they become soiled, you just whisk them out and throw them away.

There's no scouring, no scraping, no scrubbing.

To replace the linings, you merely slip in standard aluminum foil from your grocery store. Only Kelvinator makes it possible for you to get a spanking clean oven this easy, no-scrub way.

And to make it even simpler, the oven door lifts off for quick, easy lining replacement. Oven cleaning drudgery is gone . . . forever!

You also get such high-priced features as automatic oven light, adjustable-heat broiler, infinite-heat switches, and recessed top on every Kelvinator range. And all the automatic features you ever could want are available.

You get so many conveniences because of the Kelvinator Constant Basic Improvement program. It's another way American Motors brings you more *real value*, just as in Rambler cars.

Why clean any oven any longer—no matter how “easy” it is—when Kelvinator eliminates this drudgery entirely?

Kelvinator

Division of AMERICAN MOTORS CORPORATION, Detroit 32, Michigan
Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances





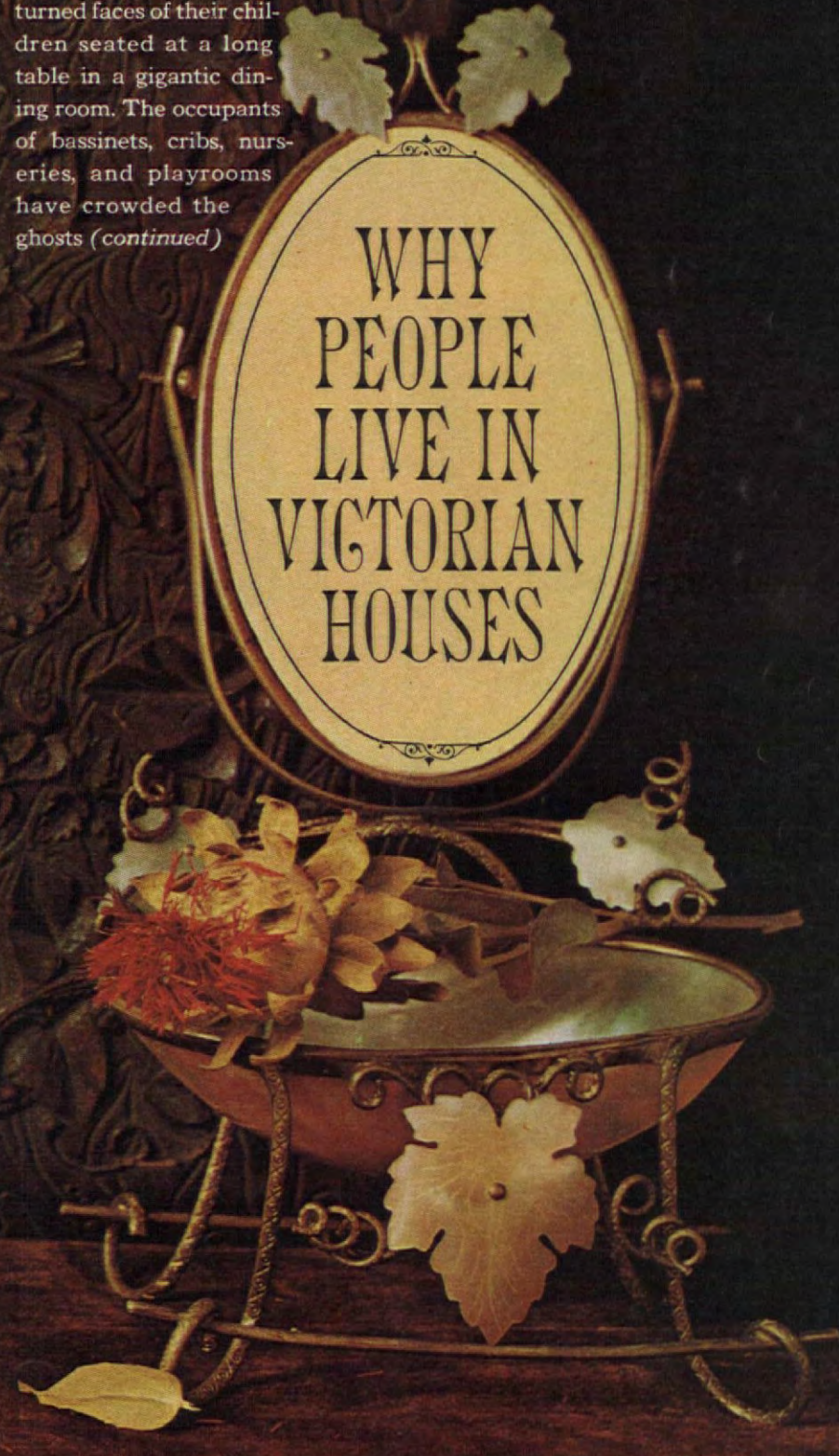
Octagon

When good Queen Victoria first sat down on the throne of England, little did she know what a vast polyglot of architectural styles would some day be lumped into the one category bearing her name. From 1837 until her death in 1901, there was scarcely an architectural style that hadn't been copied, adapted, and embellished—all in the name of Victoria.

As so often happens at the end of an era, Victorian architecture fell into disfavor. Who in their

right mind would want to live in an architectural folly? A "wedding cake" house, for example. Or a Greek temple, an Italian villa, a Gothic Charles Addams nightmare? Evidently, there were precious few—until America's large postwar families as well as historians and architectural buffs began to find in their appraisals of the Victorian period much to praise. In recent years, as more and more children have come our way, these rambling, many-

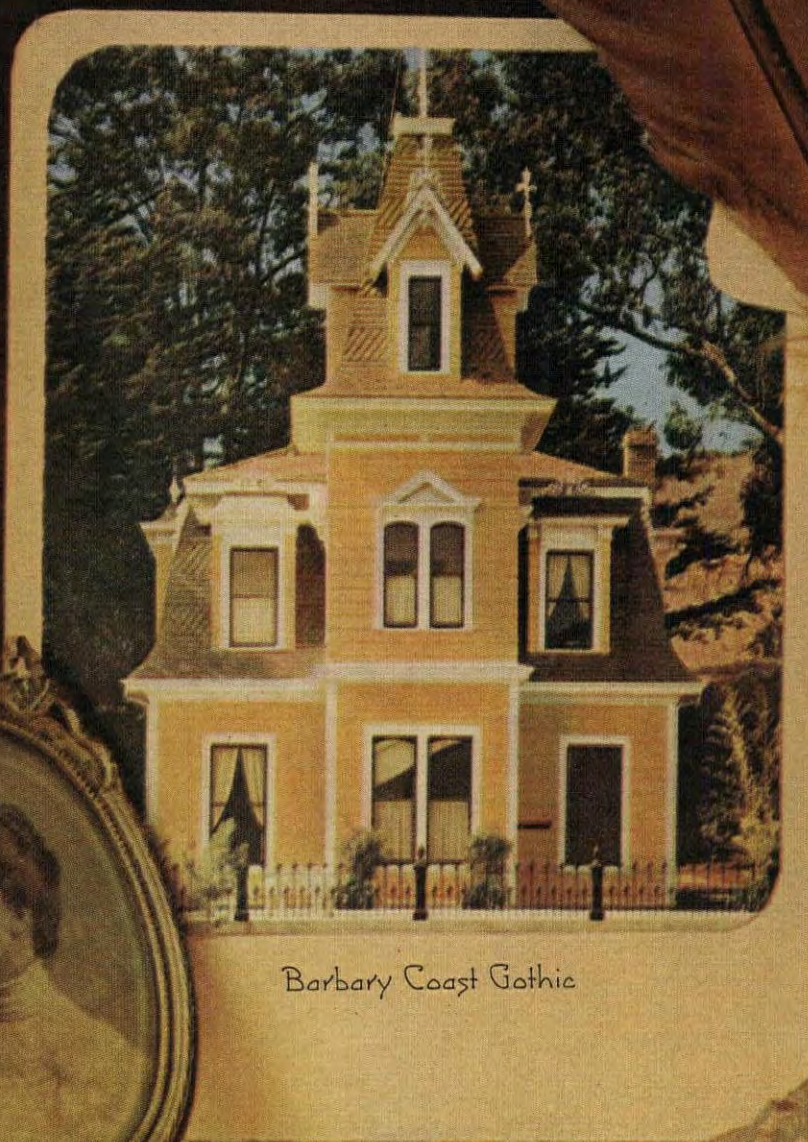
chambered Victorian houses have once more come into their own. The house that only yesterday was regarded as a horror is today a priceless treasure. There are many prolific fathers who now look down on the upturned faces of their children seated at a long table in a gigantic dining room. The occupants of bassinets, cribs, nurseries, and playrooms have crowded the ghosts (*continued*)



WHY PEOPLE LIVE IN VICTORIAN HOUSES



Mansard



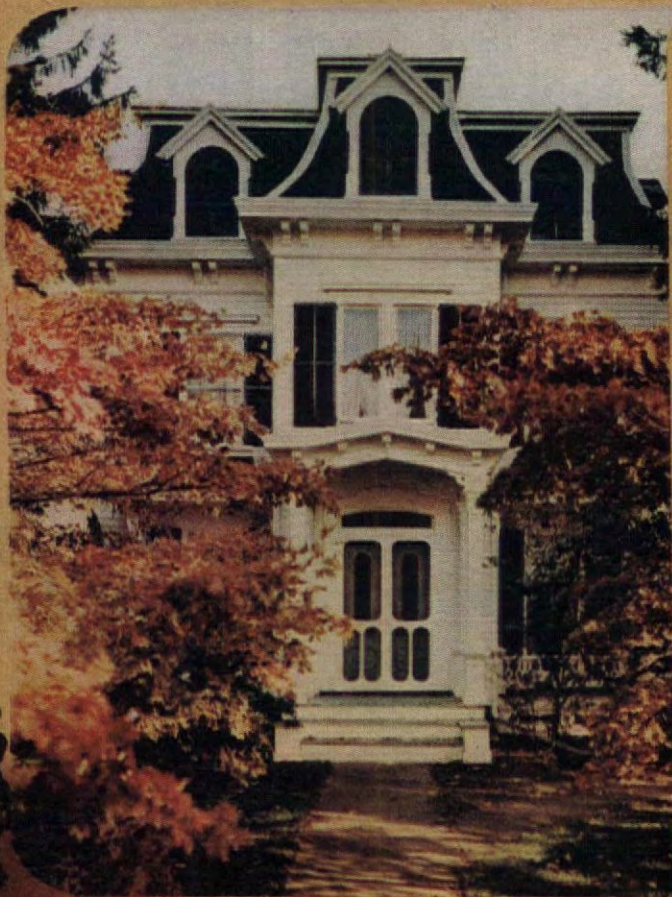
Barbary Coast Gothic



(continued) and bats out of attics, cupolas, parlors, and "reception rooms." The owners of ornamental Victorian homes claim their pride is justified. They say their dwellings are admired conversation pieces. They have proved, they believe, the soundness of their judgment in buying them. Carl Carmer, the well-known writer and the author of the article you'll find on page 86, is the owner of the Octagon house on the preceding page. Says Mr. Carmer: "Octagon houses were meant to be functional and I have found that they are. Our home is a series of alternating rooms. Some are long and

rectangular, some are pie-shaped. The pie-shaped ones have been put to excellent use as pantries, dressing rooms, bathrooms, and storage areas."

Other owners feel they have gotten more for their money in big old Victorian houses. Although they find them expensive to heat and maintain, this is more than compensated by the space they have gained—space that would be prohibitively costly if duplicated today. Still other owners like living in a "fun" house. It isn't every family that can live in a picturesque doll house like the one at far left or (continued)

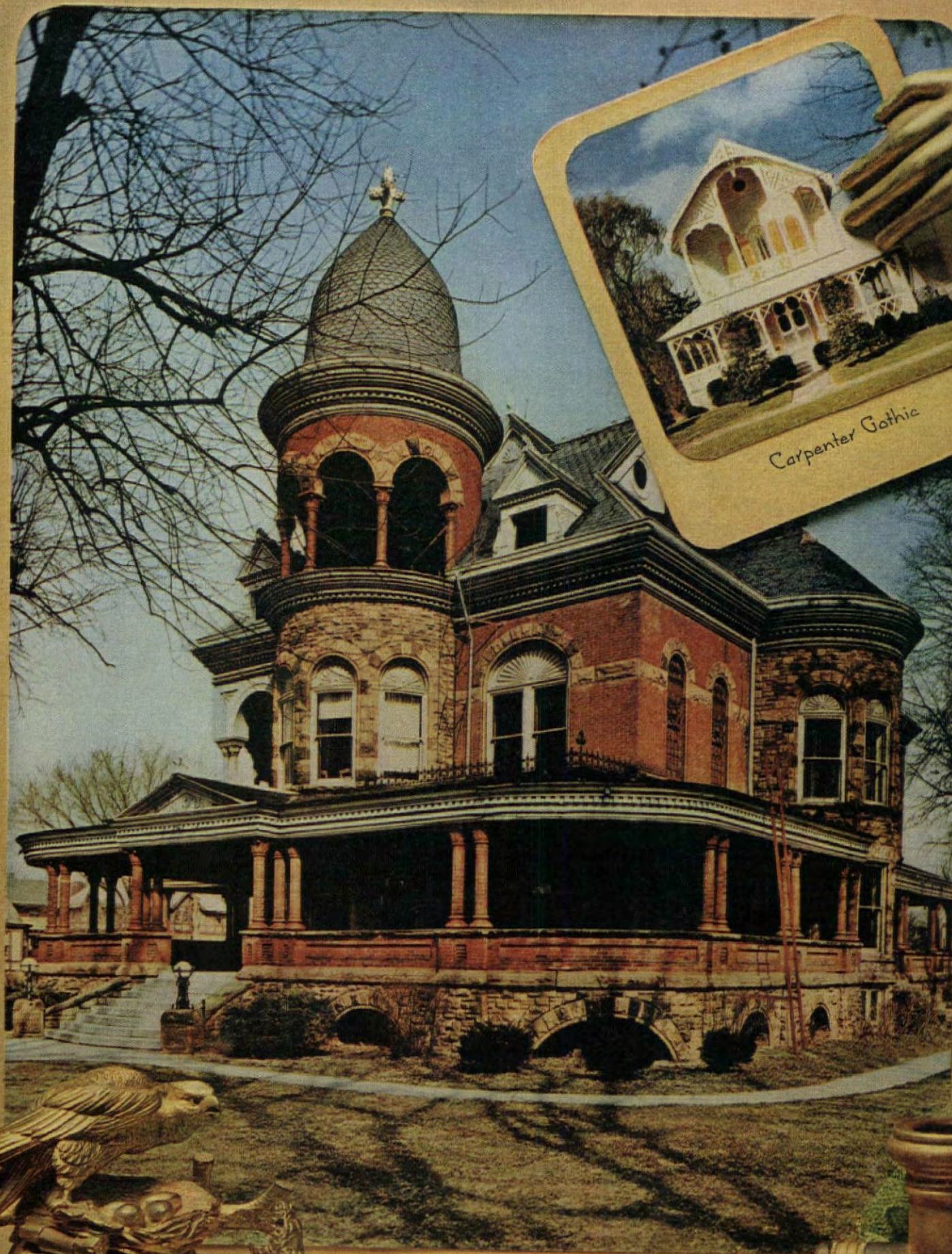


French Villa



Bracketed
Farmhouse





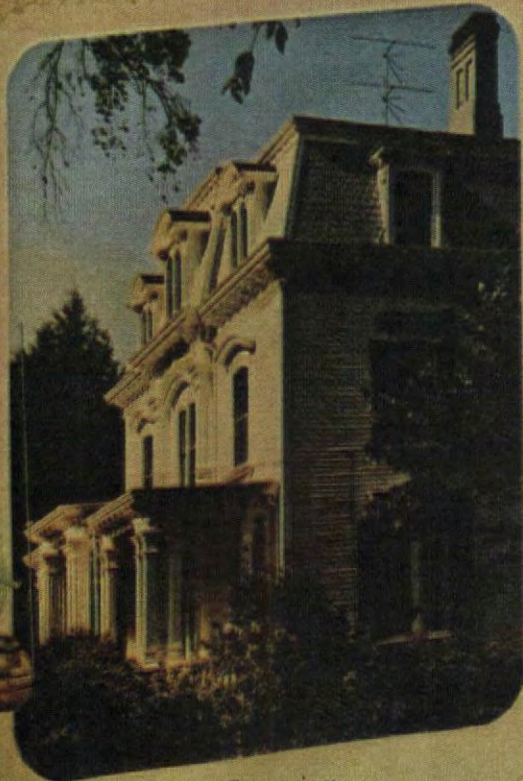
Carpenter Gothic

American Romanesque



(continued) one dripping with gingerbread or with a Romanesque tower all its own. A lot can be said for mammoth porches, secret doors and passageways, third-floor balconies, laundry chutes, sky-high ceilings, and sunny bay windows.

Perhaps the most important of all reasons is the kinship which many families feel for the past. They, just as their great grandparents did, see a certain beauty in the turn of a Gothic arch or the delicacy of jigsaw scrollwork. They realize that America has always been a melting pot and a melting pot of architecture as well. Today many families are buying Victorian houses and furnishing them tastefully in Victorian as well as other decorating styles. As our own architectural period takes on an identity, people turn away from the condescension with which the Victorian period was once regarded and give it the respect it has long deserved.



Georgian



Italianate



ROBERT W. HOUSEMAN
READY-MADES
RATE
YOU AN



Your decorating gets off to a flying start when you use ready-made draperies, curtains, and bedspreads. Stocks are high in the ready-made departments and the variety is almost unlimited. Not only are the styles good, but the fabrics are most often the practical man-made kind you can wash and dry and rehang in nothing flat. Sizes are so flexible and varied that you can usually find the exact length and width. And with the new drapery hardware, decorative rods, rings and tiebacks, it's a short hop to a handsome window treatment. Look, too, at the tailored spreads, luxurious quilted throws, and bright window shades that add up to a complete easy-to-do decorating scheme.

Emerald green velvet ribbon is a custom touch we added to sheer white ready-made curtains (left), used as overcurtains with short matching sheers. Embroidered shades have ribbon trim added too. Quilted bedspread is a handsome ready-made. Fabric by the yard, to match the ready-made spread and bolster covers is available.

White chintz panels over white bamboo (above) are another ribbon trimmed ready-made. Checked ready-made spread and bolster covers can be matched also to fabric by the yard.

Floral-patterned sheer, in 90" long panels (above right), comes in four color combinations. Use over floor-to-ceiling windows or glass walls which are typical in many contemporary houses.

Textured panels in shadow stripes, floor-to-ceiling and wall-to-wall (right), are available in many widths and lengths to fit almost any window. There are four color combinations.

Cotton café curtains with fringe (far right) are hung in three tiers and slurped on rods. For a prettily draped table skirt, an elastic banding was run through the headings of the curtains.



Ernest Silva

Kranzlen-Gould



Kranzlen-Gould Shopping Information, page 101

Overdraperies in horizontal stripes (right) in four color combinations are 90" long. Under curtains, 45" long, also with pinch-pleat heading, are available in sixteen colors. The brass-finished hardware is tarnishproof.

Luxurious blue draperies (below), 90" long, come in six other colors—all with matching bedspreads. Bright, brass rods and braid and tassel tiebacks add decorative finish to this traditional window treatment.



Ernest Silva



Ernest Silva Kranzen-Gould

Semi-ready-made, the flowered modesty curtains (above) are typical of department store drapery services which make up draperies and curtains to customers' measurements from a wide choice of fabrics. Window shades and matching scallop-shaped valances can be made up to size, in almost any color where decorative shades are sold. The valances are simply hung on standard U-shaped, extension curtain rods.

Versatile felt fabric (left) turns up in handsome ready-to-hang short curtains and matching studio-couch cover. Sizes of felt curtains run from shorties to full length and in many widths. Special sizes in draperies and spreads can be ordered in stores carrying this style. The color range available in felt is practically unlimited.





Rich, fiber-glass material with grillwork design is made up in 90" draperies which will enhance a formal setting. Sheer curtains underneath are in soft shade of terra cotta to carry the wall color across the window. Decorative gold-toned drapery rods and rings and rosette drapery hold-backs are found in stock.

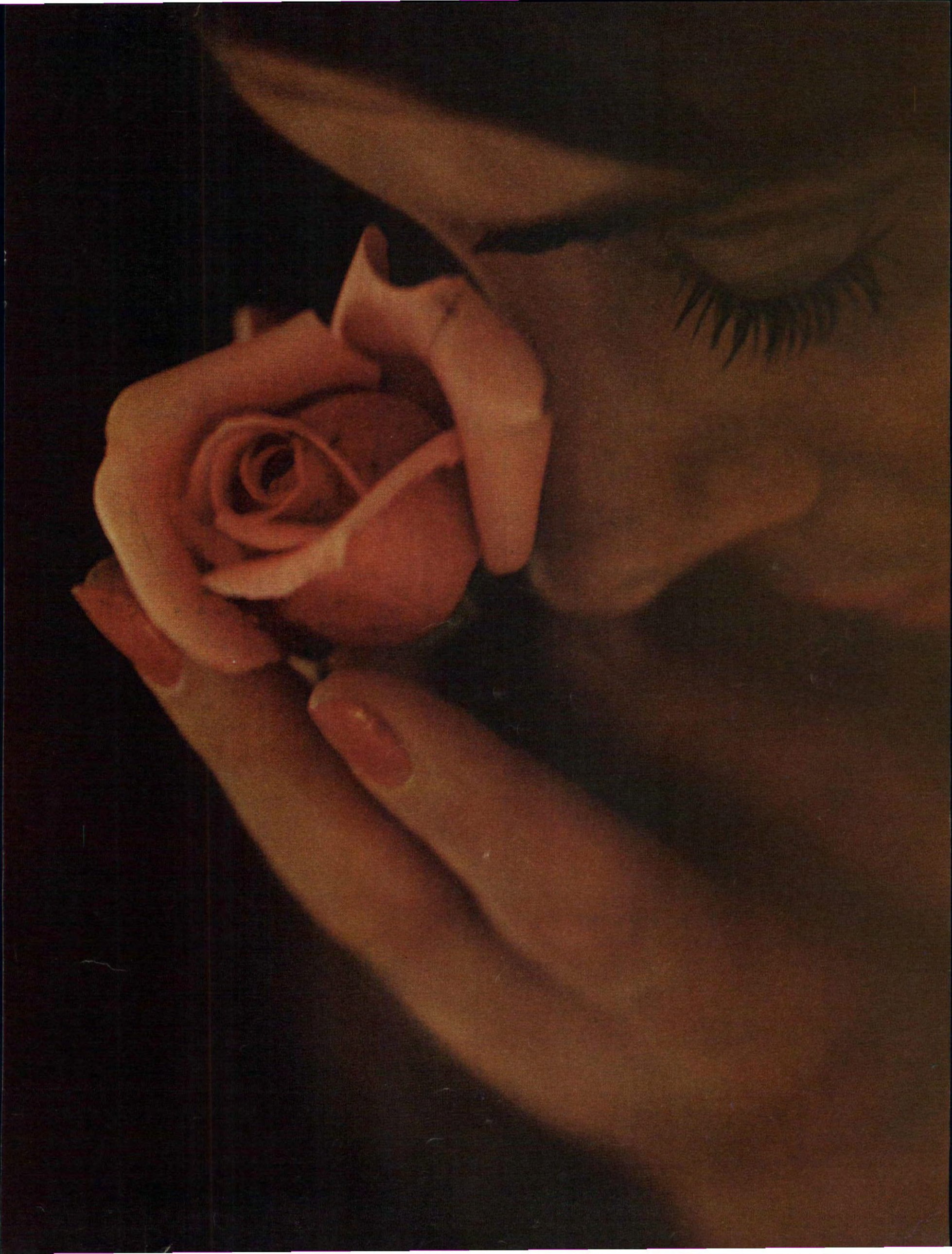
Ernest Silva

WHAT IS A ROSE?

Legend has it that the rose was born at the same moment as Venus. As the goddess arose from the sea, the jealous earth brought forth its own fairest creation. Look at Botticelli's "Birth of Venus"—see the roses all around? So a rose is beauty. And a rose is romance (rearrange the letters and it spells Eros, god of love). Cleopatra spread a carpet of rose petals 18 inches thick for Mark Antony. Tristram and Isolde's love potion was concocted from roses. A rose, of course, is fragrance—its essence captured and cherished in haunting perfumes since the days of the early Greeks. A rose is a ballet danced by Nijinsky, a window in Amiens cathedral, a symbol of an empire.



Jacques Lowe



A rose is to paint, to write poems about. But most of all, a rose is to grow, to nurture, and to enjoy right in your own garden. Shown here representing the four main classes are 'Tropicana,' a hybrid tea (preceding page, right); 'Queen Elizabeth,' a grandiflora (preceding page, left); 'Girl Scout,' a floribunda (opposite); and 'Don Juan,' a climber (below). More about roses and how to select them on page 98.

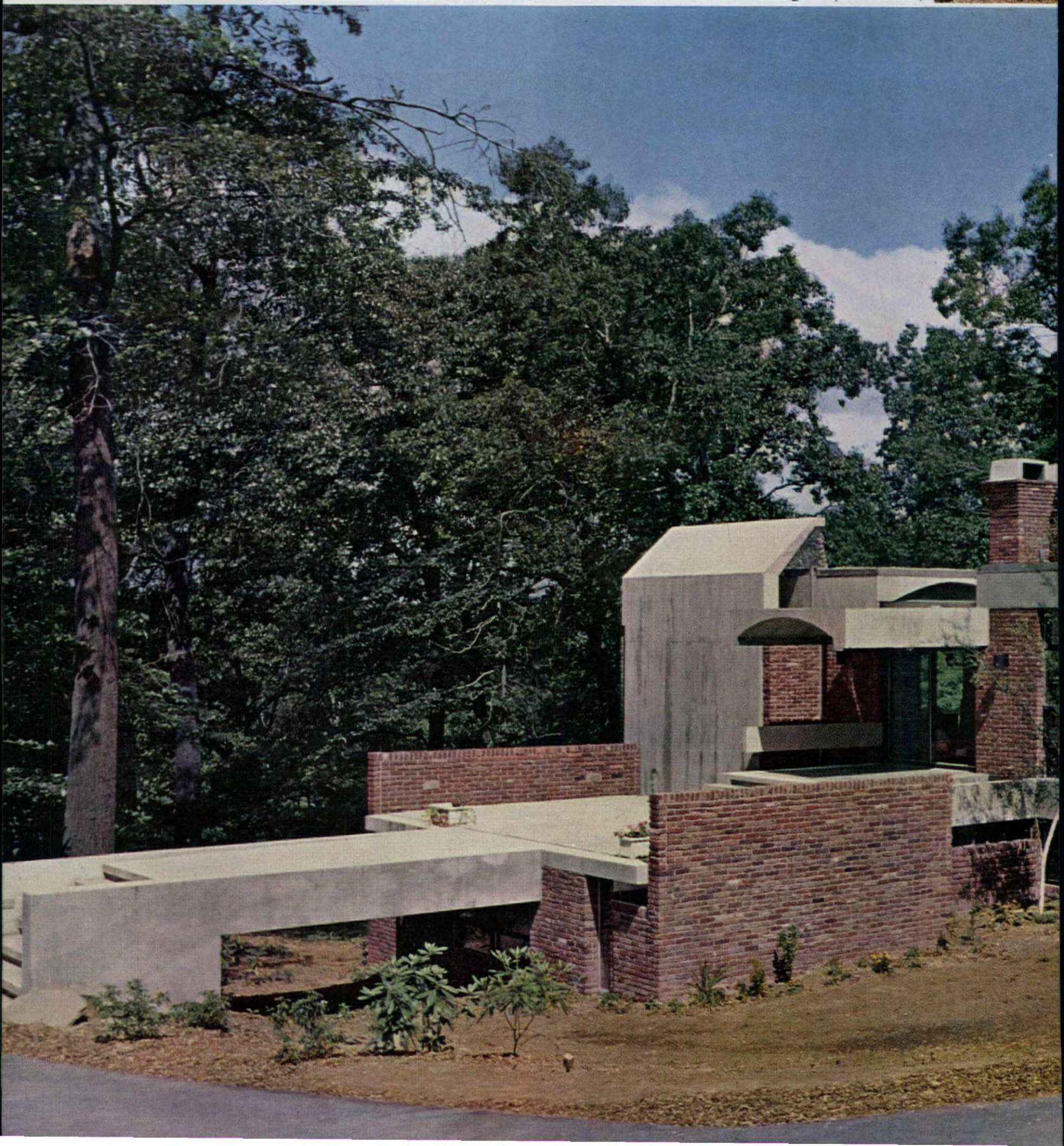


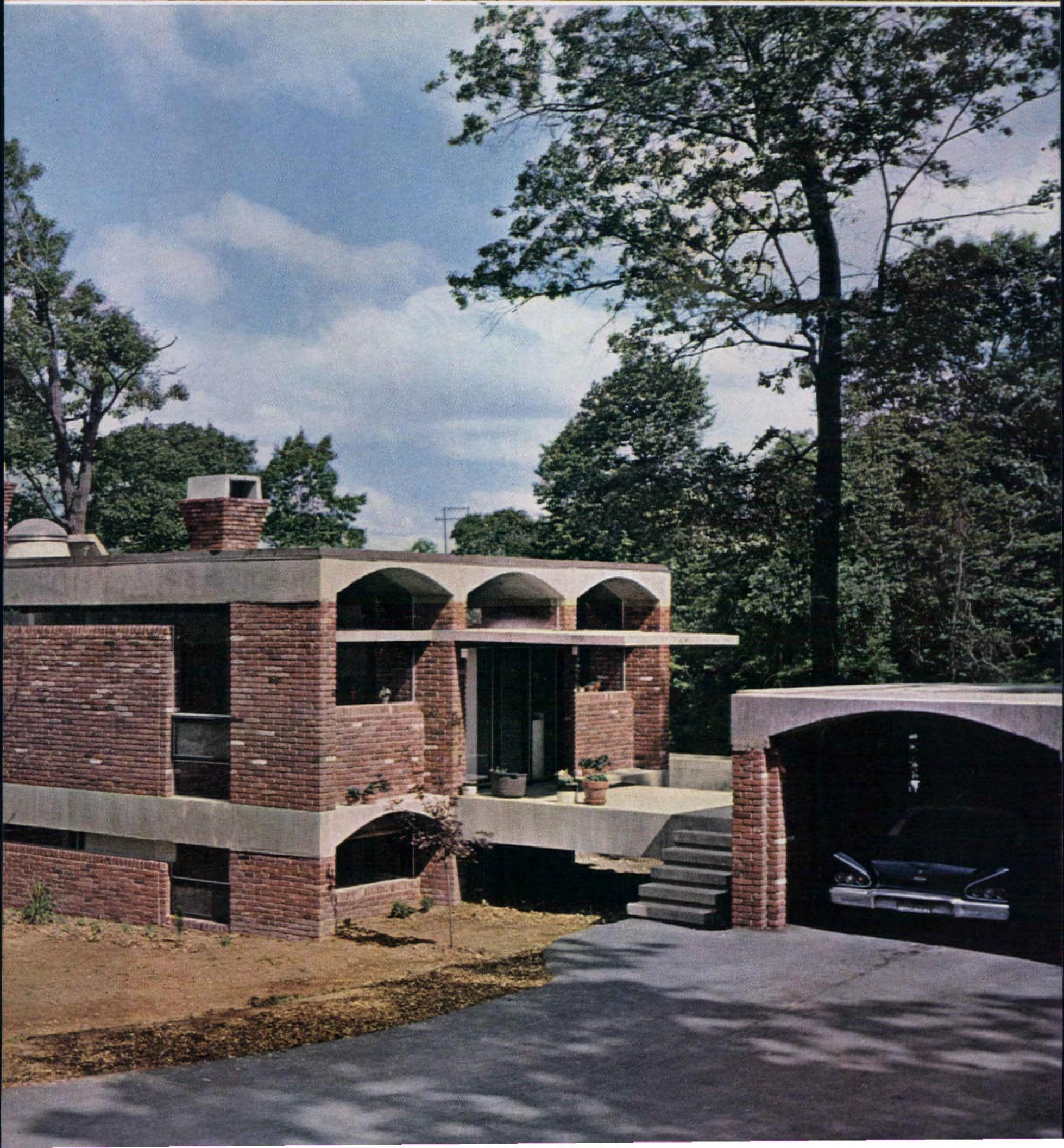


NEW FORMS FOR AN AGE-OLD MATERIAL

BRICK

We grant that this house is big; it is also expensive. But most important, it is a house that has a lesson for all of us no matter what our taste or pocketbooks. That lesson simply stated is this: "It's not what you use, but how you use it that is important." Here we see what imagination and good taste (the basic talents of great designers) can do with the oldest and, in many parts of the country, the cheapest building material—common brick. Probably in the 5000 years that man has been building (continued)







(continued) with this material, there has never been quite the like of this residence designed by architect Tasso Katsellas for his own family. Built in Pittsburgh, Pennsylvania, an area long accustomed to conventional brick nonentities, it gains much of its drama from another age-old material—concrete. By using these materials where they made sense from a structural or construction standpoint, the architect has achieved one of the most exciting houses in the country. We offer it to you as that, and as a photographic essay with no floor plan or room descriptions, for this house is like an abstract painting from which each viewer will take what he wants. **ALAN C. BORG**

Marc Neuhoft





VIRGINIA T. HABEEB

NEW IDEAS FOR MAIN DISHES

There are times—particularly during holydays—when you and your family look for a change of pace in eating. You naturally turn to fish, cheese, vegetables, pasta, and eggs—all good meat substitutes. Here we bring you three of the most taste-tempting meals you can serve. They are quick and easy to prepare, calling for many of the tasty convenience foods now available in jars, cans, and packages. Best of all, there are so many ways you can vary these dishes—a different vegetable here, a different cheese there; all in the name of creative cooking! Our Stuffed Lobster Tails are succulent with chunks of lobster, mushrooms, green onions, and parsley. The Stuffed Eggplant boasts of green pepper, tomatoes, Swiss cheese, and pine nuts. Gnocchi Parmesan is delightful. Squares of cooked farina are dotted with butter, sprinkled with Parmesan cheese, and baked. These and other recipes are on page 72.








❖ SWEET REMEMBRANCES ❖



We present here an album of old-fashioned desserts. Of all the desserts there ever were, none can match those which our grandmothers or great-grandmothers made. Prepared with love and tender care and a recipe using a pinch of this and a pinch of that, they were desserts to be long remembered. Our recipes are the same but with specific measurements. Opposite: Strawberry Charlotte and Snow Pudding. Above, Floating Island and Steamed Chocolate Pudding. These and other recipes, page 68.



HOW TO MAKE YOUR HUSBAND MISS THE 8:13

If ever there was a way to make your husband dawdle over coffee, it's to serve him an unforgettable breakfast—with **brioche**! These hot, buttery, melt-in-the-mouth breakfast breads have been known to make kings forget about their kingdoms, let alone remember to catch a train. We show you three very elegant variations—all made with the same basic yeast-dough recipe. We've Brioche à Tête (brioche with a head) baked in a fluted mold, Petites Brioches (little

brioches), and Brioche en Couronne (crown brioche).

Don't think for a minute you can make brioches in a breeze. Frankly, they're a labor of love and literally call for "getting your hands in the dough." But don't panic—by following our explicit directions you'll come through with flying colors. It'll be nice to know, too, your efforts will give your husband pause. Who could resist brioche, even though the 8:13 goes merrily on its way? Recipe and the how-to's begin on page 64.

TO:

The woman who needs
meat-less recipes

SUBJECT: Meatless meals made
marvelous with soup



CAMPBELL SOUP COMPANY HOME ECONOMICS DEPARTMENT TESTED RECIPES

TUNA NOODLE BAKE

1 can Campbell's Cream of
Vegetable Soup
1/3 to 1/2 cup milk
1 can (7 ounces) tuna, drained and
flaked
2 cups cooked noodles
1 tablespoon chopped parsley
3 slices tomato, cut in half
Empty soup into bowl; gradually
blend in milk. Mix in tuna, noodles,
and parsley; spoon into shallow
baking dish (10x6x2"). Top with
tomato. Bake at 350°F. for 20 minutes.
4 servings.

SAUCY FISH FILLETS

4 fish fillets* (1 pound)
1 package (10 ounces) frozen aspara-
gus spears, cooked and drained
1 can Campbell's Cream of Celery Soup
2 tablespoons milk
1 teaspoon lemon juice
Slivered toasted almonds

Wrap each fillet around several
spears asparagus; fasten with tooth-
picks. Arrange in shallow baking
dish (10x6x2"). Combine soup, milk,
lemon juice; pour over fish. Bake at
400°F. for 20 minutes or until done.
Garnish with almonds. 4 servings.

*Thaw, if frozen.

SHRIMP À LA KING

1/4 cup chopped green pepper
1 tablespoon butter or margarine
1 can Campbell's Frozen Cream of
Shrimp Soup
1/2 cup milk
1 cup diced cooked shrimp
1 tablespoon chopped pimiento
4 Pepperidge Farm Patty Shells,
or rice

In saucepan, cook green pepper
in butter until tender. Add soup,
milk, shrimp, and pimiento. Heat;
stir now and then. Serve in patty
shells. 4 servings.

Shrimp à la King is one of 608 recipes in Campbell's new 200-page cookbook, "Cooking With Soup"...
yours for 50¢ and 3 Campbell's Soup labels. Send money and labels to COOKBOOK, Box 432, Spring Park, Minn.
Offer expires Dec. 31, 1964. Good only in U.S.A. & Puerto Rico. Void if restricted or forbidden by law.

BE ORIGINAL ^{WITH} STEW

and Lea & Perrins...the original Worcestershire



Give Festive Flavor to Company Stew. Cut 2½ lbs. beef chuck into 1" cubes. Place in a heavy saucepan and add 4 cups beef broth, 1 Tbsp. Lea & Perrins, 2 tsp. salt and 1 large onion, sliced. Cover. Simmer over a low flame for 2 hours or until meat is tender. Add 1 large bag frozen stew vegetables and 16 whole fresh mushrooms. Cook an additional 20-30 minutes, or until vegetables are tender. Thicken with 1 Tbsp. cornstarch blended with ¼ cup cold water. Serves 8.

FREE: New 48-page Cookbook. 100 exciting recipes that use Lea & Perrins to bring out the full-bodied taste appeal that all men like... because L & P is the zesty Worcestershire with the original and authentic flavor. For Cookbook, write Lea & Perrins, Box AH, Fair Lawn, N. J.

LEA & PERRINS



FREE!



24 Color
PAGES

Window ideas

Before you build, buy or remodel, send for this helpful booklet. Shows how to eliminate screen and storm window chores... achieve exciting decorative window effects... why PELLA WOOD WINDOWS are your best protection against winter cold and summer heat. Send for your FREE COPY.

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 7. Viola, The Czar
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 5. Bush Balsam
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 7. Aster, Powderpuff

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HOW TO MAKE BRIOCHE WITHOUT TEARS

(pictured in color on page 62.)



Golden, tender, light brioche can be yours if you will do this: Read the recipe thoroughly and study the how-to sketches which will help you understand the techniques involved. Then, follow the recipe to perfect brioche.

Sift into large bowl . . . 3½ c. sifted all-purpose flour
 ½ tsp. salt
 2 tbs. sugar

Add and beat in . . . 4 large eggs, beaten (about ⅔ c.)
 ½ c. softened butter or margarine

It is easiest to use your hands. The dough is too heavy for a standard electric mixer or to do with a spoon.

Mix in until sticky

dough forms. . . . 2-3 tbs. milk. Amount varies with size of eggs (Step 1, opposite).

Pick up dough and throw it down forcefully on very lightly floured board until it is soft and velvety (about 10 minutes). As you work, you can feel all the little lumps smoothing out (Step 2). Set aside in bowl while you prepare "leaven."

Measure into small

warm bowl. . . . ¼ c. warm water (105°-115° F.)

Sprinkle or crumble in 1 pkg. active dry yeast, or 1 cake compressed yeast

Stir in ⅔ c. all-purpose flour

Knead into smooth firm ball (Step 3). Place in small bowl; pour in lukewarm water to cover ball. Let stand 5 minutes or until ball floats halfway out of water (Step 4).

Cream. 2 sticks (1 c.) butter or margarine
 Beat slightly. 2 eggs (Step 5)

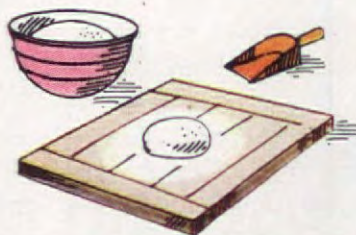
Add eggs to reserved dough; mix in thoroughly with hands. Mix in creamed butter or margarine (Step 6). Lift risen leaven on palm; let water drain through fingers (Step 7). Add to the dough; work in with hands until no streaks of white leaven are visible. Cover with clean, damp towel. Let rise in warm place, free from draft, 1½ hours or until doubled in bulk. Punch down; cover bowl (Step 8). Chill 6 hours or overnight. Beat in small bowl. . . 1 egg yolk
 1 tbs. water

Punch down chilled dough; turn out on very lightly floured board. Shape, glaze with egg-yolk mixture and bake according to one of the directions below.

PETITES BRIOCHEs (Little Brioches): Grease twenty-four 3½-inch brioche pans or 3-inch muffin-pan cups. Cut dough into quarters; shape each into roll 12 inches long (Step 9). Work with one roll at a time, cover others; chill. Cut 1½-inch piece off roll for topknots; cut the rest into sixths. Shape each into smooth ball between palms; place in pans (Step 10). Cut reserved piece into six pieces; form each into ball; pinch into pear shape. Moisten finger; poke hole in center of dough in pans. Set small piece in hole, pointed end down (Step 11). Repeat with other rolls. Cover; let rise 30 to 40 minutes or until increased in bulk by a third. Brush with egg glaze. Bake in hot

oven (425° F.) 15 to 20 minutes or until a beautiful golden brown. Makes 2 dozen. **BRIOCHE À TÊTE** (Brioche with a Head): Grease two 8½-inch fluted brioche pans or deep 1-quart baking dishes. Cut chilled dough in half. Chill one; shape other. Cut off small piece for topknot. Shape rest into smooth ball; place in pan. Shape topknot into pear shape. Poke hole in ball with moistened fingers; insert topknot (Step 12). Repeat with other half. Cover; let rise 1 hour or until increased in bulk by a third. Brush with egg glaze. Bake in hot oven (425° F.) 20 to 25 minutes or until skewer comes out clean. Makes 2. **BRIOCHE EN COURONNE** (Crown Brioche): Grease 2 cooky sheets. Cut chilled dough in half. Chill one; shape other. Shape into ball on cooky sheet; make hole in center. Put hands opposite each other and pull apart until hole is about 5 inches wide (Step 13). Fold ends under as you work. Cut crisscrosses in top with scissors (Step 14). Repeat with second half of dough. Cover; let rise 1 hour or until increased in bulk by a third. Brush with egg glaze. Bake in hot oven (425° F.) 20 minutes or until a rich golden brown. Makes 2.

3. Make the leaven with the yeast, water, and flour. Knead it into a smooth ball with your fingers, turning it out on a board if needed.



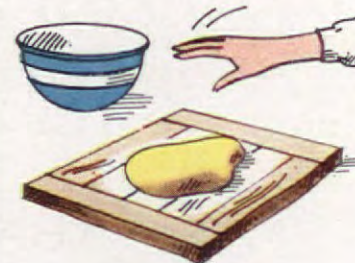
4. To activate the leaven put it in a bowl, cover it with lukewarm water, and let rise just until it floats.



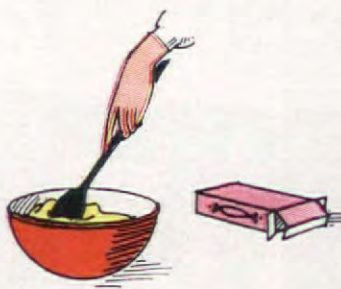
1. Mix in just enough milk to form a very soft dough.



2. Because you cannot knead this dough easily, the way to work it and make it smooth and velvety is to pick it up and throw it down hard on a floured board.



5. While the leaven is rising, work the butter or margarine in a bowl with a wooden spoon until soft and beat the eggs in another bowl.



6. Work the beaten eggs into the first dough mixture with your hands. Spoon creamed butter or margarine onto the mixture and work it in.



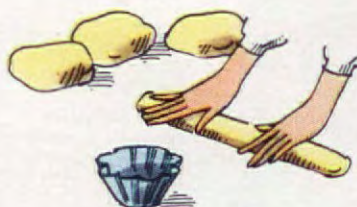
7. Pick up the risen ball of leaven and let it drain. (If a few drops of water remain, it isn't serious.) Work it into the dough completely.



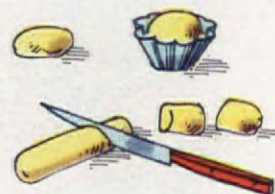
8. Punch down the risen dough and cover the bowl. Chill at least 6 hours. This will resolidify the butter and make the dough easier to handle when you shape it.



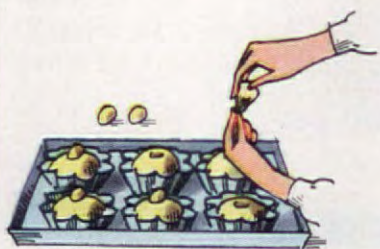
9. Petites Brioches: Shape each quarter of the dough into a 12-inch roll on lightly floured board. Try not to work any flour in as it will cause streaks in brioche.



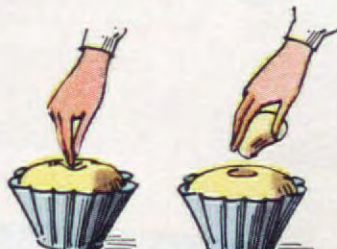
10. Cut off topknot piece and cut six pieces from roll. Dust hands with flour. Roll each piece into a smooth ball with palms of hands.



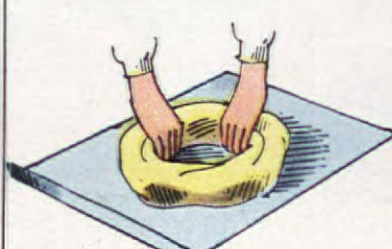
11. Form each little piece of dough into a pear or tear-drop shape to fit snugly into the hole in the smooth ball.



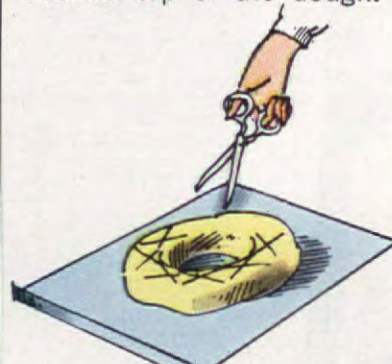
12. Use three fingers to make hole in center of the Brioche à Tête so it will be large enough for topknot.



13. Shape the Couronne on the cooky sheet. This makes it easier to handle and also insures retaining the shape.



14. To make a crown effect, take your scissors and cut crisscrosses at intervals around top of the dough.



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Measure 1 tablespoon MAZOLA Corn Oil into skillet or saucepan. Add seasonings and 1 package (10 oz.) frozen vegetables or 3 cups (about 1 lb.) prepared fresh vegetables, washed, drained, not dried.

Cover tightly. Cook on medium to low heat until just tender (8-12 minutes). Time varies with type and tenderness of vegetables.

During cooking, shake or move pan several times to prevent sticking. For starchy or stinky vegetables, add up to 3 tablespoons water. For frozen vegetables, turn frozen block frequently during first part of cooking, to thaw and break up.



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FIRST PRIZE: Fabulous 28-day expense paid ROUND-THE-WORLD TABLE-HOPPING TOUR for two via TWA!

Yours! 28 days of living, laughing, loafing and eating on a global scale! You'll jet to Paris, London, Rome, Hong Kong, Tokyo via TWA and connecting airlines. You'll stay at the most famous hotels under the sun. And, you'll dine in fine style at the one and only Maxim's in Paris...the incomparable Alfredo's in Rome and other exotic and glamorous restaurants around the world. Itinerary, hotels, meals all paid for.



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You'll live it up in Europe for two unforgettable weeks! You'll tour with TWA and connecting airlines from Scandinavian countries to the sunny shores of Spain and Portugal! And, you'll hit the dining-out high spots in every country you and your companion visit!



500 FOURTH PRIZES: 500 LADY BALTIMORE LUGGAGE SETS, each consisting of a magnificent train case and 21" weekender. Your choice of 8 beautiful colors!

THIRD PRIZE: An exhilarating 14-day expense paid U. S. table-hopping tour for 2 via TWA!

Enjoy a whirlwind 2-week tour of the states via TWA and connecting airlines...and dine at America's greatest restaurants: Antoine's in New Orleans, Le Pavillon in New York, Scandia in Los Angeles, exotic Trader Vic's in San Francisco! What a delicious way to see the U.S.A.!

EVERYBODY WINS! A coupon worth 29¢ toward the purchase of any size bottle of Mazola Corn Oil will be mailed to everybody who enters the contest. Limited to one coupon per family.

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1. Read the Mazola Corn Oil advertisement on the opposite page carefully. Next, in twenty-five words or less, write down which one of the 4 benefits is most important to you and why? Use the entry blank on this page or a piece of paper. Make sure to include your name and address.
2. Mail your entry, together with a label from any size bottle of Mazola Corn Oil to: Mazola Corn Oil Contest, P.O. Box 12, New York 46, N. Y. Entries must be postmarked no later than June 15 and received no later than June 22.
3. Entries will be judged by Advertising Distributors of America, an independent judging organization, on the basis of originality, aptness of thought, human interest, neatness and legibility.
Judges' decisions final. Duplicate prizes in the event of ties. Only one prize to a family.
4. Any resident of the United States may compete except employees of Corn Products Co., Advertising Distributors of America, their advertising agencies and their families. Entries will not be accepted from states where this contest is limited, restricted or prohibited by law. Entries belong to Corn Products Co. and none will be disclosed or returned.
5. Winners will be notified about two months after the close of contest. A complete list of winners will be available approximately three months after close of contest to those who send in a stamped, self-addressed envelope.

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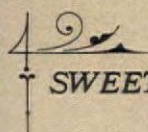
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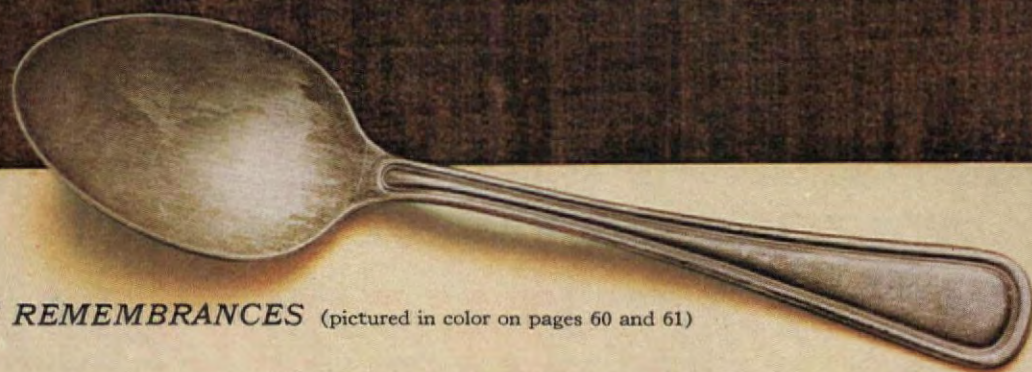
City _____ Zone _____ State _____

Mail Entry Blank together with label from any size bottle of Mazola Corn Oil to:

Mazola Corn Oil Contest, Dept. A,
P. O. Box 12, New York 46, N. Y.



SWEET REMEMBRANCES (pictured in color on pages 60 and 61)



STEAMED CHOCOLATE PUDDING

Preparation time: 20 min. / Steaming time: 1-1½ hrs.

3 c. sifted all-purpose flour; ½ tsp. salt; ½ tsp. cream of tartar; ¼ tsp. baking soda; 4 tbs. butter or margarine; 3 sqs. unsweetened chocolate; 3 eggs; 1½ c. brown sugar, firmly packed; 1½ c. milk.

Butter and sugar 1½-quart mold or 12 custard cups. Sift together flour, salt, cream of tartar, and baking soda. Melt butter or margarine and chocolate in small saucepan over low heat; cool slightly. Beat eggs in medium-sized bowl; stir in brown sugar and melted butter or margarine and chocolate. Add sifted dry ingredients alternately with milk to chocolate mixture. Pour into prepared mold or custard cups, filling only two-thirds full; cover (you can use lightly buttered foil; tie it securely). Place on rack or trivet in kettle; add enough boiling water to come halfway up sides of mold or custard cups. Steam, covered, about 1½ hours for large mold or 1 hour for custard cups. Unmold onto serving plate. Serve with Foamy Sauce or Hard Sauce. Makes 12 servings.

Foamy Sauce: Beat 1 egg until light and thick. Blend in ¼ cup melted butter or margarine, 1¼ cups sifted confectioners' sugar, and 1 tablespoon brandy or sherry or 1 teaspoon vanilla. Fold in 1 cup heavy cream, whipped. **Hard Sauce:** Cream ¼ cup soft butter or margarine; beat in 1 cup sifted confectioners' sugar gradually; beat till mixture is fluffy. Stir in ½ teaspoon vanilla or rum extract. Chill. For pinwheels, make 2 batches; tint 1 pink. Roll each to rectangle; put one on top of other, roll up; chill; slice.

APPLE BETTY À LA MODE

Preparation time: 30 min. / Baking time: 1 hr.

½ c. melted butter or margarine; 3 c. tiny, fresh bread cubes; 6 c. sliced, pared, cored, cooking apples; ½ c. brown sugar, firmly packed; 1 tsp. cinnamon; ½ tsp. ground allspice; ⅓ c. water; 1 pt. vanilla ice cream.

Set oven at moderate (375° F.). Toss melted butter or margarine and bread cubes together; reserve ½ cup for topping. Combine remainder with apples, brown sugar, cinnamon, and allspice; stir in water. Turn into greased 1½-quart casserole; sprinkle with reserved bread cubes; cover. Bake 30 minutes; remove cover; bake 30 minutes longer. Serve warm with ice cream. Makes 6 servings.

STRAWBERRY CHARLOTTE RUSSE

Preparation time: 20 min. / Chilling time: several hrs.

1 envelope plain gelatin; ¼ c. water; 2 pkgs. (10 oz. ea.) frozen strawberries, thawed; ¼ c. sugar; 2 c. heavy cream; 1 pkg. ladyfingers, split.

Soften gelatin in water; dissolve over hot water. Empty strawberries into bowl; beat until well broken up. Stir in sugar and dissolved gelatin. Cool until mixture just begins to thicken. Whip 1½ cups cream until stiff; fold into gelatin mixture. Line sides of 1½-quart mold with ladyfingers, rounded sides outward. Spoon gelatin mixture into mold; chill until firm. To serve, carefully loosen around sides with small spatula; shake mold gently; invert and turn out onto serving plate. Whip ½ cup cream; decorate charlotte. Garnish with strawberries, if desired. Makes 6 servings.

CHOCOLATE BLANC MANGE

Preparation time: 25 min. / Chilling time: several hrs.

2 c. milk; 2 sqs. unsweetened chocolate; ¼ c. cornstarch; ¾ c. sugar; ¼ tsp. salt; ¼ c. cold milk; 1 tsp. vanilla; light cream.

Combine 2 cups milk and chocolate in top of double boiler; cook over hot, not boiling, water until chocolate is melted. Combine cornstarch, sugar, salt, and ¼ cup milk in bowl; stir in hot chocolate mixture. Return to double boiler. Cook, stirring constantly, until thickened; cook 10 minutes longer. Remove from heat; stir in vanilla. Pour into 3-cup mold or 4 individual molds. Chill several hours, or until firm. Unmold and serve with cream. Makes 4 servings.

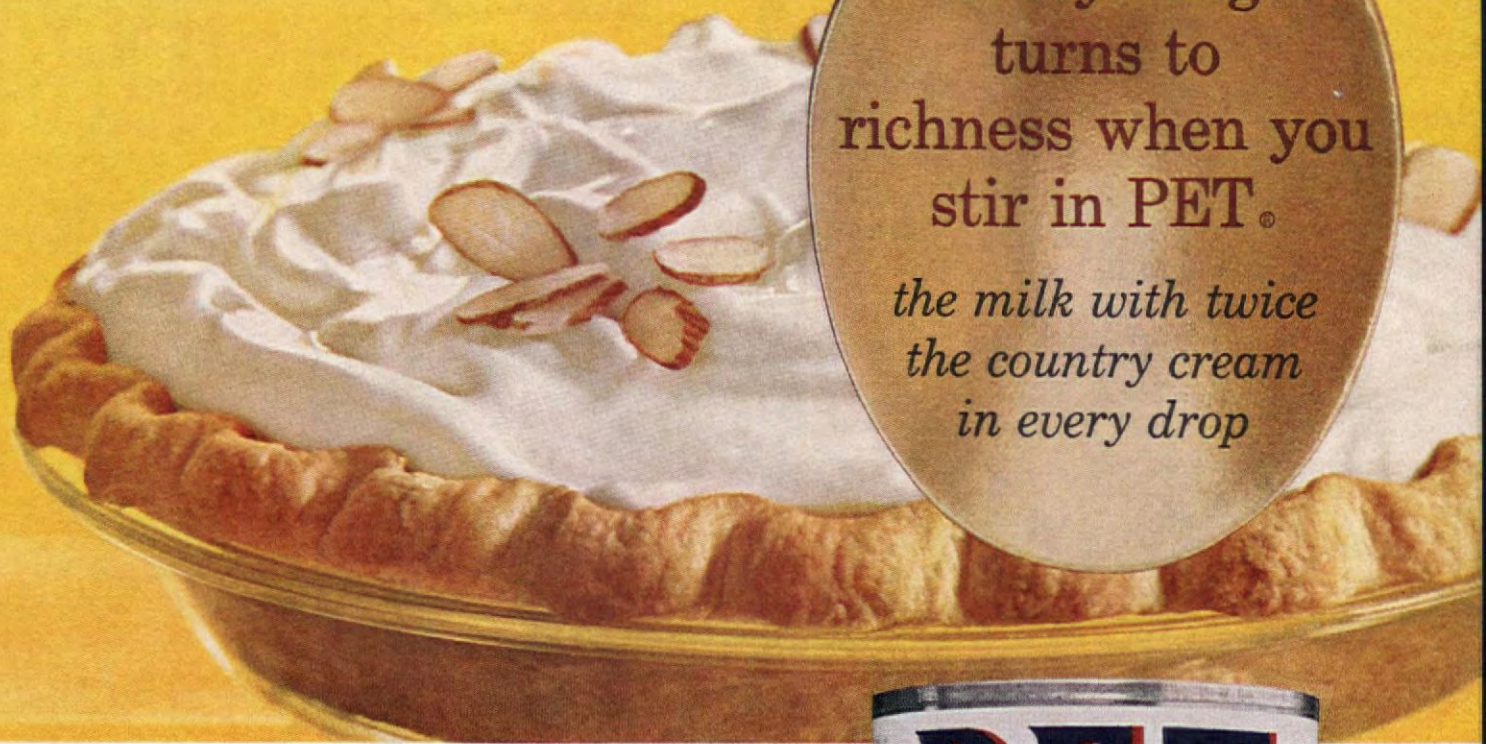
FLOATING ISLAND

Preparation time: 30 min. / Baking time: 25-30 min. / Chilling time: several hrs.

4 egg whites; ½ cup sugar; 1 tsp. vanilla; 1½ c. milk; 4 egg yolks; ½ c. sugar; 2 tsp. flour.

Set oven at very slow (275° F.). Butter and sugar a 1-quart oven-proof mixing bowl. Beat egg whites until foamy; beat in ½ cup sugar, a small amount at a time, beating after each addition until sugar is dissolved. Beat in vanilla; continue beating until meringue is stiff and glossy. Spoon small amount into prepared bowl; spread with back of spoon against bowl to form smooth lining. Spoon in remaining meringue evenly. Bake 25 to 30 minutes or until firm. Cool. Unmold carefully into serving bowl. Chill. Scald milk in top of double boiler. Beat egg yolks; add ½ cup sugar and flour. Stir hot milk slowly (continued)

start cooking
with a
**golden
spoon**



everything
turns to
richness when you
stir in PET®

*the milk with twice
the country cream
in every drop*

• CLOUD-TOP CHERRY PIE •
a PET Milk Golden Spoon recipe

Rosy cherries under a snowy cloud of almond-flavored whipped PET blended with cream cheese—luscious! Thin milk would never whip—but PET whips higher than cream, at 1/3 the cost!

1. Mix in 2-qt. saucepan $\frac{1}{2}$ cup Sugar and 2 Tablesp. Corn Starch. Drain 1 can Red Tart Cherries (about 1-lb.), saving juice. Add water to juice to make 1 cup. Stir gradually into sugar mixture.

2. Stir over medium heat until mixture begins to boil. Boil and stir 1 minute. Take off heat. Stir in cherries, 1 tablesp. Lemon Juice and few drops Red Food Coloring. Cool. Spread in 9-inch baked Pastry Crust.

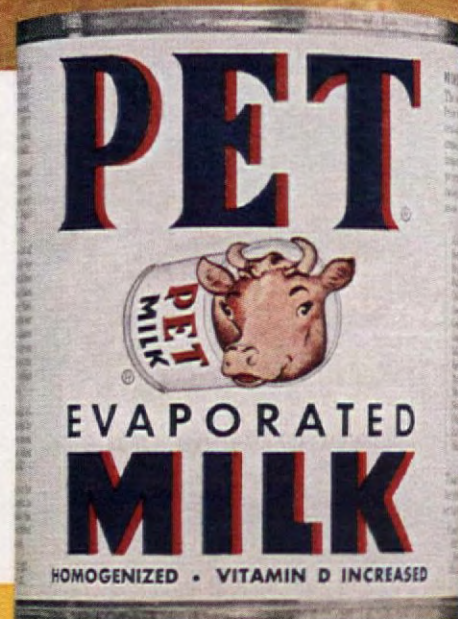
3. Mix until smooth 3-oz. pkg. Cream Cheese, softened and 2 Tablesp. Lemon Juice.

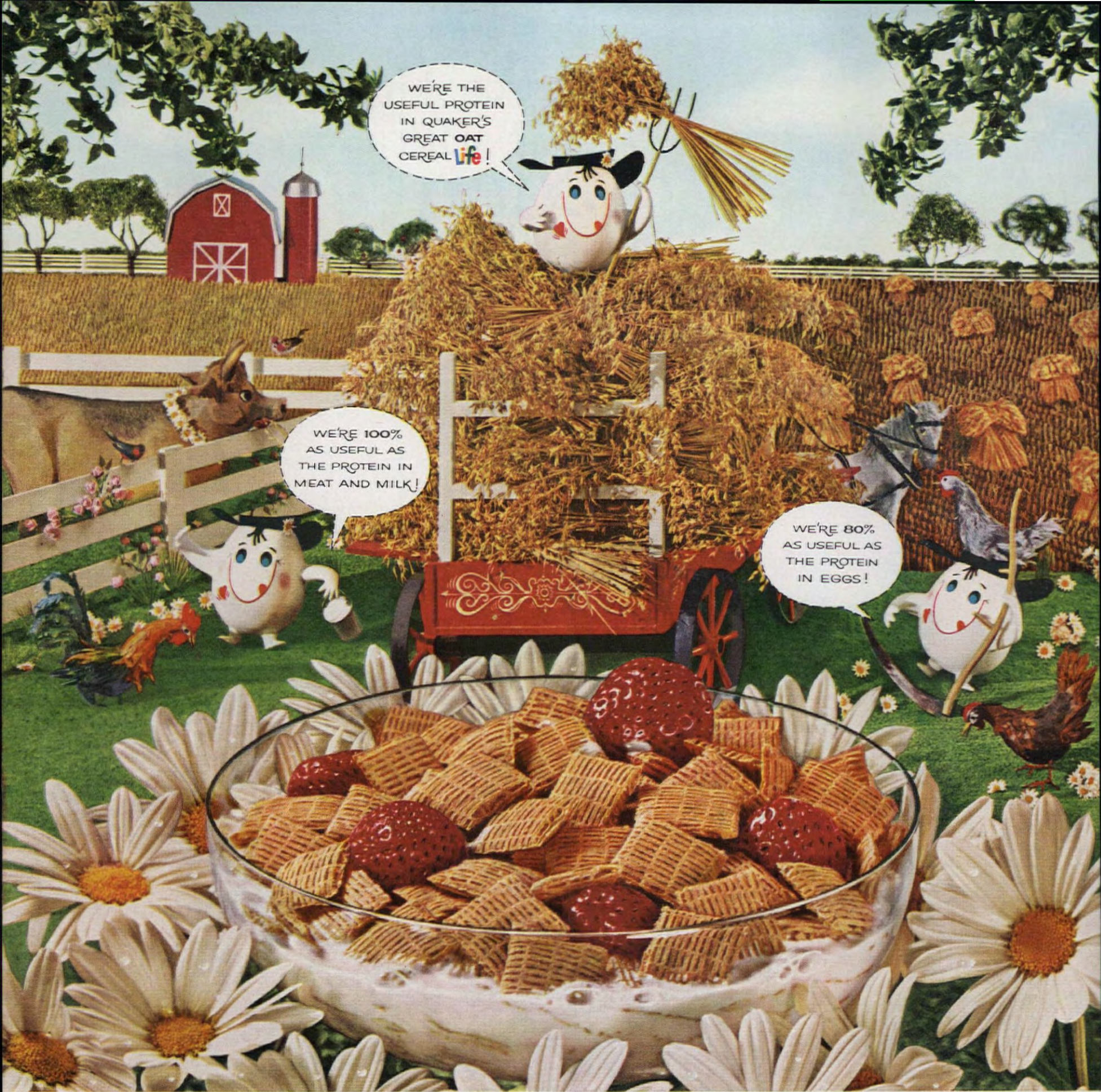
4. Chill $\frac{3}{4}$ cup PET Evaporated Milk in ice tray until almost frozen at edges. Put ice-cold milk, $\frac{1}{4}$ cup Sugar and $\frac{1}{2}$ tablesp. Almond Extract into cold small bowl of electric mixer (or 1½-qt. bowl).

5. Using cold beaters, whip with electric mixer at high speed or with rotary beater until stiff. Beat in cream cheese mixture at medium speed. Spoon over cherries. Chill 3 hours. Top with toasted, slivered Almonds.

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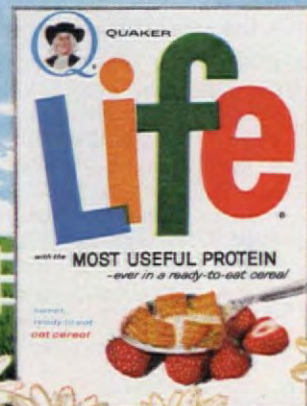


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Life's protein is 100% as useful as the protein in  meat and  milk. Sweet,

toasty  oat bits with sugar crystals locked inside . . . you'll love Life. 

NOW THERE ARE TWO GREAT OAT CEREALS-QUAKER OATS AND **Life**!



(continued)

into egg-yolk mixture; return to top of double boiler. Cook over hot, not boiling, water until custard coats spoon; remove from heat; cool; cover with piece of wax paper to prevent skin forming on top; chill. When ready to serve, carefully pour chilled custard around meringue in serving bowl until meringue "island" floats. Garnish by drizzling maple-blended syrup over island and sprinkling with toasted, sliced almonds, if desired. Makes 6 servings.

GLORIFIED RICE

Preparation time: 25 min. / Chilling time: several hrs.

2 c. cooked rice*; 1/4 c. sugar; 1 can (8 3/4 oz.) crushed pineapple, drained; 1 c. miniature marshmallows; 1/4 c. quartered maraschino cherries; 2 tbs. grenadine or maraschino cherry juice; 1 c. heavy cream, whipped.

(*Do not use chilled rice. Warm rice will absorb flavors best. If using leftover rice, put it in a sieve and run under hot water.)

Combine rice, sugar, pineapple, marshmallows, cherries, and grenadine or cherry juice; mix well. Fold in whipped cream. Chill until firm. Makes 4 servings.

SNOW PUDDING

Preparation time: 1 hr. / Chilling time: several hrs.

1 c. sugar; 2 envelopes unflavored gelatin; 2 c. water; 1 tbs. grated lemon rind; 1/2 c. lemon juice; 4 egg whites; 1/2 c. sugar.

Combine 1 cup sugar and gelatin in saucepan; blend in water; heat just to boiling; remove from heat. Set in bowl over ice cubes to cool quickly; stir frequently. Add lemon rind and juice. Beat egg whites until foamy; add 1/2 cup sugar gradually, beating after each addition until sugar is dissolved. Continue beating until stiff peaks form; fold into gelatin mixture. Place again over ice cubes; stir gently until mixture mounds from spoon. Pour into 8-oz. mold. Serve with thawed, frozen strawberries or orange slices.

Sauce: Scald 2 cups milk in top of double boiler. Beat egg yolks lightly in bowl; stir in 4 tablespoons sugar and dash salt. Add milk slowly into egg-yolk mixture. Return mixture to double boiler; cook over hot, not boiling, water, until mixture coats spoon. Stir in 1 teaspoon vanilla. Makes 8 servings.

OLD-FASHIONED
Preparation time: 8 servings.

2 c. sifted all-purpose flour;

1 1/2 tsp. ground ginger;

1/4 c. sugar; 1 egg; 1/2 c. cream cheese; milk.

1 tsp. baking soda; 1/2 tsp. salt;

1/2 c. cinnamon; 1/2 c. soft shortening;

1/2 c. boiling water; 1 pkg. (8 oz.)

ginger, and cinnamon.

Set oven at slow (325° F.).

Combine dry ingredients and morning, sugar, and egg

mixture, beating well after each addition.

Turn into 8-inch pan. Bake 40 to 45 minutes.

Split through center with a small sharp knife.

Cool in pan. Split through center with a small sharp knife.

Spread with a small sharp knife.

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and salt together in mixing bowl. Add shortening, two-thirds of milk, and vanilla. Beat 2 minutes at medium speed on electric mixer or 300 strokes by hand. Scrape bowl frequently. Add remaining milk and egg. Beat 2 minutes more, scraping bowl often. Pour into prepared pans. Bake about 30 minutes or until cake springs back when lightly touched with finger tip. Remove from pans; cool on wire racks. Spread preserves between layers; sprinkle top with confectioners' sugar. Makes 6 to 8 servings. THE END

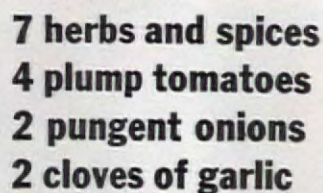
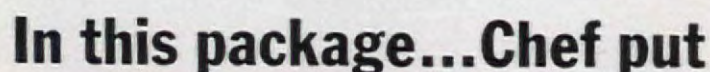


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1 c. me.; 2 eggs, 1
melted butter or margarine.
Combine farina and 1 cup milk in small, stir
Heat remaining $2\frac{1}{2}$ cups milk, salt, and 1
gare to boiling in medium-sized squares or rec-
ture quickly. Cook 5 minutes, 95; brush with melted
stantly; remove from heat. Stir remaining $\frac{1}{2}$ cup Parmesan
Parmesan cheese; beat until remaining $\frac{1}{2}$ cup Parmesan
cool; chill several hours. F.) 20 to 25 minutes, or until
tangles; arrange in
butter or margarine
cheese. Bake in a
golden. Serve
carrots, and
Makes 4

MANICOTTI WITH RED CLAM SAUCE

Preparation time: 25 min. / Baking time: 35-40 min.

1 pkg. (8 oz.) manicotti; 2 lbs. ricotta cheese; $\frac{2}{3}$ c. grated Parmesan cheese; 2 egg yolks; $\frac{1}{2}$ tsp. salt; 1 pkg. (6 oz.) process garlic cheese roll, cubed; 1 large onion, chopped (1 c.); 3 tbs. olive oil, butter, or margarine; 1 tsp. oregano, crumbled; 1 tsp. basil, crumbled; $\frac{1}{2}$ tsp. salt; 2 tbs. chopped parsley; 2 cans (8 oz. ea.) tomato sauce; 2 cans (7 $\frac{1}{2}$ oz. ea.) minced clams; grated Parmesan cheese; chopped parsley.

Parboil manicotti in large amount of boiling salted water 5 minutes; drain thoroughly. Combine ricotta, Parmesan, egg yolks, $\frac{1}{2}$ teaspoon salt, and garlic cheese; mix well. Spoon mixture into drained manicotti; arrange in single layer in shallow baking dish. Sauté onion in oil, butter, or margarine until tender. Mix in oregano, basil, $\frac{1}{2}$ teaspoon salt, parsley, and tomato sauce. Drain clams; add juice to tomato mixture; reserve clams; simmer 15 minutes. Remove from heat; stir in clams; pour over manicotti in baking dish. Sprinkle with Parmesan cheese and parsley. Bake in moderate oven (350° F.) 35 to 40 minutes or until cheese melts and sauce bubbles. Serve with a tossed green salad and toasted Italian or French bread, if desired. Makes 8 servings.

FROSTED SALMON LOAF

Preparation time: 30 min. / Baking time: 55-60 min.

2 cans (1 lb. ea.) salmon, drained, boned, and flaked; 2 $\frac{1}{2}$ c. fresh bread crumbs; 2 eggs; 1 egg white; $\frac{1}{3}$ c. milk; 2 tbs. dried parsley flakes; 2 tbs. instant minced onion; 1 tsp. salt; $\frac{1}{8}$ tsp. seasoned pepper; 1 envelope ($\frac{1}{2}$ pkg.) instant mashed potatoes; 1 egg yolk; melted butter or margarine; Dill sauce.

Set oven at moderate (350° F.). Line 9x5x3-inch loaf pan lengthwise with strip of foil; make the strip long enough to extend slightly beyond the pan at both ends for ease in lifting finished loaf from pan. Combine salmon, bread crumbs, eggs, egg white, milk, parsley, onion, salt, and pepper in large bowl; mix thoroughly. Turn into prepared pan. Bake 45 to 50 minutes or until firm. While loaf bakes, prepare instant mashed potatoes according to package directions; beat in egg yolk. Increase oven to hot (425° F.). Remove loaf from pan; place on baking sheet. Spread mashed potatoes on top and sides of loaf; brush with melted butter or margarine. Bake until potatoes are tipped with brown. Serve with *Dill Sauce*: Melt 2 tablespoons butter or margarine in small saucepan; remove from heat. Blend in 2 tablespoons flour, $\frac{1}{4}$ teaspoon salt, and a few grains pepper. Slowly stir in 1 cup milk. Cook over medium heat, stirring constantly, until thickened and smooth. Stir in 1 tablespoon chopped fresh dill or 2 tablespoons dried dill weed; simmer 2 to 3 minutes. Makes 8 servings.

STUFFED EGGPLANT

Preparation time: 25 min. / Baking time: 30 min.

1 large eggplant (1 $\frac{1}{2}$ lbs.) or 2 small eggplants; $\frac{1}{4}$ c. butter or margarine; 1 medium onion, chopped ($\frac{1}{2}$ c.); 1 green pepper, seeded and cubed; $\frac{1}{2}$ tsp. salt; $\frac{1}{8}$ tsp. pepper; 1 tsp. basil, crumbled; 1 can (1 lb. 4 oz.) tomatoes, drained; $\frac{1}{2}$ pkg. (4 oz.) process Swiss cheese, cubed; $\frac{1}{2}$ c. pine nuts.

Cut slice off eggplant lengthwise. Cut around eggplant $\frac{1}{4}$ inch in from edge; carefully cut and scoop out interior, leaving $\frac{1}{4}$ -inch shell; cube scooped-out portion; reserve. Parboil eggplant shell in boiling salted water 5 minutes; drain. Melt butter or margarine in skillet; add onion, green pepper, and cubed eggplant; sauté until vegetables are tender. Add salt, pepper, basil, tomatoes, cheese, and pine nuts; mix well. Spoon mixture into eggplant shell; place in greased baking dish. Cover (if dish has no cover, you can use aluminum foil). Bake in moderate oven (350° F.) 30 minutes or until eggplant is tender. Cut to serve. Makes 4 servings. For 8 servings, as pictured, use 2 large eggplants and double the ingredients above.

THE END

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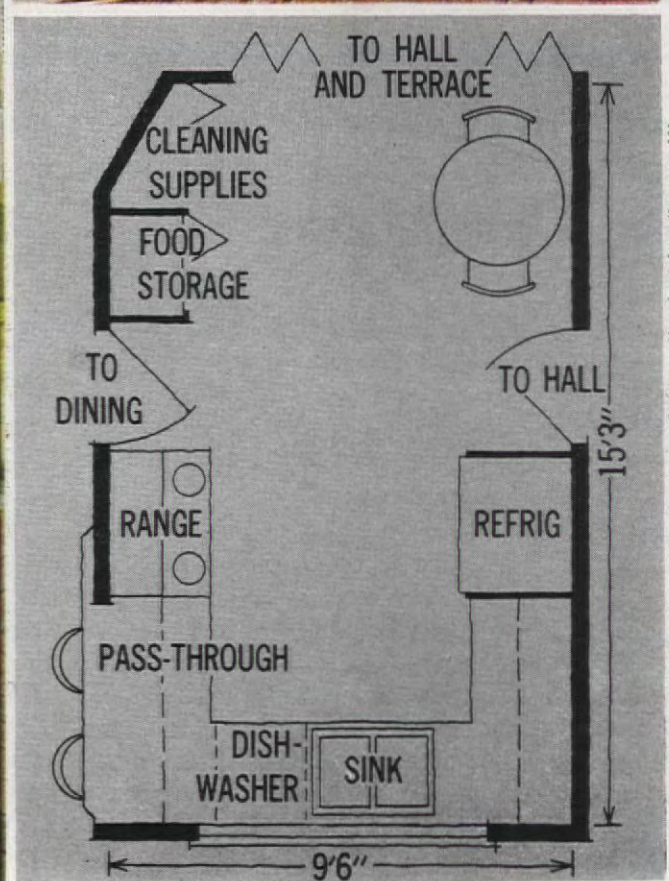
Wish-Bone Italian • Deluxe French • Monaco French
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Designer Robert E. Price had two things in mind when he designed this compact kitchen in a Carmel, California, home. Not only was it to be highly functional, but he also planned it to be the center of all family activities. The dining-area end faces a secluded garden court at the rear. The other

looks out to a deck, easily reached through a door in the adjacent dining room. The kitchen is efficiency itself. The U-shaped meal-preparation area has all the necessary appliances including a counter top, eye-level range. A roll-out exhaust fan above the range removes grease and odors. The

pass-through serving counter, with china cabinets that open from both sides, is convenient to the dishwasher on one side and the dining room table on the other. Opposite the kitchen eating area are some large pantry-type closets for storing food supplies and necessary cleaning equipment.

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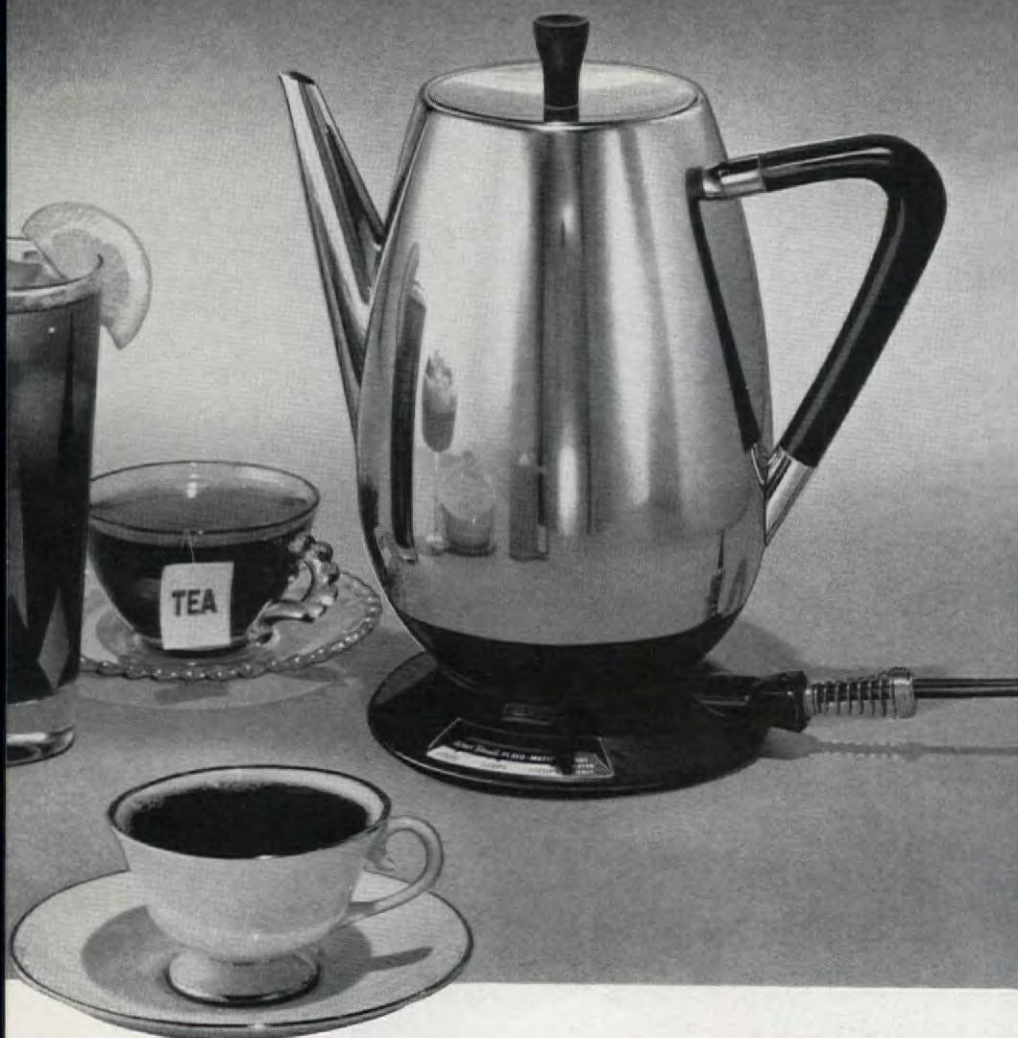
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STANLEY SCHULER
**WATER—A
MOST
PRECIOUS
COMMODITY**

This year, if Nature plays her usual puckish role, the residents of more than 1000 United States communities will have to cope with an acute water shortage problem. For some it will be an old experience; for others, a new one. But none will find it a particularly pleasant one.

The 2200 citizens of Flemingsburg, Kentucky, will testify to this. In the autumn of 1963 only desperate measures saved them from running completely out of water.

Flemingsburg had had a water crisis once before; but that time it saved the day by pumping water from a spring into the municipal water company's 45 billion-gallon reservoir. Last year, however, after two months of drought, the spring was reduced to a finger-size trickle and the water level in the reservoir had dropped more than 90 per cent.

Unable to persuade civilian defense officials to loan pipe and pumps to bring water from the nearest emergency water source—a river 11 miles away—the city council belatedly ordered all residents to cut their water usage in half under penalty of losing water service entirely. Then, as the drought continued, the city and its one sizable industry were forced to hire huge tank trucks to haul water from an Ohio river town some 20 miles to the north.

"The only things that are O.K. now are the water pressure and the fact that the Randall Company hasn't had to reduce production," a local newspaper editor told me one day last November. Then he began to list his woes:

"My family is doing things like taking the clothes to a laundry in a nearby town, eating off paper plates, taking baths once a week. We've tried hard to use as little water as possible, but evidently a lot of other people haven't because the meters were just read and 42 out of the first 250 homes were way too high.

"We had a little shower yesterday but it didn't amount to anything. In over three months we've had only about an inch of rain. Normally I guess we should have around ten.

"The tank trucks, as near as I can figure, are costing the city \$300 to \$400 a day and, in addition, we're paying the river town regular rates for the water we buy.

"The bigger reservoir Flemingsburg

has been talking about is no closer to being built than it ever was. This town just doesn't have any funds.

"The situation looks to me like a political football," the editor concluded. "Everybody talks, but nobody does anything."

While Flemingsburg's experience was unusually critical, it was not unique. Many other communities including New York City had water shortages last year. And the same kind of thing happens every year. "The truth is," says a spokesman for the water supply industry, "that regardless of their location, a high percentage of the 22,000 United States communities which are served by water utilities will at some time have to get along without full water service unless they take firm steps to prevent such an eventuality."

If this is hard to believe, consider these points:

First, "dry spells" are not peculiar to the Southwest and the Rocky Mountain region. Almost all sections of the country have them, and when they do, community water supplies are reduced. For instance, Pennsylvania normally averages about 40 inches of rain annually, but last year it had such a deficiency in some areas that 60 communities had to resort to emergency water sources. Even in normally soggy areas of the State of Washington, stream flows were reduced seriously by arid conditions.

Second, our water consumption is soaring, not simply because our population is growing but because everyone everywhere is using more. According to the National Water Institute, per capita use of the water provided by public water supplies increased from 122 gallons a day in 1940 to 150 in 1960. And by 1975, the figure is expected to hit 165.

Finally, the water level in a reservoir does not have to drop alarmingly before the water utility owning it decrees that you can water your lawn only between eight and nine at night on odd-numbered days or that you cannot replenish the supply in your swimming pool. This kind of water rationing is common to utilities everywhere; and while it does not affect your life seriously, it is nonetheless annoying. "In this day and age, why shouldn't I have all the water I want any time I want it?" you grumble to yourself.

And there isn't any answer except that of course you should.

Why, then, do so many communities have water supply problems?

It is not, as some people believe, because the United States is running out of water. To be sure, we have areas that are short of water; but if all our rivers and streams were funneled down one giant valley, the total flow would add up to 1200 billion gallons a day—four times as much as we shall withdraw for use this year, twice as much as we'll need in 1980.

The basic cause of our recurring local water shortage is you and me.

Says Harry A. DeWire, chief of the water supply section of the Pennsylvania Department of Health: "Many communities feel it can't happen to them. The people don't bother to find out what their local water situation really is. And they don't insist that their water companies plan ahead."

Adds Thomas D. McKewen, public health engineer in the Maryland Department of Health: "One of the four Maryland communities that suffered serious water shortages last year had been contemplating for some years a project to improve both the quality and quantity of their water supply. But no action was taken for two reasons: failure of the local officials to appreciate the need for expert engineering advice, and lethargy on the part of the public."

"I would say that the homeowner's role is to support his local government in planning to prevent water shortages rather than to relieve them. If his local government is not undertaking such planning, he should encourage it to do so."

What exactly should you do?

Insist that your water utility develop a fully adequate system, and support its self-initiated efforts to do so. An adequate water system may be defined as one that doesn't let a community run short of safe, potable water under adequate pressure at any time in the current year or in the following four. Such a system consists not only of a good source of water but also of the facilities to store it, transport it, treat it, and bring it directly to the consumer. Many of the nation's larger water utilities and an even bigger percentage of the smaller ones fail to meet these requirements.

For example, one out of six utilities

serving towns of 25,000 people or more has an insufficient water supply. This doesn't necessarily mean that the water source is inadequate; it may simply mean it has not been developed properly.

One out of five has insufficient transmission capacity: the mains carrying the water into the town are not big enough.

One out of five has insufficient pumping capacity. As a result, water

Better than one out of three needs to make improvements in the distribution system—the pipes and hydrants that serve you.

"It's obvious that our water utilities are in far from good shape," one expert says, "and most of the good utility managers know this and worry about it. But they often fail to do anything because on the one hand it costs money to build dams, drill wells, and put in pipe lines and on the other

into the mountains and drill deeper into the earth for water, this is only nine cents more than the average rate charged in 1925.

2. Development of an adequate water supply helps to attract job-making, tax-paying industries to your community. (Conversely, failing water supplies sometimes drive established industries away.) For example, in Springfield, Ohio, after a series of droughts that almost wrecked the economy, the voters finally decided to support development of a new water system. As a result, new industries, which had long avoided the city, began to flock in; old ones expanded; pay rolls increased—and everyone had all the water he wanted.

3. An adequate water supply also helps to reduce the rates you pay for fire insurance. This was shown when the city of Atlanta undertook to improve the water system serving several suburban communities it had annexed. After the job was done and related improvements had been made in the fire department, fire insurance rates dropped as much as \$6.70 per \$1000 valuation.

4. Although the usual method used by larger communities to assure that they will have enough water at all times is to build larger reservoirs, this expensive practice can often either be avoided by drilling relatively low-cost community wells or be made more acceptable to the public by permitting the reservoirs to be used for controlled recreation.

See that your water utility takes steps to stop water waste. Even if you have a seemingly inexhaustible supply, there is no sense in being profligate with it.

For instance, one way to stop unnecessary waste is to require that all water-cooled air conditioners recirculate their water.

Another good method is to meter all the water that is sold. Surprisingly, many communities do not do this, primarily because of

the expense. But the water savings are sizable. For example, the Hanover (Pennsylvania) Municipal Water Works installed meters in all of its 7000 customers' homes and buildings in 1954. The cost was about \$165,000; the public hue and cry was formidable. "But six months later the people reversed themselves," says Manager Edgar J. Masemer. "For the first time, every home owner could see what he was paying for; he knew he was no longer
(continued)

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pressure is inadequate or variable, and during periods of peak demand the actual amount of water you receive is less than it should be.

One out of four has insufficient treatment capacity: the water they provide is either not adequately treated or not uniformly treated.

One out of three has inadequate distribution storage facilities (water tanks that help to level off the peaks in demand and assure good water pressure).

hand they're afraid the public won't stand for the higher rates needed to pay for the work."

For the utilities this is indeed a dilemma. And most of them will get out of it only with the help of an informed public that is willing to face these facts:

1. In most parts of the country, water is one of our cheapest commodities. The average domestic rate is 35 cents per 100 gallons. Despite inflation and the need to go farther

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(continued) paying for his neighbor's waste. But more important than that, the town reduced its total water consumption 19 per cent in three years."

An even more basic way to reduce senseless waste of water is to make sure that your water utility keeps its system in good repair. "There are a lot of companies with leaky systems," says Ralph Heister, assistant water supply chief in Pennsylvania's health department. "I've seen some that must be losing up to 25 per cent of their water through leaks in dams and pipe lines."

Finally, it is essential that communities all across the country take immediate steps to treat their sewage and industrial wastes before pumping them back into the nearest stream, lake, or ocean. Contaminated water is more than a menace to health. It is also a loss because it cannot be re-used until it is treated. Therefore, it in effect reduces our total usable water supply.

Make sure your water utility is well managed. An industry study which raises suspicions that all too many are run by men with little business and engineering background makes four recommendations:

All water utility managers should have at least a high-school education and those in towns of more than 25,000 should be college graduates. All utilities serving populations of 5000 or more should have full-time managers. All utilities serving populations of 10,000 or more should also have full-time graduate engineers in their employ.

Investigate whether your water utility's progress is hampered by the way money is handled. Some states have rules denying utilities permission to include new facilities in their rate bases until the facilities are actually placed in service. "This discourages us from planning very far ahead," the manager of a sizable, investor-owned, New England utility told me. "In this area, you see, it usually takes four or five years to plan a new impounding basin, buy up the parcels of land for it, and then build a dam. That's a long time for a company to tie up money that doesn't return anything."

An even more serious problem is posed by the municipally owned utilities. Industry experts believe, though they do not know for certain, that most of these make money (a notable exception is New York City's water department, which operates on a \$12,000,000-a-year deficit—in good part because it doesn't meter domestic customers). Yet few of these are required to plow their profits back into the system. Instead they turn the money over to the town fathers for use in any way they like.

Promote water conservation throughout the nation. Last August, when Hanover, Pennsylvania, realized it faced a water crisis, the water company turned to two artesian wells that it owned. When these had been drilled in 1931, cold water bubbled right out

of the ground. Now the level was down to 30 feet below ground level; and when the utility turned on its 150-gallons-a-minute pumps, they soon ran the wells dry. "We finally abandoned one of the wells," Edgar Masemer says. "With the other, we found if we reduced the pumping speed to 57 gallons a minute, the water level would hold constant at a depth of 395 feet."

The incident illustrates a widely recognized fact: In many parts of the United States—not simply in the dry West but also in the wet East—our water table is dropping. This is partly attributable to heavy pumping (largely for irrigation and industrial water); partly to our forefathers' stripping of the land; partly to the fact that every time we build a new house or pave a new road, we speed the run-off of water into the sea instead of letting it ooze deep into the ground. The result, in any case, is that springs dry up in periods of drought and that large, reliable supplies of well water become more difficult and costly to develop.

What is the answer to this worsening problem? Conservation. All projects that will help to maintain and, even better, to improve the ground water supplies in the country need your support.

Such programs are varied. You can work for a new park; fight efforts to drain a marsh (which sponges up and holds flood waters); support the development of a small watershed under Public Law 566 (the Watershed Protection and Flood Prevention Act passed by Congress in 1954); campaign for a national water resources planning act; back programs to dot our land with ponds and lakes.

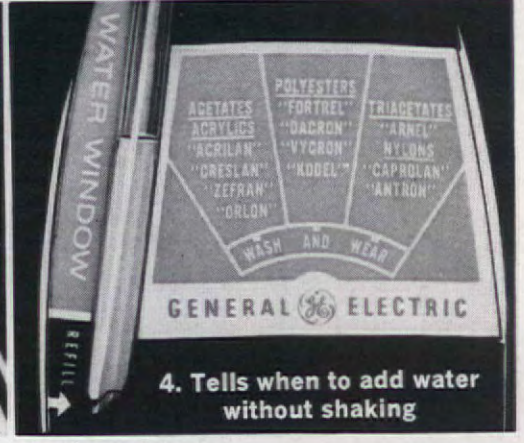
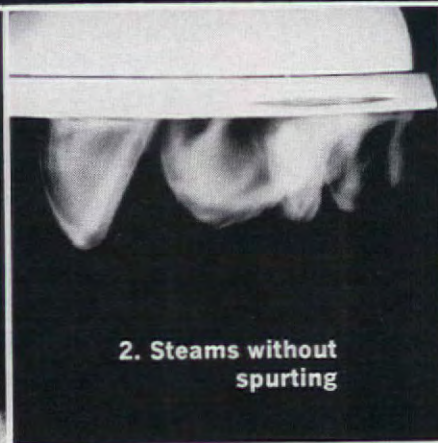
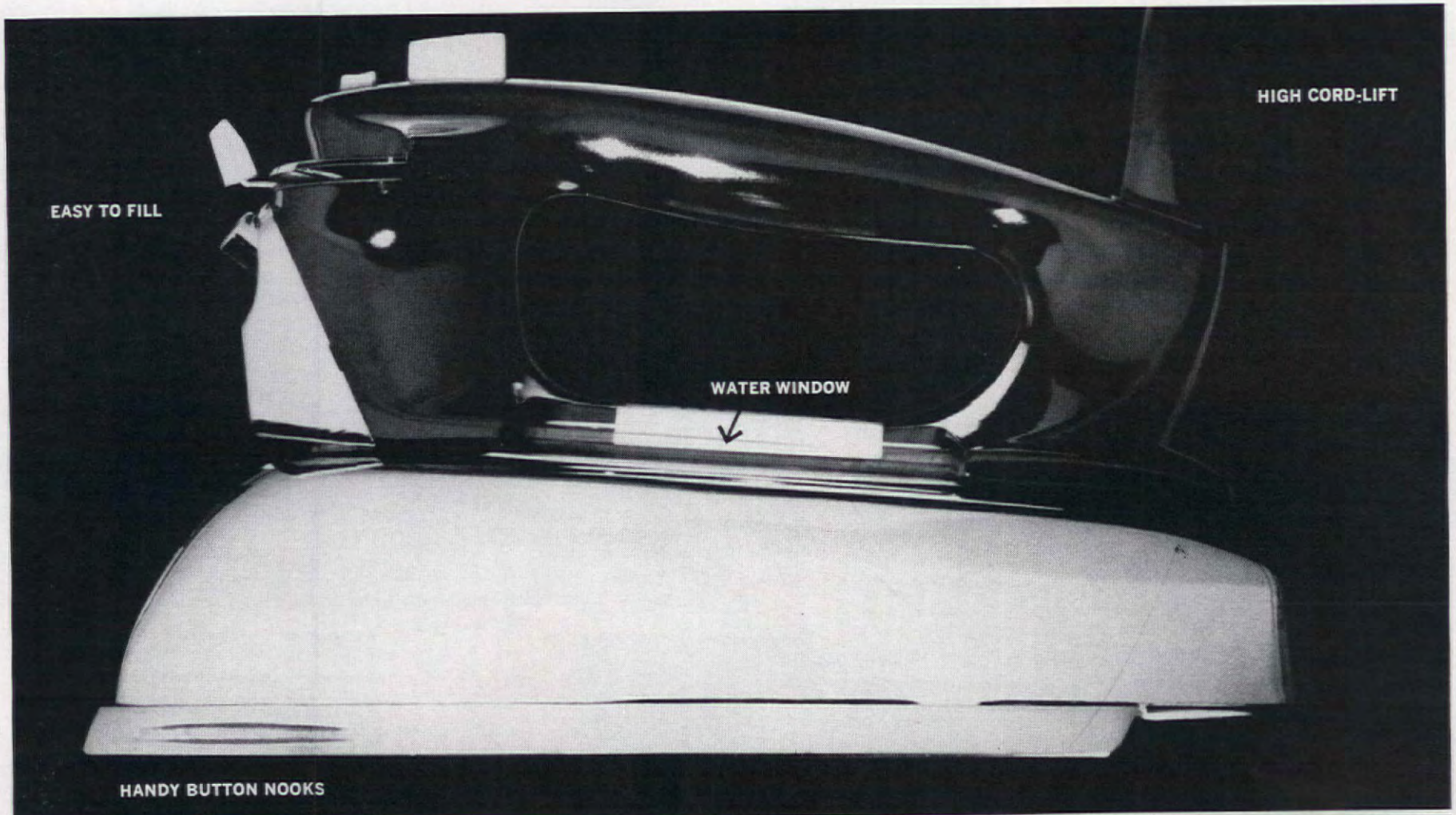
One example of the last kind of program is the Commonwealth of Kentucky's successful effort to create a series of 10 to 200-acre lakes in valleys crossed by all the new state highways. Because the fills on which the highways are laid serve as the dams, the cost of the lakes is usually somewhat less than when conventional dams are built. At the same time, the highway commission realizes savings in the cost of drains under the roads.

Another excellent program is the private effort of a leading Stamford, Connecticut, land developer. For years, he has made a practice of creating a patchwork quilt of ponds on his tracts. All he does is scoop out the gravel in an area, build a little dam and wait for rain. (Some ponds are also spring or brook fed.)

"There are many things that home owners can do about their water problems," Pennsylvania's Ralph Heister said last November as we were discussing the water shortages that plagued his state's communities. "But the main thing is to know the facts, to speak up about them, and to support (and initiate if necessary) sound programs for the conservation, wise use, and development of our water resources."

"No community has to run short of water today."
THE END

General Electric Spray, Steam & Dry Iron (the one with the Water Window):

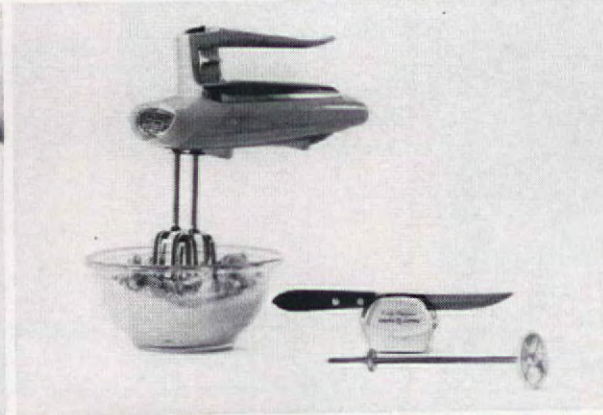


Ends your most common ironing problems

3 more General Electric Appliances that do more for you



G-E Peek-A-Brew® Coffee Maker counts the cups!



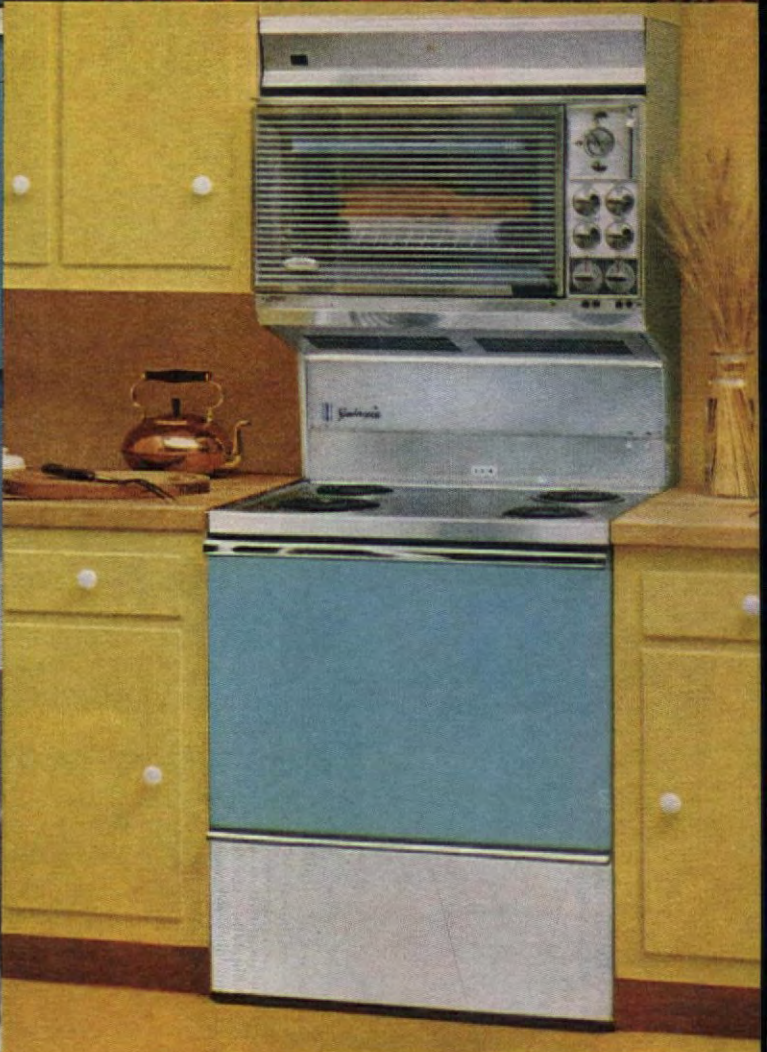
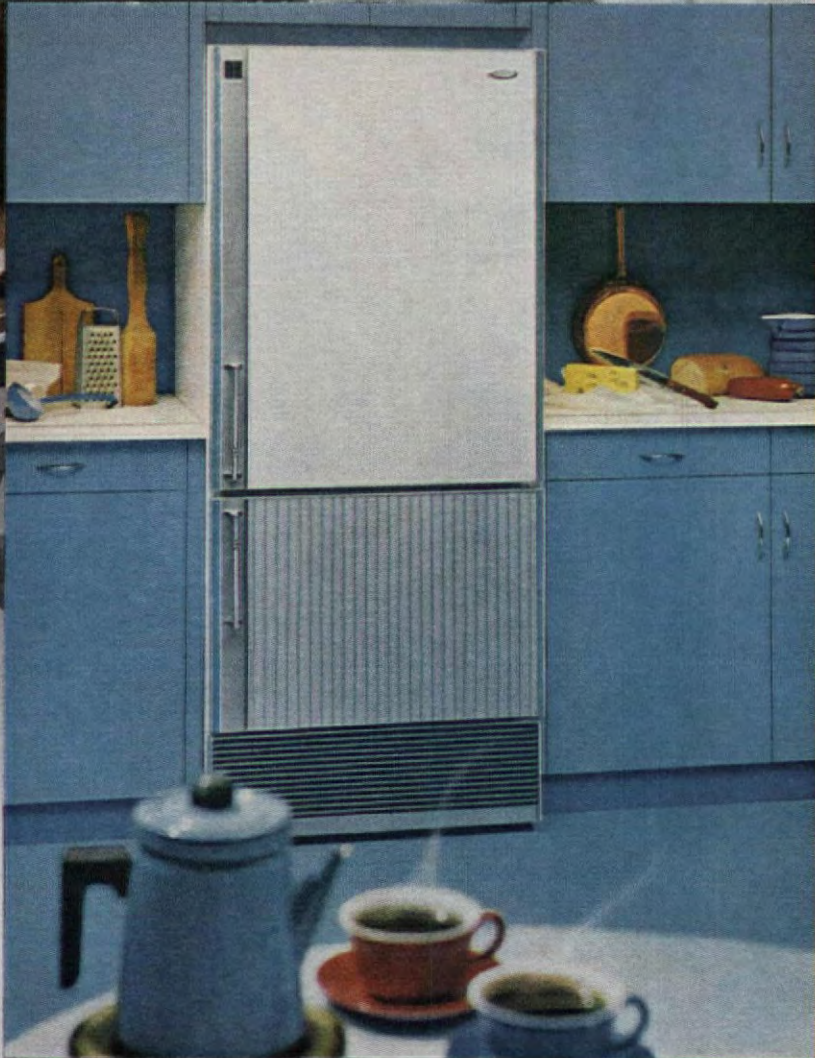
Portable Mixer has knife sharpening attachment!



G-E High-Dome Skillet is a handy server, too!

GENERAL ELECTRIC COMPANY, PORTABLE APPLIANCE DEPT., BRIDGEPORT 2, CONN.

GENERAL  ELECTRIC



What all young marrieds
should know about



before they spend another dime
on TV or appliances

Whether it's for a tiny apartment or a new dream house . . . it's such fun buying new things. Everything looks so bright and new and exciting.

But what about five or ten years from now? Will your refrigerator still be giving good service? How many times will you have to repair the television set? Will you still be happy with the washing machine that looked like such a good buy?

Before you rush out and buy that all-important television, stereo, radio, refrigerator, range, washer, dryer or air conditioner, why don't you talk with your Philco dealer. Let him show you why every Philco product delivers honest-to-goodness dependability—value that lasts year after year.

Of course, you ask, "Why shouldn't a

Philco dealer try to sell me Philco products?" But there's more to it than that. He's had years of experience. More than likely, he has a home and family of his own.

He knows you can stretch a budget by cutting down on costly repair bills. And he knows that Philco Warranties are backed up by solid quality.

Philco spends millions of dollars to make sure every Philco product is the best value on the market. That's why your Philco dealer can give you more for your money than ever before. Take Philco "Cool Chassis" TV, for instance. It's designed to beat the heat—the major cause of TV breakdowns. When it comes to refrigerators, Philco "Instant Cold" units have so much reserve power they not only hold ideal refrigeration tem-

peratures more easily, but also run less than lower-powered units. So you can expect them to last longer and rarely need servicing. And Philco's new washer with "Under-tow Action" makes every washday a whiz.

All in all, we make more than 390 products that are built to last. And priced to fit a young married's budget!

At the left you see pictured seven typical Philco lasting values: Woodstock Compact TV #3600-LCH, Supermarketer Refrigerator #17RM48, Galaxie Electric Range #30SH49, Automatic Washer #W236 and Matching Dryer #DE636, FM-AM Radio #939DWA, Stereo High Fidelity #1741CH-

FAMOUS FOR QUALITY THE WORLD OVER
PHILCO
A SUBSIDIARY OF *Ford Motor Company*

Television Radios Stereo Phonographs Home Laundry Refrigerators Ranges Air Conditioners

For Collectors of Americana



**THUMBBACK
SIDE CHAIR**

As a skillful reproduction of the antique Thumbback originally made in New England, this graceful, and delightfully gold stenciled little Windsor will increase in value through the years.

X40-1D



**SALEM
ROCKER**
69-6DC

The original Salem Rocker is highly prized by collectors as an outstanding example of creative American cabinetwork of the early 1800's. You will enjoy the contemporary comfort of this authentic reproduction with its high Windsor back, deftly curved spindles, broad rolled seat, and well-set rockers.

**WINDSOR
ARM CHAIR**

An archer's bow back with seven supporting spindles, vase-shaped outspread legs, and shaped seat, identify this handsome chair as an authentic copy of the earliest Colonial Wind-sors made in America.



2036-5

**PAUL REVERE
CHAIR**

Named after the fine antique Fan-Back Windsor in the Paul Revere house in Boston. A beautiful reproduction—with the charm of the original, plus modern sturdiness.



X61-1D

These reproductions and others
at better furniture and department stores



**Nichols
&
Stone**
The Home of Windsor Chairs

How To Choose

The Right Colonial Chair. Pages of helpful ideas, interesting illustrations, and complete historical information.

NICHOLS & STONE CO.

Box 33, Gardner, Mass.

Please send me your 32-page booklet "How To Choose The Right Colonial Chair." Enclosed is 25c in coin.

Name _____
Street _____
City _____ Zone _____ State _____

You won't find any furnaces in Sherwood Park, Lima, Ohio, but when freezing weather hits this community there's plenty of warmth and comfort in every home. The hundreds of homes in College Park, Conejo Village, California; Hall Park, Oklahoma City; Joppatown, Baltimore; and in scores of other developments sprouting throughout the country are also furnace-free. What they have in common is electric heating. Their heating fuel is delivered night and day by wire through interconnected transmission networks so vast and extensive that it is possible for a power generating plant in Florida to help supply electric energy for heating homes as far away as Minnesota. In all of these communities, electricity has challenged other heating fuels and emerged a winner.

What's behind this big shift to electric heat? There are three important reasons:

First, the greatest obstacle—the high cost of power—is rapidly being lowered in all parts of the United States, while other fuel prices continue to go up. Over the past 10 years the average costs of fuel oil and gas have risen over 40 per cent but the cost of electricity for heating has come down.

The most startling changes in electrical heating rates have taken place in the last two years during which time the cost per kilowatt hour has declined from 2c to about 1.5c or lower in many sections of the country.

Second, the space-age technology now unfolding before our eyes has inspired a greater demand for electrical servants to automate the home. The modern housewife, surrounded by laundry and kitchen appliances that carry out her wishes at the press of a button, prefers to have a heating system that gives her the same type of efficient, attention-free, pushbutton performance.

Third, electric heating has been a sleeping giant that simply needed awakening. Combined efforts of electric power companies and electrical equipment manufacturers in

the past few years to promote electric heat are now beginning to pay off with a growing acceptance by home owners. Ten years ago, there were less than 200,000 electrically heated homes in the United States. Today there are close to 1,500,000, according to industry reports.

Last year, electric heating accounted for 33 per cent of all new installations in the seven Midwestern and Southeastern states served by American Electric Power Company, states Donald Cook, its president. Acceptance has been so rapid in his area that Cook predicts this figure will reach 50 per cent within the next five years. American Electric Power Company recently lowered its heating rate to 1.2c per kilowatt hour and further encourages electric heating by supplying underground power service at reduced cost to builders erecting 24 or more electrically heated homes. Jack C. Horton, president of Southern California Edison, predicts that by 1968 more than half of all new dwellings built in his territory during that year will be electrically heated. Even in

Massachusetts, where competition from oil and gas is strong, the Western Massachusetts Electric Company reports that 30 per cent of the homes built last year in its territory were electrically heated.

The over-all picture for electric heating is obviously brighter than ever. According to a Ford Foundation sponsored survey on resources in America's future, the recent sharp rise in electric heating appears to be only the beginning of a trend that will be strong throughout the rest of the century.

If these predictions come true, sooner or later you're likely to become a part of this trend. If you're planning a new home, remodeling, or considering conversion to a different fuel, it will pay you to take a closer look at what electric heating offers. You may find that you're ready for the change right now.

HOW MUCH DOES ELECTRIC HEATING COST?

Many factors influence the cost of heating a home by electricity: the size of the (continued)

APPROXIMATE ANNUAL HEATING COST FOR FULLY INSULATED HOUSE

ANNUAL DEGREE DAYS	1200 SQUARE FEET			1800 SQUARE FEET			2400 SQUARE FEET		
	RATE PER KWH			RATE PER KWH			RATE PER KWH		
	1.25c	1.5c	1.75c	1.25c	1.5c	1.75c	1.25c	1.5c	1.75c
1000 to 2000	\$ 35 to \$ 70	\$ 45 to \$ 85	\$ 55 to \$100	\$ 55 to \$105	\$ 65 to \$125	\$ 75 to \$145	\$ 70 to \$140	\$ 85 to \$165	\$100 to \$195
2000 to 3000	\$ 70 to \$110	\$ 85 to \$130	\$100 to \$150	\$105 to \$160	\$125 to \$190	\$145 to \$220	\$140 to \$205	\$165 to \$250	\$195 to \$290
3000 to 4000	\$110 to \$140	\$130 to \$170	\$150 to \$200	\$160 to \$205	\$190 to \$250	\$220 to \$290	\$205 to \$275	\$250 to \$330	\$290 to \$385
4000 to 5000	\$140 to \$180	\$170 to \$215	\$200 to \$250	\$205 to \$260	\$250 to \$310	\$290 to \$360	\$275 to \$340	\$330 to \$410	\$385 to \$480
5000 to 6000	\$180 to \$215	\$215 to \$260	\$250 to \$305	\$260 to \$315	\$310 to \$375	\$360 to \$440	\$340 to \$410	\$410 to \$495	\$480 to \$580
6000 to 7000	\$215 to \$250	\$260 to \$300	\$305 to \$350	\$315 to \$365	\$375 to \$440	\$440 to \$515	\$415 to \$480	\$495 to \$575	\$580 to \$670
7000 to 8000	\$250 to \$280	\$300 to \$340	\$350 to \$395	\$365 to \$410	\$440 to \$500	\$515 to \$585	\$480 to \$550	\$575 to \$660	\$670 to \$770



Remember the last time you cleaned your oven? Forget it.



New Dow Oven Cleaner is here!

© THE DOW CHEMICAL COMPANY

It's easier and faster. Contains ammonia. No gloves needed, just use as directed. Spray it on, let it work, clean it off. Period.



"SPECIALTY OF THE HOUSE"

Fruit Punch and
fabrics by KANDELL
with stain protection
by "SCOTCHGARD"
STAIN REPELLER

Even if that delicious tropical drink should spill, there's no danger to this dashing new blend of 65% British linen-35% cotton. Thanks to the unique built-in protection of "SCOTCHGARD" Brand Stain Repeller, most spills, even oily ones, can be blotted clean away. Shown here: "Benson," available in 7 colors, 56" wide. About \$3.98 yd.

Baltimore, Stewart & Co. • Buffalo, Hengerer's • Cincinnati, Shillito's • Cleveland, The May Company • Dallas, Sanger-Harris • Denver, May-D. & F. • Hartford, G. Fox & Co. • Houston, Foley's • Memphis, John Gerber Company • Minneapolis, Dayton's and Branches • New York, Macy's • Norfolk, W. C. Swartz Co. Inc. • Philadelphia, John Wanamaker and Branches • Pittsburgh, Kaufmann's • Portland, Meier & Frank Co. • Rochester, Lauer's • Rochester, Minn., Dayton's and Branches • Salem, Ore., Meier & Frank Co. • San Francisco, Macy's—California • St. Louis, Famous Barr all stores • St. Paul, Dayton's and Branches • Washington, D. C., The Hecht Co. and Branches.

NOT ALL COLORS AVAILABLE AT ALL STORES



Scotchgard
STAIN REPELLER
3M COMPANY

"Scotchgard" Repeller is a product of 3M

(continued) house, its design and construction, the way it is insulated, exposure and geographical location, and the electric power rate for residential heating in the area. You can get a rough estimate of your projected annual heating cost by referring to the accompanying chart. The figures shown here are based on a fully insulated house. First determine the approximate floor area in square feet of your house and the cost of electric power for heating in your area, then find your estimated annual heating cost in the column alongside the average annual degree days. Your local utility can provide you with the electrical rate and degree-day information.

The methods of heating with electricity that have gained the most favor are individual room electric resistance heating and the heat pump. With electric resistance heating there is practically no maintenance; there is a complete absence of noise, there are no parts to wear out, no furnaces to adjust or repair, and control of heat is automatic and precise. The electrically operated heat pump also has many advantages and it proves very economical as a combination heating and cooling system.

In several areas electricity is already less expensive than gas or oil on a strictly "cost of fuel" basis. However, even where the direct cost of electric heating exceeds that of other systems, the savings on installation

and maintenance cost, plus other inherent gains are often more than enough to justify the use of electric heating. Since there is no combustion of fuel, the air in the house can't be deprived of oxygen, nor can it become contaminated with soot particles.

Normal maintenance, such as vacuuming rugs, laundering draperies, and dusting furniture, is greatly reduced. The cost of a furnace, duct work, and a chimney can be a big saving, as well as the space normally occupied by these items and by fuel storage. All of these extra features, as well as operating costs should enter into an evaluation of electric heating.

WHAT IS ELECTRIC RESISTANCE HEAT?

Most electric heating equipment is operated on the resistance principle—the passage of an electric current through a wire creates heat. Its efficiency is 100 per cent, that is, all of the electrical energy used is converted to heat (oil and gas efficiencies range from 60 to 75 per cent). When electric home heating is mentioned, some people still think of the little portable space heaters used for quick on-the-spot heat in a bathroom or bedroom. These had a red-hot wire coil in front of a parabolic reflector that focused the heat on a small area. This kind of unit, of course, is not adequate for general heating of a modern home. In

fact, most of the heating equipment now in use functions in an entirely different manner, producing relatively low temperature heat disseminated over a widespread area. Three types of equipment account for almost all resistance heating installations; ceiling cable, baseboard, and wall units.

Ceiling cable installations, when used alone or in combination with baseboard units can provide the most comfortable and versatile electric heating system. Essentially, one or more covered wire cables are heated by electricity as in an electric blanket. These cables are fastened to the ceiling in a gridlike pattern covering the entire area (this is an electrician's job and it requires close supervision to insure proper spacing). Plaster is then spread directly over the cable so that it is embedded, concealed, and protected. As an alternative to wet plastering, the mounted cable can be covered by plasterboard sheets. Small, prefabricated ceiling panels, with cable already sandwiched in them, are also available for direct mounting on ceilings. Any of these forms of cable heat convert the ceiling to a "radiator" that beams warmth down upon occupants of the room. Because this type of installation transfers heat to the occupants by direct radiation rather than by means of circulating heated air, body warmth can be maintained almost independently of

air temperature. The same principle enables radiation from the sun to keep a bikini-clad skier in Sun Valley, Idaho, comfortably warm even though the outside air temperature may be below the freezing point.

Radiant ceiling cable installations can maintain room temperatures that vary only slightly from floor to ceiling and they respond rapidly to directions from the controlling thermostat. There are only two objections that arise with this otherwise excellent heating system. One is that the air in a room can sometimes become so motionless that cigarette smoke will become suspended. The other is that in a room with very large glass window areas, the radiant ceiling cannot prevent cold downdrafts from these windows or their chilling effect. Both these objections are easily overcome by installing baseboard or floor insert electric heaters under large window areas to counteract the drafts and increase air motion in the room.

Baseboard heating units are the most prevalent type of electric heating equipment. In its simplest form it consists of a heating element enclosed in a length of metal baseboard with narrow slots running along the bottom and top moldings. They are designed to resemble ordinary baseboards and can be painted the same color as the woodwork.

There are at least forty different models of electric baseboard heating

units, each alike in principle but having its own features. Most are convection heaters, picking up cool air from the floor through the lower louver, allowing it to pass over concealed heated cables or fins, and rising out of the upper louver in a continuous curtain of warm air.

Wall heating units are available in a wide selection of designs and capacities, with or without blowers. They may be made of glass, metal, or ceramic material and can be mounted on the surface of the wall or neatly recessed into it.

The wall units have a higher wattage heating element than baseboard units and are usually protected by some sort of grillwork. One variation, similar to the baseboard units, are the floor insert heaters. These heaters are inserted between the floor joists, and the heat rises from a

grille which is set flush with the floor.

Wall heaters are best suited for small areas where there is a spot heating problem or where an extra amount of heat is needed such as in the bathroom entrance hallway or nursery. They can be installed easily for supplemental heating in a basement, attic room, or garage, or they can be used where heat is required only occasionally, such as in a spare guest room, workshop, utility room, or game room.

WHAT ABOUT HEATING CONTROLS?

With resistance heating installations, each room can have its own independent heating system and a thermostat. Temperatures may be individually selected and controlled. For instance, the baby's room or bathroom can be maintained at 78 degrees, the living room at 70 degrees, bedrooms at 65 degrees and the spare room or other areas when not in use at 60 degrees. The ability to regulate temperatures with such ease is particularly important where there are children or elderly people living in the house.

WHAT IS A HEAT PUMP?

In every home there is a one-way heat pump—the refrigerator. It extracts heat from the air in the refrigerator and transfers this heat to the air exhausted into the kitchen. The

heat pump is a similar device that is reversible. It is installed outside the house and connected to an internal ductwork system. The only fuel required is the small amount of electricity used to drive the pump motor. On a hot day it extracts heat from the air inside the home and exhausts it to the outside. On a cold day, the pump cycle reverses. It “refrigerates” the outside air and the heat extracted is transferred to the air inside the home. Metal ducts and air registers are required to distribute the heated or cooled air throughout the house.

At the present time the heat pump is most satisfactory for cooling and heating purposes in mild climates. It is therefore generally used where cooling degree days outnumber the heating degree days. However, the future holds great promise for this device. Rapid strides are being made in the efficiency of the heat pump and its use is now gradually being extended to the colder, northern climates.

WHAT IS AN ELECTRIC FURNACE?

Electric furnaces are available that provide heat by passing either water or air over encased heating elements. This heated air or water then makes its circuit through the house via existing warm air ductwork or hot water piping. Used often for conversions from gas or oil to electricity, the electric furnace occupies very little

space and eliminates fuel burning. The resulting heating system is still subject to deficiencies such as poor control of heat or uneven distribution of heat. In most instances, redesign of piping or ductwork may be necessary. If the house is adequately insulated and electric power rates are low, conversion to an electric furnace can still be an economical procedure. However, the best way to convert from oil or gas heat is to install radiant ceiling cable or baseboard heaters, ignoring or removing the existing furnace and piping or ductwork.

IS INSULATION IMPORTANT?

Proper insulation is the key to economy in all electric heating installations. The cost difference between an ordinary insulation job and a good one is small compared to the fuel savings that are possible when electric heating is used. If a home is not well insulated, electric heating will be costly and disappointing. All surfaces exposed to unheated areas should be fully insulated—not only the attic but also the side walls, and those floors that are above open areas such as porches, carports, or breezeways. Windows and doors should be double-sashed and weatherstripped.

Insulation is now marked according to its rating under new industry standards (“R” number), to reflect

(continued on page 101)

CORRECTION

In some copies of our Winter issue there was a misprint in our notice of A Bigger and Better Awards Program. It should have read “Eminent architects, housing industry leaders, and the editors of *The American Home* and *Home and Home* will judge the entries.”

“SPECIALTY OF THE HOUSE”

Irish Coffee & fabrics
by BLOOMCRAFT
with stain protection
by “SCOTCHGARD”
STAIN REPELLER

A tasteful, elegant tribute to any hostess, Irish Coffee and fabric from the “Medici” collection. The gracious, elegant look lasts, thanks to the built-in protection of “SCOTCHGARD” Stain Repeller. Most stains (even coffee) forced into the weave spot-clean without leaving a ring. Shown: “Sintra,” 100% cotton. Comes in 15 colors. 54" wide. About \$5.00 yd.

Atlanta, Rich's • Baltimore, Stewart & Co. • Boston, Jordan Marsh Co. • Buffalo, Hengeler's • Cincinnati, Shillito's • Dallas, Sanger-Harris • Denver, May-D & F • Houston, Foley's • Los Angeles, Barker Bros. • Memphis, John Gerber Company • Milwaukee, Milwaukee Boston Store • Minneapolis, Dayton's and Branches • New Orleans, D. H. Holmes Co. Ltd. • Newark, Hahne & Company and Branches • Norfolk, W. G. Swartz Co., Inc., Smith & Welton, Inc. • Philadelphia, John Wanamaker & Branches • Pittsburgh, Joseph Horne Co. • Portland, Meier & Frank Co. and Branches • Richmond, Thalhimers • Rochester, Lauer's • San Francisco, City of Paris.

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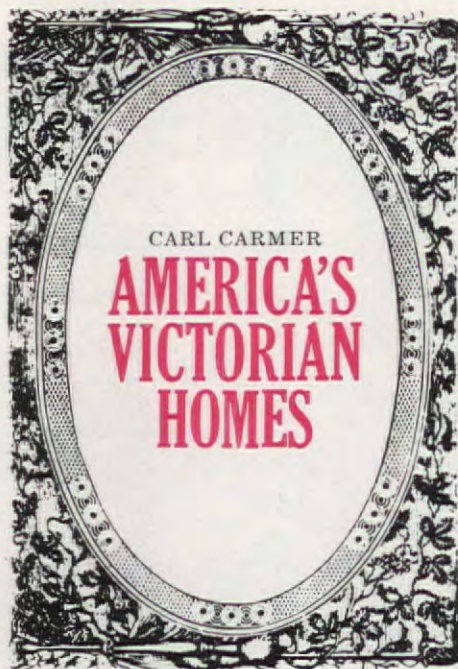
"SPECIALTY OF THE HOUSE"

Spanish Chocolate and fabrics by WAVERLY with stain protection by "SCOTCHGARD" STAIN REPELLER

Entre to good living. Not even a chocolate spill will disturb this floral setting, for this cotton Waverly Bonded fabric features built-in protection by "SCOTCHGARD" Brand Stain Repeller. Most stains forced into the weave spot-clean without leaving a ring. Shown: "Clarendon Gardens," available in six colors. 48" wide. About \$2.29 yd.

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NOT ALL COLORS AVAILABLE AT ALL STORES



Carl Carmer is the author of "Stars Fell on Alabama," "Listen For a Lonesome Drum," "Hudson River," and other well-known books. He is also the owner of the Victorian Octagon House which you see pictured on page 40.

In 1837 when young Victoria succeeded to the British throne, fore-runners of the architectural period which was to bear her name both in England and America were already observable. Pillared Greek temples adapted by such architects as Benjamin Latrobe and William Thornton to the requirements of luxurious

habitation were appearing in New England and the Deep South and had already begun their march westward through Ohio. A house of six oddly angled walls and more oddly dubbed "Octagon House" had served as a temporary residence for President James Madison and his charming Dolley just after a British army had captured Washington and burned the White House. Memories of cathedrals had been translated here and there throughout the new republic into houses of the "pointed style."

Two influences toward the birth of an architectural age were very strong

in America. One was prosperity (jealous Europeans were already calling us "moneygrubbers") and the other was a plenitude of nature-decorated land. The hills of New England and that magnificent "River of the Mountains"—the Hudson—cried out for castles. The riches of New York City commerce replied with many replicas of distant European fortresses and other dream bastions designed by American architects. Some still stand high above Hudson water, moated, battlemented, crenelated, frowning down upon foes who have never advanced to storm up the river slopes.

The most influential architect of the early Victorian days along the Hudson, Andrew Jackson Downing of Newburgh, perhaps unwittingly encouraged the building of castles by his warning that "unless there is something of the castle in a man" he was in danger of being dwarfed "to the stature of a mouse." This proved a challenge to many a homebuilder who felt he must proclaim, through his romantic residence, that he could not be so minimized. During the mid-Victorian years no less than fifty such turreted fortresses (some made of wood) adorned the wild and forested banks of the river.

Near Lynchburg, Virginia, Thomas Jefferson built in the first decade of the 19th Century an octagonal home called Poplar Forest to which he meant to retire when his beloved Monticello might prove burdensome.

The idea of building such polygonal dwellings, however, did not take hold of the popular fancy for another forty years. Then the immensely successful American phrenologist, Orson Fowler, began to recommend the circled-cross floor plan as the most functional.

His followers were so influenced by his book, *A Home for All or the Gravel Wall and Octagon Mode of Building*, that many of them immediately set about surrounding themselves by eight nearly oblique walls. The arguments for "more surfaces to the sun," central heating (thus avoiding the nuisance of fireplaces), shorter distances between focal points, the supplementing of outdoor toilet facilities by others under the central staircase, won literally thousands of converts across the nation. Fowler's description of his own octagon house (no longer existing) at Fishkill on the Hudson, helped mightily to encourage an architectural fad that assumed major proportions.

Enthusiasm for octagons reached its peak just before the Civil War. By then, eight-sided dwellings had marched from the east coast to the west. Utah had an octagon log cabin and San Francisco, always welcoming the outré and avant garde, boasted two elegant octagonal mansions.

In the 1860's, toward the end of the popularity of this form, two octagons were built which combined the period's love of decoration with simple functionalism. One now belongs to the

author of this article and is unique in its use of Chinese motifs. (The second owner, who spent several years in completing the house, was an importer of Oriental teas.) The other is in Natchez, Mississippi, where it is known as Longwood or, less formally, as Nutt's Folly. Three porches or, to use the Deep South vernacular, "galleries" encompass it, and its cupola is of the Turkish or "onion" variety.

As business prospered and leisure grew, the American housebuilders, embarrassed by the condescension of visitors from other lands, were increasingly impressed by classic influences, by ideas developed in foreign lands, and by cultural ambitions. The architects they employed responded by offering their clients large residences which were free adaptations of dwellings in the traditions of older nations. Egyptian villas, Italian villas, Spanish villas crowned the acres of luxurious estates. Those well-to-do citizens who would build impressive homes did not entirely reject, however, the pillared glories of the Greek Revival, which Andrew Jackson Downing regarded as inappropriate for residences and excoriated as "poor and tasteless temples." He argued strongly for the pointed or Gothic style and he built his own home on the west side of the Hudson to illustrate what he meant.

Gentility and respect for the arts were his major aims and they received general acceptance. Downing's di-

vision of the surrounding acres into the picturesque was hailed as a masterpiece of insight since it suited the grounds to the mode of the house. His inspiration for the former was derived from the French painter Claude Lorrain. Here all gardens, lawns, lakes, and brooks were gently disciplined, creating a serenity that could be attained only by gracious formality.

For the picturesque, however, he looked to the shadowy and rocky glens depicted by Sir Walter Scott and those American writers influenced by him. The exciting landscapes of Italian Salvator Rosa served the architect as reminders of the effects he should obtain. Gaunt dead trees, saved from falling only by the support of their tall living fellows, created slanting diagonal lines across the landscape. Pines, tortured by the winds, raised grotesquely fashioned limbs against the sky. Waters in turmoil dashed into spray as they met immovable boulders in their channels.

Like all good architects, Downing and his associates in the Victorian period concerned themselves with the total effect of the estates they planned. They recommended outdoor embellishments known variously as belvederes, prospect towers, and gazebos, and they added to these gate lodges, summer houses, urns, sundials, and fountains. They planned tree-shadowed promenades at the end of which walkers would find fragrant bowers and "hermit seats."

More important to posterity, however, were the rural homes planned by Alexander Jackson Davis (sometimes a collaborator of Downing, but not sharing the latter's distaste for Greek Revival dwellings), by Downing himself, and by dozens of other architects who accepted Gothic concepts even for small houses. Less expensive than the elegant villas, these gabled houses won wide acclaim, especially among the young couples of the nation. They were decorated by lavishly carved brackets which made pretense, under the eaves, of supporting the slanting roof, and also by vergeboards in which the carpenters were given carte blanche to express their artistic selves by scroll-saw elaborations. These compositions and improvisations in wood gave rise to such terms as "Hudson River Bracketed" (the title of one of Edith Wharton's stories about Hudson Valley society) and "Carpenter Gothic." They were at once adopted by the nation as a whole and a knowing traveler is often astounded to find in such a stronghold of the Greek Revival as Holly Springs, Mississippi, a perfect example of the Hudson River Gothic rural home called Cedarhurst. He will find many others in the states of the Midwest which were in the paths of exodus from the East—among these a beauty (birthplace of the late American humorist, Ring Lardner) in Niles, Michigan.

After Downing's death by drown-

ing in a steamboat accident in 1852, one of his assistants, Calvert Vaux, carried on his projects (including New York City's Central Park).

Downing had begun an era in which taste would eventually change for the worse. Queen Victoria lived for another half century, and during its years came other periods to which Americans have attached names indicative of their date and quality—French Mansard with its flat roofs and its extra story where those roofs began, Italianate with ironwork decorating its central towers, Neo-Jacobean with its tumbled short roof angles above its almost hidden porches.

The Victorian period, looked upon until recently with distrust, even contempt, has nevertheless gradually won its way back into the respect of historians of our architectural past. Objective appraisals now find in it much to praise. It was a time of free and imaginative adaptation, of spacious comfort, of efforts toward elegance that often succeeded.

While it has been derogated for its lack of light, it contributed the octagons, some of which give the impression of being enlarged glass-walled lanterns. While it was accused of over-decoration, some of its creative designs are today more admired than the barren shoe-box products of a "modernistic" functionalism which has all too frequently ignored men's aspirations toward making their homes beautiful.

THE END

"SPECIALTY OF THE HOUSE"

Strawberry Mousse and fabrics by COHAMA with stain protection by "SCOTCHGARD" STAIN REPELLER

What could disturb that exotic flavor? Strawberry Mousse? Never. The 100% cotton fabric has lasting protection by "SCOTCHGARD" Stain Repeller. Even if stains should get forced into the fabric weave, most will spot-clean without leaving a ring. Shown: "Pavanne," available in eight colors. 48"-50" widths. About \$2.98 yd.

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Georgia family reports on flameless electricity

"In our new total electric home we're enjoying convenience and comfort we never thought possible before"

Mr. and Mrs. Fred Hannah of Tucker, Georgia, talk about the joy of total electric living in a modern Gold Medallion Home. Here flameless electricity does everything including heating the whole house, cooking the food, providing the hot water and drying the family clothes

For years, Fred and Marion Hannah dreamed of owning a home designed for their complete comfort and convenience. Then they moved into a new Gold Medallion Home and suddenly discovered that their dream had come true.

"Really, it's astonishing just how much more pleasant life is in a total electric home," Fred Hannah tells you. "For example, now that we have flameless electric heat, we're always comfortable—even on the rawest winter days. And with separate thermostats in each room, we can adjust the temperature anywhere in the house exactly the way we want it:

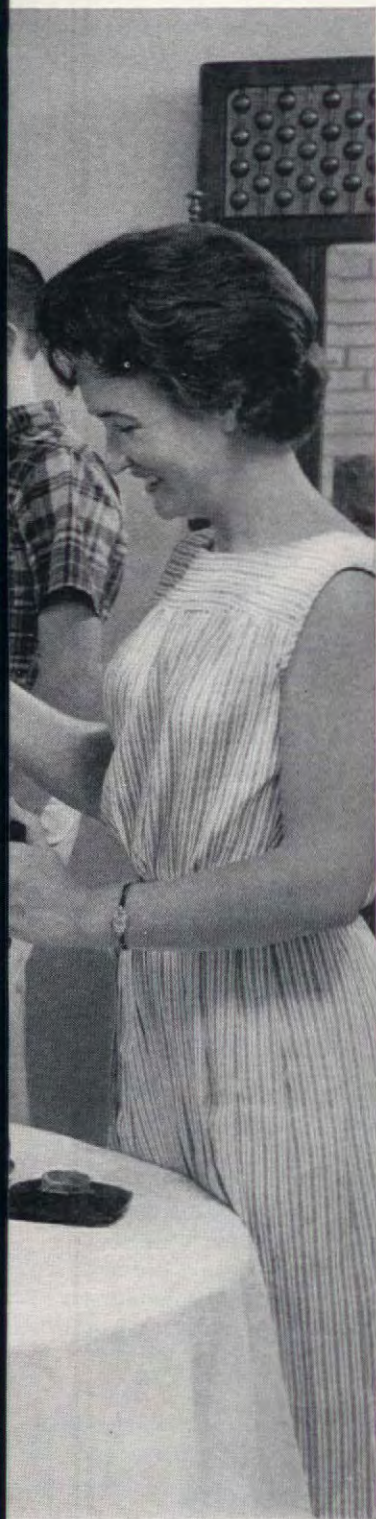
"By the way," he adds, "another big advantage of total elec-

tric living that I really appreciate is its surprisingly low cost. In fact, figuring in all the benefits you're getting, I'm convinced total electric living is really a tremendous bargain."

Marion Hannah agrees. "Even though total electric living has made a big difference for all our family," she says, "I think it's actually made the biggest difference for me. Everything stays so clean now. And with so many electric appliances to help me keep house, I have much more time to spend with my husband and children. Also, I love to entertain and the truth is, it's easy to be proud of a house like this."

Every day, all across America, more and more homemakers like Fred and Marion Hannah are experiencing the joy of total electric living. If you plan to build, buy or modernize, think about the advantages of a Gold Medallion Home. Your local electric utility company will help you get all the information you need to enjoy this truly modern way to live.

YOU LIVE BETTER ELECTRICALLY • Edison Electric Institute, 750 Third Avenue, New York 17, N.Y.



HELPING HER MOTHER, Pamela Hannah, 11, operates their flameless electric clothes dryer. Marion Hannah reports, "An electric dryer is a real blessing. And because it doesn't need any flue, we were able to locate it where it would save me the most steps."



PLENTY OF HOT WATER for all the Hannahs' needs is supplied by a modern quick-recovery electric water heater. Here daughters Beverly, 16, and Barbara, 9, load up the family's electric dishwasher after dinner is over.

"**A TOTAL ELECTRIC KITCHEN** like this is one reason living in a Gold Medallion Home is such a joy," says Marion Hannah. "Everything is so modern and so convenient—and everything stays so clean!"



"**ENTERTAINING IS EASY** when you have a houseful of electric appliances to help you—and planned Full Housepower Wiring to make sure everything works the way it should," Marion Hannah says as she fixes hamburgers for her family and guests in a portable electric fry pan. Husband Fred Hannah agrees as he checks the electric coffee maker and a friend, Mrs. Doris Kennedy, runs the electric blender.

AFTER-DINNER COFFEE is enjoyed by the Hannahs and their guests in the living room, where the white walls and lampshades point up an important advantage of flameless electric home heating. "All my light-colored furnishings stay so new and fresh-looking that it's just wonderful," Marion Hannah tells you. "Electric heat is really the cleanest I've ever seen."

Certification mark—NEMA



THE TOTAL ELECTRIC HOME that proudly displays this Gold Medallion is equipped with modern flameless electric home heating and appliances, Full Housepower Wiring and Light for Living. This home will still be as modern tomorrow as it is today.



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Nervous, tense headaches will welcome the extra relief power in fast-acting Anacin.

Anacin gives you the pain reliever doctors recommend the most. In fact, tablet for tablet, Anacin gives you *more* of this pain reliever than you can get in an aspirin, buffered aspirin or the 'so-called' extra-strength tablet. No pain reliever you can buy has the special combina-

tion of ingredients in Anacin.

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Contains what
2 out of 3 doctors
call the **GREATEST**
PAIN FIGHTER EVER
DISCOVERED



EasterEggs (continued from page 26)

Before you decorate eggs, you must be sure they are fresh. Scrub them, rinse well, and dry thoroughly. Pierce a hole in each end of the egg and blow out contents. To color, use commercial Easter-egg dyes, colored enamel paint, colored nail polish, or spray enamels. Whatever you use, it's best to apply two coats since the eggshells are porous and will absorb the color as they dry.

For materials use narrow ribbon of velvet, satin, grogram, taffeta, brocade; narrow braids in color, gold, or silver; narrow colored baby rickrack, gold paper braids and edgings; fine nets; gold and silver thread; sequins, beads, pearls, bits of broken glass or mirror; paper lace doilies in color, gold, or silver; cutouts from greeting cards; tiny pressed paper figures and flowers; miniature figures.

For further help, study the five sketches below:

1. For eggs decorated on the exterior only, pierce a small hole at each end with small, very sharp manicure scissors or use an awl or sharp ice pick. Blow contents from egg. Hold the pierced egg over a bowl and blow hard into the larger end of the egg. Let empty shells dry, then rinse them in hot water and dry before coloring.

2. For eggs with a decorated interior, it is not necessary to pierce the egg and remove the contents. First outline with a pencil the portion of the shell to be removed. Hold egg firmly in the palm of the hand. Pierce a hole on the marked line with sharp manicure scissors. Insert blade and cut with short strokes around the pencil outline. If the edges chip slightly they can be covered with braid or ribbon trimming. After egg is emptied of contents, wash it carefully. Then remove

the inner membrane. Dry it thoroughly for 24 hours.

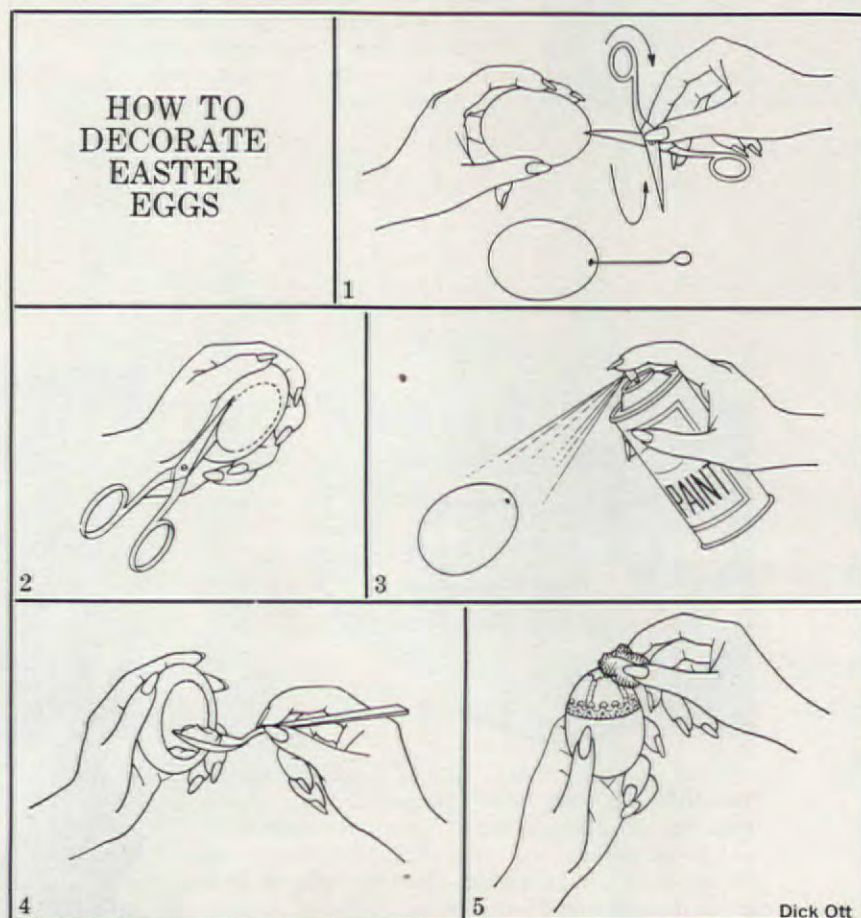
3. Egg is now ready to color. Interior of egg may be painted one color and exterior a second color. Or you can leave the eggs natural. Brush on a coat of clear gloss varnish or shellac. This will give the eggs a shiny finish and make Easter-egg dye permanent. Layers of paint and gloss finish will add to the sturdiness of the egg shell. Eggs that are left natural require two coats of varnish or shellac, 24 hours between coats.

4. If the interior of the egg is to be decorated, it is necessary to build a base inside the bottom of the egg. Use plaster of Paris or plastic clay, which you can put into the lower half of the shell with a small spoon. Paint this dull green. When dry, glue tiny artificial or paper trees, shrubs, or flowers, and figures in place. Use tweezers for this. To display eggs, glue them to covered spools, corks, or small brass or plastic curtain rings.

5. Apply braid or ribbon as shown, using Sobo or Elmer's glue. Pat paper braids and edgings into place with a wad of damp cheesecloth. Glue braid, ribbon, or beads around cutout openings. Use toothpick or tweezers to apply tiny objects.

ANOTHER EGG HINT

If you wish to make your egg in two joined sections they will require a "hinge." Sturdy ones can be made from ordinary adhesive tape. It should be put on before the egg is sprayed or painted so it will be the same color. Or you could use Mystic tape which comes in colors either to match the background of the egg or in a contrasting color.



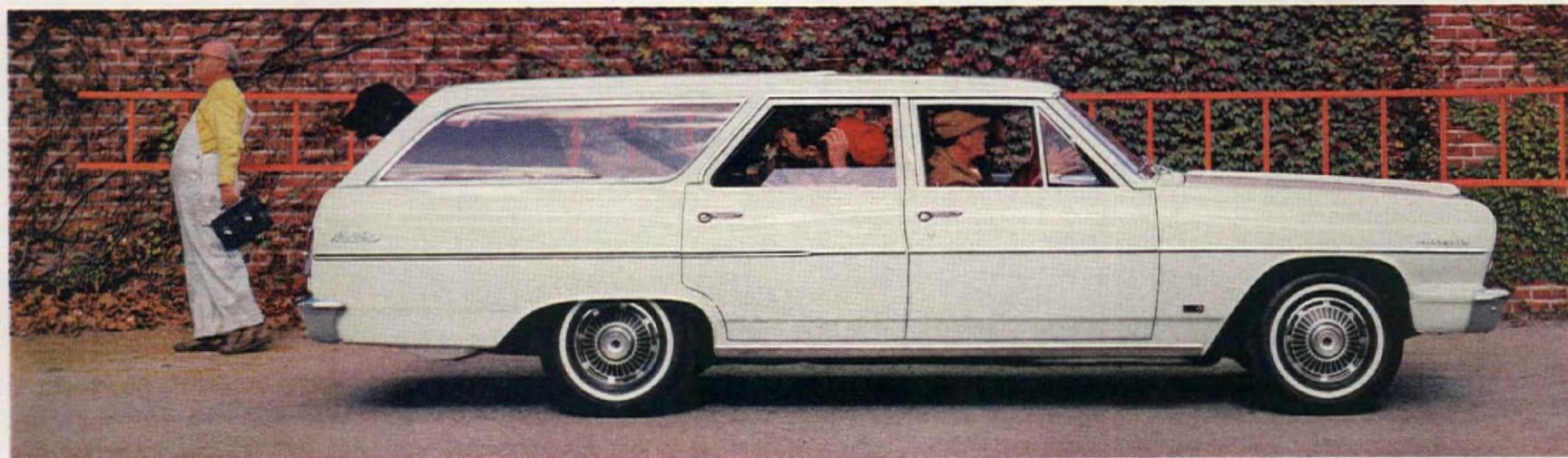
Dick Ott

CHEVROLET'S GOT A WAGON TO GO WITH EVERY REASON FOR BUYING ONE



Impala 4-Door 6-Passenger Station Wagon

JET-SMOOTH LUXURY CHEVROLET



Malibu 4-Door 6-Passenger Station Wagon

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CHEVY II

Any one of our 13 Chevrolet wagons might be all the reason you need. And we make four different lines of them, so there's plenty of room for choice.

You can choose up to 97.5 cu. ft. in the big Jet-smooth Chevrolet, for instance. Smooth-riding and luxurious (all five models have Full Coil suspension and thick deep-twist carpeting), it's more like a family limousine than a wagon. Except, of course, for the Chevrolet price.

Or you may prefer 86 cu. ft. of new Chevelle (four of them, in 2- and 3-seat versions). Outside, it's a good foot shorter

than big cars for easy handling and parking. But *inside*—well, you'll see what a mountain 86 cu. ft. of anything can really be.

For smaller loads (so what's small about 76.2 cu. ft., you ask?), you might choose a thrifty Chevy II. There's nothing so small about Chevy II power, either—whether it's the standard 6 or extra-cost 6 and V8. Be as

thrifty as you want. Finally, we even make wagons so big there just isn't enough room to show them here—the two huge 175.5-cu.-ft. rear-engine Greenbrier Sports Wagons. (Surprisingly, though, you can actually park one in a hair *less* space than a sporty Corvair Monza.)

Whatever you want a wagon for, you can see it's easy to find exactly what you want at your Chevrolet dealer's. In fact, with more kinds and sizes and prices to choose from than ever before, it's never been easier. . . . Chevrolet Division of General Motors, Detroit, Michigan.

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THE GREAT HIGHWAY PERFORMERS

Keeping a home healthy is an all-year-round job. For some home owners it's a snap, for others a difficult chore—the difference lies in *know-how*. If a simple home-maintenance or -repair job has you stumped, take advantage of our free advisory service. Address your question to: Home Maintenance Clinic, *The American Home*, 666 Fifth Avenue, New York, N.Y. 10019, and enclose a self-addressed stamped envelope. In reply (allow 3 to 4 weeks), you will get an expert's advice free-of-charge and your question may appear in this column.

Q—I have a problem with my plumbing system. Every time I turn off a faucet there is a terrific banging in the pipes. Why is it happening and what can I do about it?—P. D., California.

A—Water hammer occurs when the water's forward flow is brought to a sudden stop as you turn off a faucet. Although the water's forward momentum is stopped, the back end of the flow continues to roll along the line, being brought to a sudden stop with a bang. The faster the water travels, the more sudden the stop—and the worse the bang in the pipes. If not corrected, this condition could eventually cause a leak to develop at one of the pipe fittings.

One cause of water hammer is excessive water pressure. A pressure of 40 to 50 pounds per square inch flowing through the system is considered

normal—higher pressures can lead to water hammer. Another, more frequent cause in older houses, is the absence of air chambers at the fixtures. These chambers simply consist of a vertical length of capped pipe in which a column of air is trapped. The surge of water is directed into this extension as you shut off the faucet and is brought to a gentle, gradual stop by the compression of the trapped air. Most houses have these air chambers at all fixtures. Even in houses so equipped, often the air in one or more of the chambers is absorbed and replaced by the water. This will also cause water hammer.

Check with your water company to determine the exact amount of pressure in your area. If it's excessive and

is the cause of the water hammer, the simplest solution is to install a pressure-regulating device in the main supply pipe coming out of your water meter. The pressure regulator can be set to provide a water flow through your home that's in the 40-to-50-pounds-per-square-inch range. In other words, although the water rushing into your home from the water company mains may be 80 or 90 pounds per square inch, this device cuts it down to a normal flow as it enters the lines feeding water to your faucets.

The pressure regulator costs about \$15 to \$20 and should be installed by a plumber, since the main water line has to be cut and a correct size adapter installed.

If the water hammer occurs at only one or two fixtures, chances are that the air chambers at the fixtures have become filled with water and have to be drained.

To drain the chambers, shut off the main water supply and open all faucets in the house. Keep them open for at least 15 minutes to assure full drainage. Then, close the faucets, turn on the main supply, and check all lines that were noisy. If the noise persists, drain again for 30 minutes.

Almost all homes have an anti-water-hammer device of one sort or another to prevent water pipe noise.

If yours is an exception, you can remedy the situation by having your plumber install one on the main water supply line where it enters the house. There are several types of shock-absorber devices. One consists of a large air chamber with valves at top and bottom to facilitate drainage of the chamber when it becomes necessary. Other types of commercial devices available for the same purpose consist of metal bellows, rubber-type expandable tubes, or spring-loaded mechanisms encased within a rigid shell. These latter types never need draining because they don't depend on an air pocket to cushion the water.

Q—The same fuse keeps blowing on a line that I am fairly certain isn't overloaded. What can possibly be wrong?—F.B., New Jersey.



HOME MAINTENANCE CLINIC

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a contemporary classic
with an historic heritage
of American design

Here is a forthright expression of the American design idiom with a warm enduring appeal. Although contemporary in feeling, Declaration takes its inspiration from the functional shapes and marked simplicity found in the early Shaker furniture of New York State. The inherent beauty of richly grained genuine walnut wood complements the subtle blending of sophistication and simplicity . . . of modern and antique . . . that gives Declaration such easy versatility and friendly charm. When Declaration comes into your home, you'll be proud to say . . .



THIS is **Drexel**®
THE MOST TRUSTED NAME IN FURNITURE

Declaration's wonderful versatility assures many delightful and varied decorative possibilities. And all of this is done in the Drexel tradition of fine furniture at realistic prices. For example, the folding table with removable tray, approximately \$37 (slightly higher in the West). For Drexel's booklet collection showing many of its important furniture groups, send 35¢ to Drexel Furniture Company, 161 Huffman Road, Drexel, North Carolina.

A—Without question, there is a short either in one of the appliances you have connected or in the wiring of the line itself. Here is the procedure for checking this out: Turn off the main switch at your fuse box. Connect all appliances and lamps to the outlets serviced by the troublesome circuit, but keep them turned off. Take out the fuse for this circuit and insert an ordinary light bulb in its place. Now turn on the main switch.

If the bulb lights, it indicates a short. Unplug the appliances and lamps, one at a time, from their outlets. The light in the fuse box will go out when you disconnect the faulty, shorted appliance or lamp.

If the light stays on after you've disconnected all lamps and appliances there is a short in the circuit wiring. You should call your local power company or a licensed electrician immediately. Don't wait—shorts are dangerous and can cause a fire.

Q—I have a clogged downspout. Is there any way to clear the blockage without removing the downspout from the house?

A—You can try three methods. First, tap the sides of the downspout along its entire length with a block of wood or a hammer handle. This might free the obstruction. If this doesn't work, back flush the downspout with a strong stream of water from a hose. In other words, direct the hose up from the bottom. As a last resort, try cleaning it out with a plumber's "snake." This is a flexible springlike device with a special hook at one end and a turning handle on the other. It's used to clear clogged drains or sewer lines and costs about \$1.50.

Insert the end of the flexible wire in the downspout and turn the crank until you've removed the obstruction. If this last method fails, you'll have to remove the downspout.

To prevent things like this from happening—that is, to prevent leaves and trash that gather in the gutters from clogging the downspout—install caplike strainers over the downspout openings. These can be bought in a hardware store or you can simply make them from screening. They permit water to run out of the gutters, but block off trash and leaves. Just be sure to occasionally remove the debris from around the strainers.

Q—Can you offer a practical method for repairing a wooden storm door which is sagging?—P.A.F., Delaware.

A—Whether you can repair a sagging wooden storm door or not depends on the extent of the damage.

Before you undertake any repairs on the door itself you might first try the simple remedy of shimming out the lower hinge. Remove the screws holding the hinge to the door frame,

Remove the door and saw off the top edge along the line you scribed. Glue and nail a wooden filler strip to the top of the door. This strip should be the length and width of the door itself, but a bit deeper than the amount you sawed off.

After the glue has dried, hang the door and close it. It probably won't close all the way, but you can get some idea of how much to plane off. Plane

have pulled free, reset the hinge with oversized screws.

Q—What's that whitish powder forming in joints of my bathroom's ceramic tile floor, and how do I get rid of it?—J.P.M., Oregon

A—It's efflorescence, and it occurs when water in the pores of the tiles and in the mortar joints evaporates. This leaves soluble salts, which you see as a white powder or crust.

Wash the entire area with water. Then, working on one small area at a time, brush vigorously with a 10 per cent solution of muriatic acid. Make sure you wear rubber gloves and don't let the acid touch your skin. If it does, flush the affected area immediately with plenty of water.

After the whitish powder disappears, rinse immediately with plenty of water. If the acid is permitted to remain longer than a few minutes it can weaken the mortar joints or loosen the tiles.

Q—One section of the wood flooring in my home vibrates badly when we walk on it. How can I fix it?—G.G.M., Ohio

A—There are two ways to eliminate this, depending on the location of the affected floor area.

Many homes have a support girder running the width of the house, almost directly down its center. This girder is supported by basement columns or by piers in crawl-space houses. If your floor is vibrating directly or nearly directly above the girder, it means that the columns or piers supporting the girder have settled. It's this settling which puts the "play" into the flooring.

To get rid of floor vibration, drive wedges in between the top of the piers or columns and the girder. This will "shim" up the girder and eliminate floor "play."

If the vibrating floor area is not above the girder, but is localized at some outside fringe area, you may be able to stop the sag by driving a 2x4" or 2x6" brace snugly between the joists and against the sub-flooring. Toenail the brace to the joists at each end.

To add firmness to the repair, drive finishing nails down through the floor from above and into the brace. Countersink the nails and fill the holes with wood putty. Finish off the job by applying a dab of varnish over the filled holes. THE END



...for a wonderful cup of coffee NEW MINUTE BREW NESCAFÉ

More than an instant—a new discovery that holds in so much extra rich flavor. You let it brew just a few seconds longer for that extra rich flavor to come out.

insert a piece of thick cardboard between the two, and then replace the screws. This should counteract the sag. If it doesn't work you can try repairing the door to bring it back to its original shape.

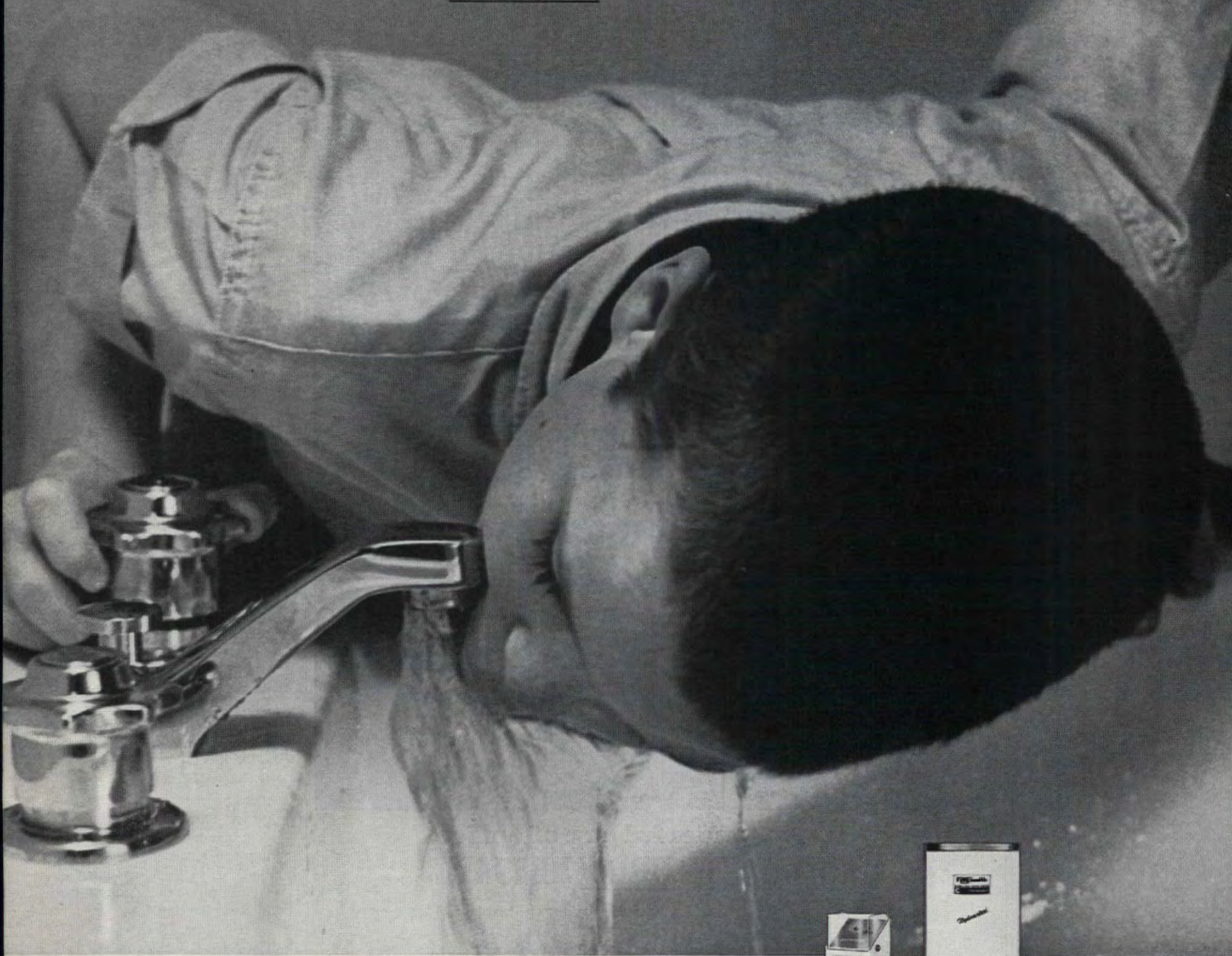
First measure the open space caused by the sag between the top of the door and the door frame. Then, measure off and mark this distance at the top of the hinged side of the door. Scribe a horizontal line across the top of the door from the sagging edge to the mark at the hinged edge.

it gradually until you can close the door tightly,

Next check the bottom of the door. If the bottom rail has separated from the rest of the door, spread the joint slightly and apply some glue to the dowel pins holding the rail to the door. Clamp tightly with a bar or pipe clamp and let the glue dry. You can add reinforcement by screwing some brass or steel plates across the joint on both sides of the door.

Make sure all door hinges are tight and in good condition. If the screws

HOW'S THE WATER IN YOUR HOUSE?

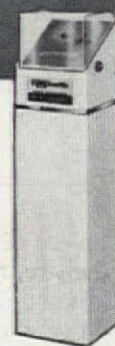


Clean and Clear?

A boy gulping a quick, cool drink takes it pretty much for granted. Like most of us. Whether running a hot bath or doing the family wash, we seldom think much about water.

But A. O. Smith does.

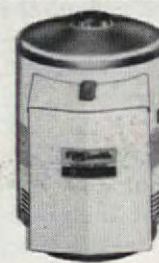
At A. O. Smith, years of research and testing, plus careful quality control go into each product to assure you plenty of hot water, clean water, clear water, soft water. Even hot water heating that's always comfortable. The water in your house is the business of A. O. Smith Consumer Products, Kankakee, Illinois.



automatic
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WATER TO LIVE WITH...PERMAGLAS® WATER HEATERS...SOFTENERS
HYDRONIC BOILERS...SWIMMING POOL HEATERS

ROBERT BEASLEY

YOUR CAR PROVIDES A DOZEN INCOME TAX DEDUCTIONS

The average car owner complains 365 days a year about the price of gasoline, operating costs of his car, high automotive taxes, and registration fees. But on the day he wrestles with the 1040 Income Tax form, the wise motorist suddenly discovers that his car contains many possible tax deductions. Millions of dollars are overpaid to the government every year on legitimate auto deductions that are overlooked. Before filing your income tax this year, it might be profitable to compare your tax situation with the deductions shown in this article.

Auto Purchase. If you bought a car during 1963, check the bill of sale for city and state retail sales taxes. Where a car was purchased outside your normal community, such as in another state, there may be a *use tax* incorporated in the total amount. These taxes are fully deductible on vehicles purchased during 1963.

Financing. If you financed the purchase of an automobile or accessories, or have borrowed money using your car as collateral, interest charges are fully deductible. You are allowed up to six per cent of the average balance owed during the year, which cannot exceed the total amount of interest actually paid. The finance company or bank financing the car or accessories can supply the exact amount of interest paid during the year.

License and Registration. Fees paid for license plates, title registration, operator's license, and auto stamp tax are fully deductible. In cases where communities impose a property tax on automobiles, this is also deductible for the year the tax money was paid or incurred.

Gasoline Tax. The Federal Government, all states, and most cities impose a tax on gasoline. The Federal gasoline tax is considered an excise tax, just as on tires, radios, heaters, etc., and is therefore *not* deductible. All gasoline taxes levied by states and cities, which vary between three and seven cents per gallon, are deductible. If you haven't maintained an accurate record of gasoline purchases, the deduction can be computed by taking the total mileage for the year, dividing by the average miles per gallon, and multiplying by the deductible tax per gallon. For example, if you drove 18,000 miles and your car averaged 15 miles per gallon, divide the 15 into the 18,000. The answer of 1200 is then multiplied by the deductible state and city tax. If the tax is six cents per gallon, then your total deduction is six cents multiplied by 1200, or \$72.

Depreciation. In cases where your personal car is used in the business of

your employer, you can deduct as transportation expenses the depreciation and the expenses that are attributable to your work. Any reasonable method which is consistently applied may be used in computing depreciation. The three methods most generally used are (1) The straight line. (2) Declining balance method, where the amount deducted each year is subtracted from the cost or other basis of the property, so that each year's depreciation is smaller. (3) Sum of the years—digits, where a declining percentage is deducted each year.

In addition to the above allowances for depreciation, the taxpayer may elect to deduct an additional allowance for the first year's depreciation of 20 per cent of the cost and can also claim an investment credit of 7 per cent of the cost. The balance may then be depreciated in the normal manner.

See chart below for sum of the years—digits depreciation scales on various price-range cars, based on a four-year life.

SUM OF THE YEARS DIGITS METHOD

(USEFUL LIFE OF FOUR YEARS)

Delivery Price (less salvage, first-year allowance and investment credit—\$2500)

		Amount of Depreciation
1st year	4/10 of \$2500	\$1000
2nd year	3/10 " "	750
3rd year	2/10 " "	500
4th year	1/10 " "	250
		\$2500

Delivery Price (less salvage, first-year allowance and investment credit—\$3000)

		Amount of Depreciation
1st year	4/10 of \$3000	\$1200
2nd year	3/10 " "	900
3rd year	2/10 " "	600
4th year	1/10 " "	300
		\$3000

Delivery Price (less salvage, first-year allowance and investment credit—\$4000)

		Amount of Depreciation
1st year	4/10 of \$4000	\$1600
2nd year	3/10 " "	1200
3rd year	2/10 " "	800
4th year	1/10 " "	400
		\$4000

Delivery Price (less salvage, first-year allowance and investment credit—\$5000)

		Amount of Depreciation
1st year	4/10 of \$5000	\$2000
2nd year	3/10 " "	1500
3rd year	2/10 " "	1000
4th year	1/10 " "	500
		\$5000

(continued)

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(continued)

Business Expenses. If you are in business and your automobile is used exclusively for business purposes, the cost of its operation is allowable as a deduction in Schedule C.

If you are an employee and are required to use your car entirely in your work, you may deduct the total cost of its operation. Such deductible expenses include the cost of gas, oil, repairs, garage rent, insurance, and depreciation, in addition to interest paid for purchase of the car, taxes, licenses, registration, etc.

If both personal and business use is made of your car, you must apportion your expenses between business travel and personal travel. To illustrate, suppose you are a salesman and drove your car 20,000 miles during the year. Figures reveal that 8000 miles were driven for business travel and 12,000 miles for personal pleasure. Only 8000, or 40 per cent, of the total cost of operating your car may be claimed as a business or employment expense.

The Internal Revenue Service has approved as being reasonable, a fixed mileage allowance not in excess of 15 cents per mile for ordinary and necessary business expenses incurred for travel and transportation within the United States.

Travel Costs. Costs of driving from a full-time job to an extra job, or between two places of business, are deductible. As long as you work in two places during one day, whether or not such work is for the same employer, the transportation cost between the two jobs is deductible. Commuting costs between your home and place of regular work are not deductible.

If you are required to work at a temporary or minor business location beyond the general area of your tax home, but return home each evening, the expense for daily round-trip transportation is deductible. However, if you are *permanently employed*, or employed for an *indefinite period* of time in a remote area, regardless of distance or whether or not your family is with you, daily transportation costs are not deductible.

To meet other situations, the Internal Revenue Service provides a guide for determining deductible travel expenses:

"Traveling expenses are the reasonable and necessary expenses of traveling away from home overnight in pursuit of your business or employment and include the cost of meals and lodgings."

Transportation costs, including automobile expenses, are traveling expenses if they meet the above test.

Medical Care. The cost of transportation to receive medical treatment is deductible. This might include taxis or the cost of using your own car, traveling to a doctor's office, hospital, etc., for you and other family members.

Civic and Charitable Work. Frequently the cost of travel (which includes the

cost of gas, oil, etc.) for charity or civic work may be deductible on an itemized return, listed under contributions. Volunteer hospital work, charitable church and veteran organization activities, civil defense meetings and work, and authorized drills of military service units are all included. For military activity, round-trip cost is allowed if the duty is outside your city or neighborhood of work; otherwise, one-way cost is allowed.

Fire Loss. Where a car is totally lost in a fire, you can deduct whatever loss you sustained between the *fair market value* of the car and the amount received from the insurance company. Partial damage by fire is compensated by allowing reasonable loss sustained between the amount paid by the insurance company and actual cost to restore the car to the condition it was in before the fire.

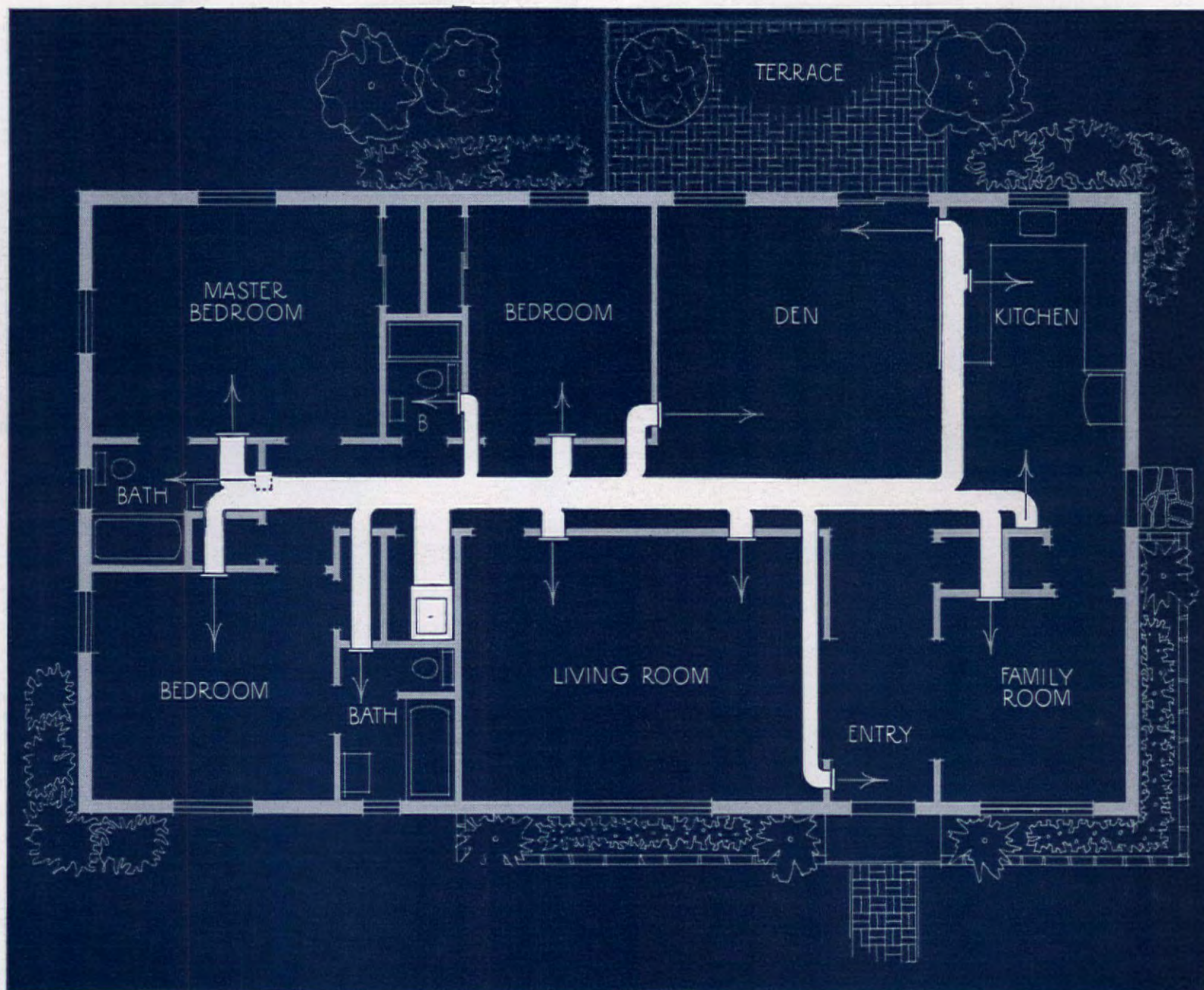
Theft Loss. For car theft, you are allowed to deduct the difference in the car's value immediately before the theft, and after its return, less whatever amount is received from the insurance company. Providing the figure doesn't exceed the actual value of the car, the government generally allows deductions for the cost of repairing the car. In cases where a car is not recovered, you can deduct the full *fair market value* of the vehicle, less whatever amount you collect in insurance.

Accidents. Losses suffered through accident damage to automobiles is a frequently overlooked deduction. Such loss can be claimed as an itemized deduction even if the accident was your own fault with no other car involved, such as skidding into a tree on a slippery road. The actual loss, or difference between the amount of insurance recovered and what it cost to repair the car, is completely deductible, whether caused by faulty driving of either driver, providing such loss was not caused by the willful act or neglect of the taxpayer.

Losses suffered through acts of nature, such as floods, hurricanes, tornadoes, or storms come under the provisions of casualty losses, and are deductible, less the amount of recovered insurance. In most cases cars are covered by \$50 deductible insurance, which means your deduction would be \$50, since the insurance company is presumed to cover the damages over that sum.

As a suggestion for making next year's tax deductions more complete, and less nerve-racking, carry a small 5c notebook in the glove compartment and mark down deductions as they occur. Keep a complete record of mileage, state and city taxes, and other items listed in this article to guarantee that you receive full benefit of the many possible deductions your car provides. You'll appreciate your foresight in April 1965 when the time comes once again to uncover every deduction that you can put your hands on.

THE END



Why not air condition your entire home?

Read through this brief review of the subject by General Electric before you build or remodel. It may cost less than you think.

The cost of installing central air conditioning depends on a number of variable factors—the size and style of a home, its location, and the type of heating system involved. But there are other factors you *can* control in getting efficiency and value in your installation. These are:

1. An accurate survey. Since every house is different when it comes to air conditioning (even if it looks exactly like another), you need an *accurate* survey made of your particular home or plans. Only by doing this can you guard against expensive over-equipping or uneconomical under-equipping.

Your G-E dealer will make this survey for you, free of charge, and give you an estimated price. There's no obligation. He'll also explain

how you can finance the job on easy terms.

2. The proper equipment. Again, different styles of homes require different types of air conditioning units. General Electric makes a unit that's right for your style home—split level, ranch, colonial or whatever. The complete General Electric air conditioning line includes central units that fit in the cellar, attic, crawl space, on a warm air furnace, or on an outside slab.

3. A quality installation. Installation costs can account for as much as 50% of the total cost of air conditioning your home. That's why it's important for you to deal with a reputable businessman, like your G-E dealer.

4. A name you can trust. Watch out for "bargains" in central air conditioning that may prove costly later on. G.E. offers you equipment manufactured to the highest standards of quality, performance and reliability—the only true "bargain."

Get all the answers. For a free survey and estimate on air conditioning your home, call your General Electric Central Air Conditioning and Heating dealer. He's listed in the Yellow Pages under "Air Conditioning Equipment." Or send the coupon today for your free copy of an informative, illustrated booklet.

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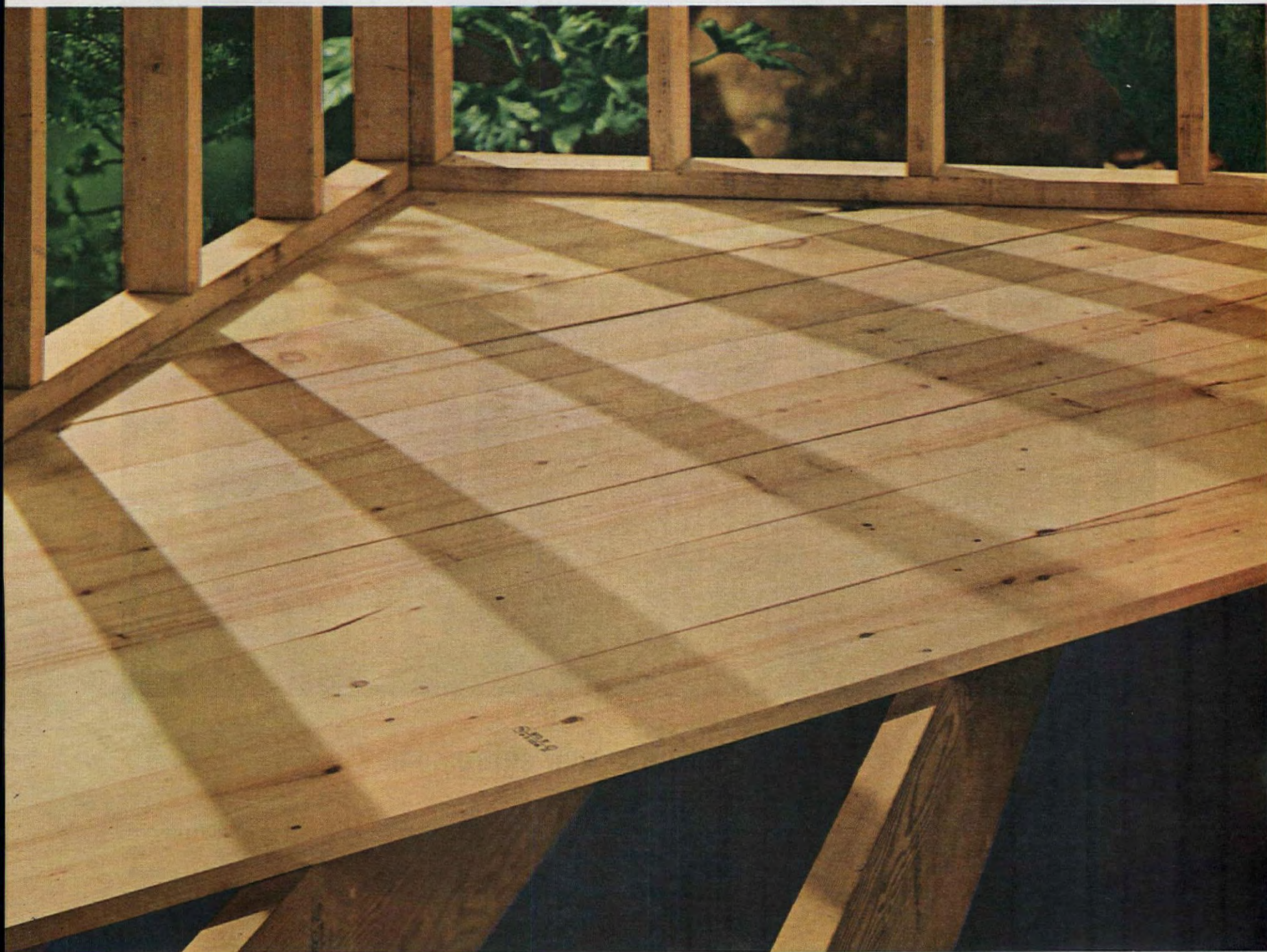
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Obviously, if uneven seasoning takes place in your home, it causes problems. Like noisy floors and sticking windows and doors.

Your builder can protect you from these problems by using pre-seasoned lumber from the member mills of the Western Pine Association. This lumber is scientifically seasoned at the mill before your builder gets it. Pre-seasoning "locks" the lumber into shape. It slowly shrinks and hardens the wood cells from within, giving the wood added strength,

greater nail-holding power, lasting stability.

This gives your builder something to nail into and know those nails will hold for your lifetime. Western Pine Region pre-seasoned framing lumber for floor beams and pre-seasoned boards for sub-flooring will assure firm floors. WPA pre-seasoned products are available for every major construction use throughout your home. When you build or remodel, insist upon pre-seasoned lumber with WPA grade and species marks.

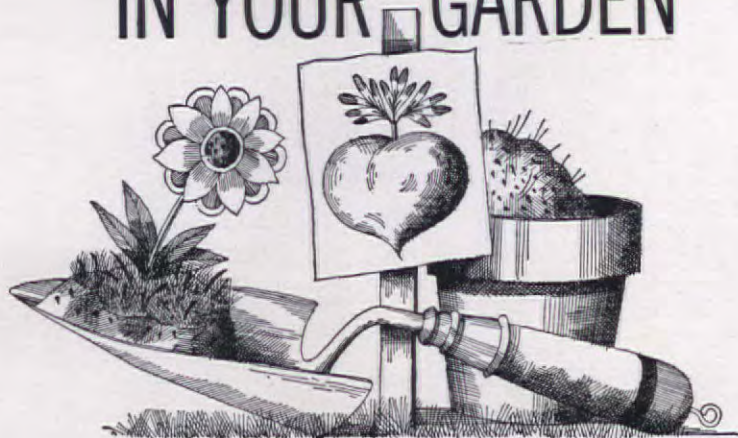
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IN YOUR GARDEN



How to graft camellias; start annuals and vegetables now

Grafting is an easy, inexpensive way to increase your collection of *Camellia japonica* plants. The common cleft graft is most often used for camellias as well as hollies and other plants. For *Camellia japonica* varieties, the understock can be either seedling japonicas, older varieties, or *Camellia sasanqua*. In order for the graft to be successful, the understock should be the size of a pencil or larger.

To graft, cut off the top of the understock to approximately two inches from the ground and, using a heavy knife or chisel, split the stem in the middle. After this is done, the scion is inserted in the cut. Select a vigorous shoot from a healthy young plant for the scionwood. It can be either a small stem with only one bud and leaf, or it can be a piece of stem four to six inches long. Cut the base into a long, tapered wedge with slices made on both sides. When placing the scion into the cleft of the understock, be sure to match the cambium layers.

If the understock is small, it may be necessary to tie the scion in place. If the understock is good-sized, however, the pressure of the scionwood will close the cleft and tying won't be necessary. With a large understock, it's often advisable to place two scions, one on each side of the stock. Tie the graft with large rubber bands.

Cover the graft union with paraffin which has just reached the melting point. Cover the entire exposed area of the stock and base of the scion.

Care of the plant after grafting is crucial to success. Cover the entire plant with either a large glass jar or a polyethylene bag supported with a wire to keep it from dropping down on the scion. Shade the grafted plant by placing a paper bag over the jar or plastic, or by whitewashing the inside of the glass jar to keep out the sun's rays. If you use a polyethylene bag, tie it at the base of the graft with a large piece of rubber band.

If you have grafted plants in one-gallon cans, you can place a large plastic bag over the plant and container, or else move it indoors. Be very sure to water the understock well before sealing it up in plastic. You can remove the cover during the spring to check on the progress of the grafted

plant, but don't remove it permanently until the scion has begun growth. Then remove *gradually*.

After you've removed the cover, check that the graft tie is not restricting growth. If it appears too tight, cut it off or replace it with a looser tie. Water the plant frequently and feed in late spring. Normally flower buds won't develop on the grafted plant until the second year. The growth of the scion will depend largely on the vigor and size of the understock. If it's large, the new plant may grow as much as 18-24 inches the first season, and may need to be staked to keep it from being broken.

If you don't have time for grafting, you can purchase young grafted plants from a nursery and set them out this spring. If you purchase container-grown plants, remove the container before planting. Plant the camellia at the same depth at which it was growing in the container. If the plant has come from Southern areas where the soil is very light and sandy, it may be advisable to plant the grafted plant slightly higher and mulch it heavily, rather than planting it too deep in our heavy piedmont soils.

Many of the garden annuals can be started in coldframes or indoors in flats this month. They will be ready to plant outdoors after the last frosts. Light, sandy soil mixtures are best for sowing seeds. Ground sphagnum moss is also good as a medium for starting seeds. As the young seedlings develop, water them with a liquid fertilizer. A quarter tablespoon to a quart of water will be sufficient. Thin out the seedlings as soon as they have developed a second set of true leaves.

This is the month to treat your lawn with a pre-emergence crabgrass killer. You can purchase the chemical in either liquid form or as a granular preparation which can be applied with a fertilizer spreader.

You can start many salad vegetables in the garden now. If you prefer, start them in the house and then transplant them to the garden when all danger of frost is past. If sown now, 'Bibb' and 'Ruby' lettuce, cabbage, and other leafy vegetables will be ready to harvest in late spring.



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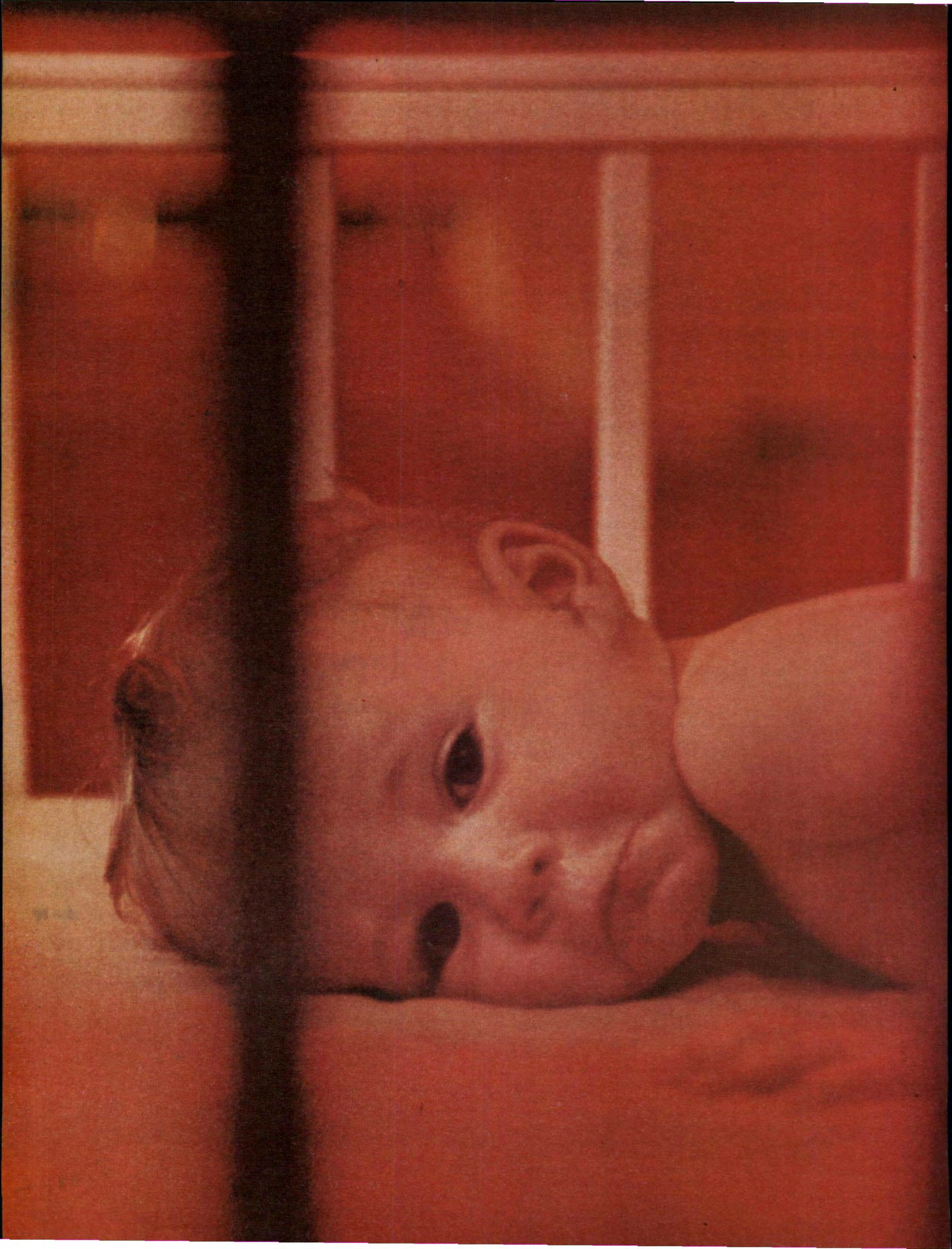
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A crabgrass-infested lawn is an ugly lawn. If crabgrass spoiled your lawn last summer, millions of tiny seeds were deposited. They are in the soil now, just waiting for warm weather, to ruin your lawn again.



STOPS CRABGRASS DEAD...

The sharp facts about

CUTLERY

Just think for a moment how often during a day you use your knives—for cutting and sectioning grapefruit for breakfast, slicing cold meat and tomatoes for luncheon, peeling fruit for an after-school snack, chopping and mincing casserole and salad ingredients for dinner, and cutting a cake for a midnight snack. Knives are used over and over again each day—probably more than any other piece of kitchen equipment. Yet few of us give much thought to the use and care of cutlery. Do you realize that poor quality and an insufficient number of knives can slow down your cutting jobs by as much as 25 per cent? That adds up to an amazing amount of time each year!

Purchasing a quality set of cutlery may be slightly costly as an initial investment. But with wise choice and careful use, your knives should give satisfactory service for many years. **Knife Construction**—There are three things to consider in a knife—the

blade, the handle, and the way the blade is attached to handle. Blades are commonly constructed of steel, iron, high-carbon steel, stainless steel, and vanadium steel. High-carbon steel is one of the best materials because it can be shaped to a fine thin edge and will stay sharp longest. Stainless resists stains and will stay attractive longest but needs to be sharpened more often. High-carbon stainless blades have qualities of both. Vanadium steel is a high-carbon steel with other alloys added to give it long wear. Less expensive blades are made of sheet steel or iron. They are satisfactory when sharpened often.

There are a variety of blade edges. (Ask your local housewares dealer to show you all the types.) Included are the flat, rolled, hollow, and serrated.

The handle of the knife should be well balanced and should fit the user's hand. The material should be moisture- and grease-proof. Handles are made of a hard wood (most often

rosewood, walnut, or birch), plastic, hard rubber, metal, and plastic and wood combination.

The handle must be securely attached to the blade. The best method is by using a full tang and medium-sized rivets. The tang is a part of the blade which extends into the handle. For less heavy jobs a half tang, where the tang extends at least a third of the way into the knife handle, is satisfactory.

Basic Knives—The Associated Cutlery Industries recommends four knives as an absolute minimum—a paring knife, a utility knife, an 8" narrow slicer, and an 8" chef's knife or "cook's" knife.

We find it useful to have a number of 3" paring knives for peeling and coring fruits and vegetables. A 1 3/4" paring knife works well for removing stems and seeds.

Utility knives are often available in 4, 4 1/2, and 6" lengths. They're used for peeling and slicing large fruits and vegetables, for boning chickens, filleting fish, and trimming sandwiches.

A grapefruit knife has a curved blade which is serrated on both edges. It's excellent for sectioning the fruit.

In the butcher's or cook's line, there are a number of important knives. The 7" slicing knife is for disjointing fowl and cutting lining from bones. It will double successfully as a slicing knife for cold meats and fowl. The 7" butcher knife has a wide, heavy blade basically used for cutting

through raw meat. The 8" French knife is great for cutting salad ingredients, making bread crumbs, and dozens of other jobs. Its narrow point tapering to a wide back allows you to hold the top securely on the cutting board and raise and lower the handle for a chopping and mincing action. The 9" roast slicer has a sharp point and thin, finely ground flexible blade. It is excellent for carving roasts the way you like them—thin or thick. It is also good for mincing vegetables. The 10" ham slicer or cake slicer has a rounded end. For cakes and breads you may prefer one with a serrated or wavy edge.

The cleaver-tenderizer is used to disjoint fowl and the legs of other meat. It's great for tenderizing less choice cuts of meat; it has a very wide blade and is specially constructed to do its particular tasks.

Care of Knives—Quality knives deserve quality care. A dull knife will not cut properly. You'll have to exert more pressure, which is not only tiring but dangerous should the knife slip. 1) Keep knives sharp by using a good steel or electric sharpener. 2) Never throw knives into a catch-all drawer. The rubbing of the blades against other objects causes them to become dull. Store in a wall or counter rack or individual cases. 3) To protect the blade always cut on a board. 4) Never use a knife to cut string, paper, or metal. 5) Never soak fine cutlery.

THE END

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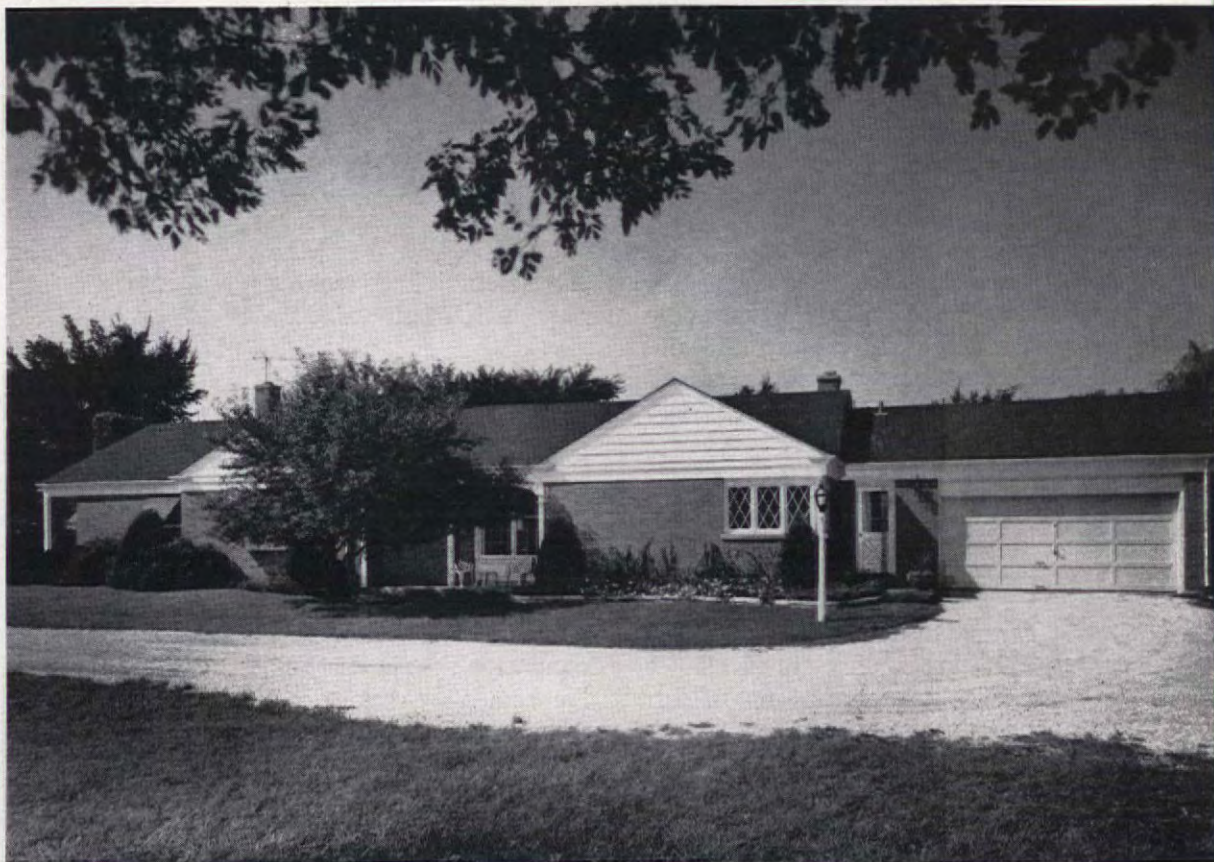


FAMILY ROOM ADDITION IMPROVES LOOKS OF THE WHOLE HOUSE

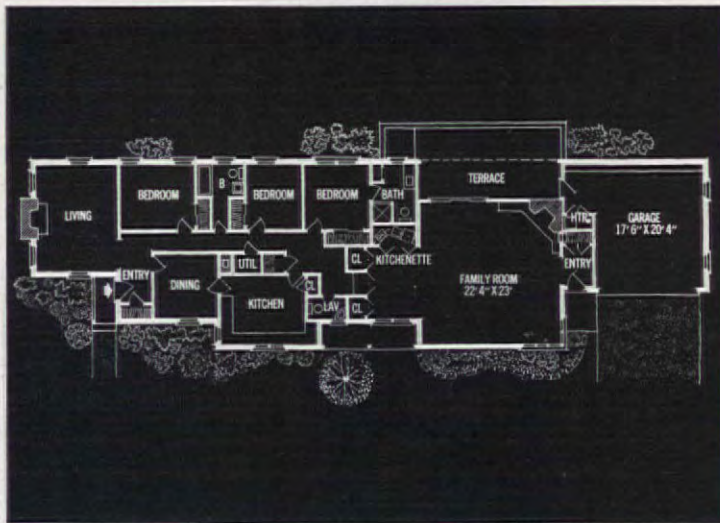
Most people try to make use of an existing structure—garage, porch, breezeway—when they add on to their home. For the John Davises of Glenview, Illinois, this wasn't feasible. To get the kind of family room they wanted and one that didn't look tacked on to their house, they first had to remove the existing breezeway and garage. They also needed a new foundation so that heating ducts could be installed under the family room.

The two-part plan is an exciting one which offers a variety of conversation and activity areas. Entering the room from the house, you go down one step into the first part. Here are a conversation grouping, two closets for storage, and a unique kitchen built into a closet. Beyond this is a large room with two furniture groupings and a game area. This area opens through sliding glass doors onto a small enclosed terrace.

The end result of this remodeling gives the impression the house was designed this way from the beginning; there is no feeling that the addition was an afterthought. The roof line is greatly improved from the original one shown below. The long, continuous line over the main house and its repetition in a shorter version over the garage and entry hall give the house a continuity which is accented by the twin gables on the side. Landscaping has been improved and the tiny seating area between the gabled portions adds character and interest.



Information: Jessie Walker Photographer: Kranzlen



The plan indicates how conveniently all the areas work, whether the room is used for individual activities or for parties.

The fireplace area provides a cozy corner. To the left are doors opening to the terrace. To the right you have a glimpse of the entrance hall. Barely visible in the wall beside the fireplace is a door which conceals a TV set.

The closet kitchen with its tiny range, refrigerator, and sink is just right for preparing snacks.



BUILDING CRACKS TELL TALES

Every house, no matter where it is located or how well it is built, is subject to crack damage. This is particularly true in colder areas where rainwater that collects in hairline cracks in masonry or concrete turns to ice and expands. This repetitious cycle of freezing and thawing water during cold weather can progressively enlarge cracks in any building material.

On the other hand, many houses show cracks as a result of faulty construction. Placing a foundation over filled land, improper footing depth or size, and the use of green construction lumber are only a few of the common causes. In any case, the cracks inside and outside your home all tell an individual trouble story. You can make your home safer and more comfortable by knowing when they spell serious trouble.

Fortunately, most cracks start out small and give ample warning. If cracks are remedied before they become too large, expensive building repairs can often be averted. Any recurrence may be a danger signal.

The following guide will help you determine whether a crack is serious. If you feel it is, have one or more contractors look at it and ask them for advice and get estimates for repairs.

Diagonal Plaster Cracks. Diagonal cracks generally start at the corners of doors and windows and spread across the wall. This condition could well be caused by a foundation that has settled unevenly, occurring most frequently in homes constructed on filled-in or newly graded land. If such cracks recur after once being patched, a thorough inspection of the foundation is recommended.

If the house is brand new, hairline cracks often show up during the first year of occupancy. This is a common occurrence and nothing to worry about. It's caused by the shrinkage of the plaster, which takes months to dry out, and by the normal shrinkage or expansion of the wood-framing members as they reach a proper balance in moisture content.

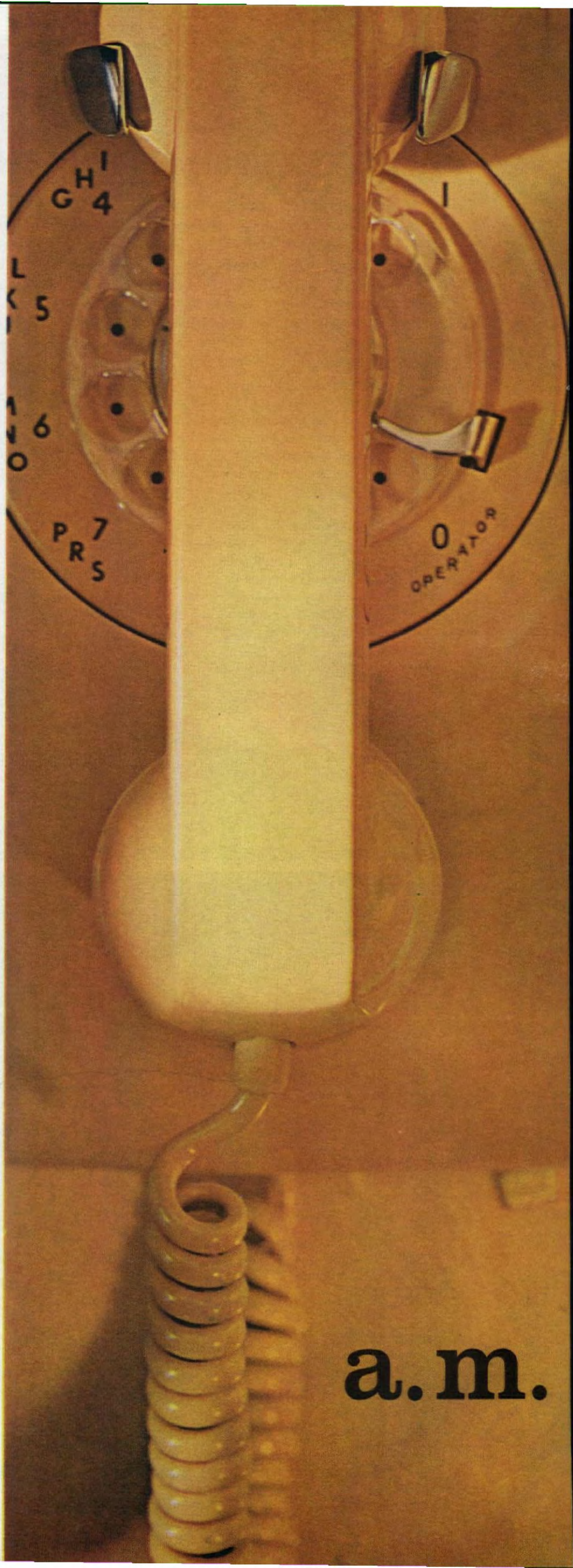
Horizontal Plaster Cracks. Horizontal cracks are usually found near the ceiling or floor and will extend across the entire wall if not corrected. This defect could be brought on by a shallow footing that has tilted, causing the walls to deflect. It could also be the result of frost-heaving where the footing has not been properly extended below the frost line. This condition is often found in basementless homes and in slab-on-grade buildings.

Ceiling Cracks. Ceiling cracks that run parallel to floor joists are frequently found together with cracks in wall plaster that run at a 45-degree angle. This condition is usually caused by a sagging floor, which may be the result of improper framework or the use of green or undersized lumber.

Concrete Floor Cracks. Large, long cracks in concrete slab floors in basement or basementless houses usually indicate faulty construction. This may be the result of the slab being too thin in places. It can also be due to the omission or insufficient use of wire reinforcing in the slab.

Occasionally, when drainage around the house is inadequate and a gravel fill has not been placed under the slab floor, some of the supporting earth may be washed away, leaving a large pocket of air under the slab. This unsupported section may eventually crack and sink below adjacent areas of the slab. Repairs should include remedying the poor drainage situation; otherwise the condition will recur. If cracks are found along the joint between the floor slab and the foundation wall they may indicate settling of the footing and foundation wall.

If cracks radiate from posts or piers in the middle of the house, it is probably due to the posts sitting on the concrete



a.m.

floor instead of sitting on their own footing as they should be.

Alterations may have been made by a previous owner who disregarded or ignored the structural problems. New walls may have been installed or old ones moved without concern for proper support, or steel lally columns may have been installed in the basement beneath girders to raise a sagging floor. In any event, partitions and columns carrying a heavy load will always create crack problems in a floor unless their weight is properly transmitted to an existing or new footing.

Foundation Cracks. If you were to lower or raise one corner or section of your house, diagonal cracks would immediately appear in the foundation wherever the changes in level took place. This is precisely what happens when the foundation settles unevenly because of varying soil conditions. If these cracks are slight they can be repaired and waterproofed to prevent damage from seepage. However, if they recur and get progressively larger, it's a serious matter and a contractor should be called in for major repairs to correct the condition.

Concrete Block Cracks. Concrete foundation blocks that crack probably indicate weakness and improper backfilling. This happens frequently if the backfilling is installed around the house before the first floor framing is in place and there is insufficient bracing for the foundation wall. Sometimes a careless backfilling operation will buckle or crack the foundation wall.

Partition Wall Cracks. Look for these cracks where walls meet. They are generally due to a sagging floor that has caused the wall to pull away. In such cases the wall is probably resting on subflooring, without proper joists underneath.

Chimney Cracks. A masonry chimney is usually the heaviest part of a house on a pounds-per-square-foot basis. This tremendous concentration of weight must be distributed over the supporting earth by an adequate footing to prevent settling. Inspect the joints between the house and the chimney carefully. If you find cracks running continuously between the house and the length of the chimney, this will indicate that the house and chimney

foundations have been settling at different rates. Sometimes the chimney footing is deficient in steel reinforcing, but more often it is either too narrow in width or not thick enough to properly transmit the load to the ground below. The resulting compression and shifting of soil, or cracking of the footing, will cause the chimney to settle. If the settlement is uneven, the chimney may tilt. Any of these difficulties call for major repairs.

Attic Wall Cracks. Check along the bottom of finished attic knee walls for cracks and separations. Weak or improper framing of the roof can cause this. Such defects will most likely be discovered in the early spring, if you live in a climate where heavy loads of snow and ice place added weight on the roof.

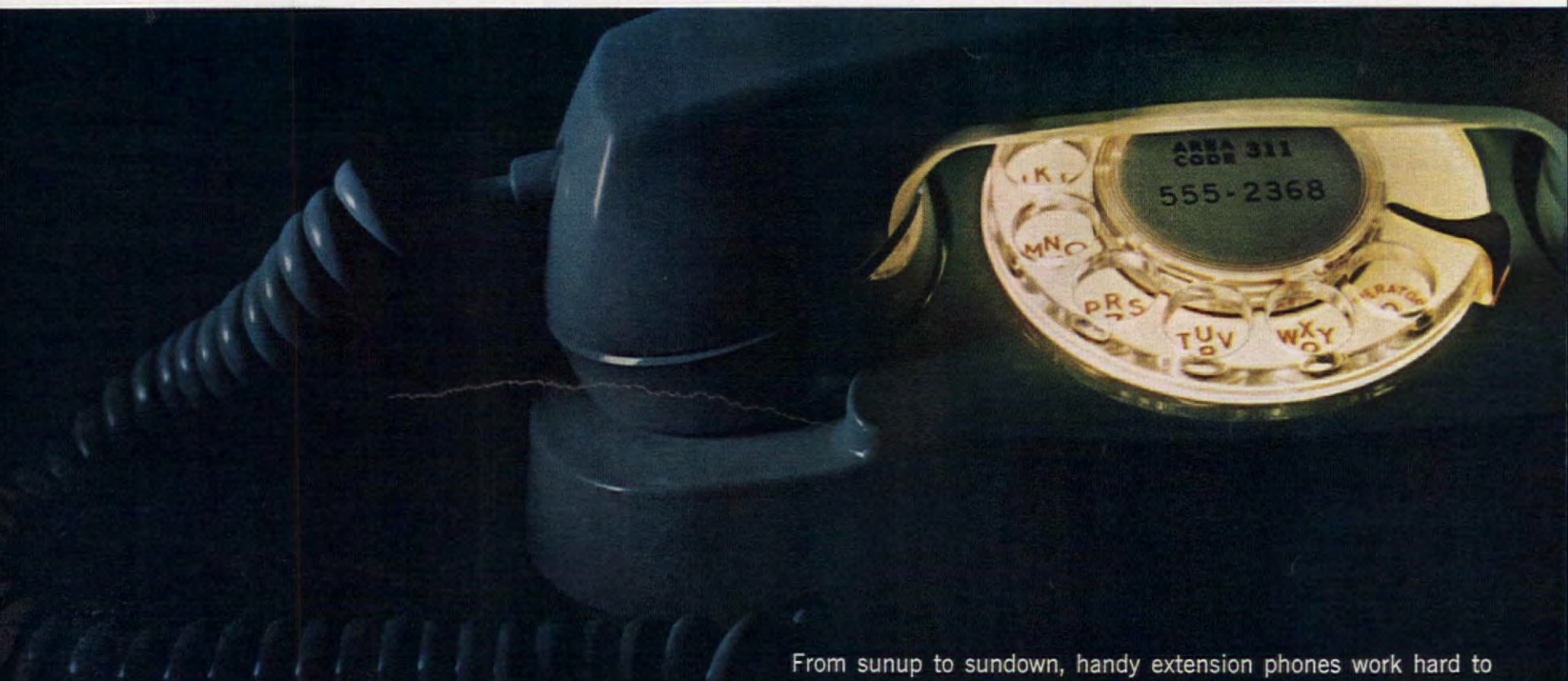
Casement Cracks. Cracks or openings that are found around doors and windows probably mean the frames have settled unevenly in the house. Normally this is not serious, but they should be caulked or reseated, since moisture can penetrate into the entire structure through the most minute openings.

Making Minor Repairs. If your inspection turns up only minor cracks, repair them and consider yourself fortunate. There is no such thing as a perfect house without cracks. The very nature of building materials and construction methods makes some cracking inevitable, while time and weather add their share.

There are a few important things to keep in mind when you're making minor crack repairs in concrete or plaster. In order for the patching material to hold permanently, the crack must be widened and undercut, if possible, to provide sufficient grip. It must be clean and free of chips or dust. Always moisten the crack before filling it. This prevents the surfaces from prematurely drying out the filler material and insures good adhesion.

After you've completed all the repair work, which may take a few hours' time, you can relax for at least six months. However, when fall arrives we recommend that you re-examine the patched areas and renew your search for telltale cracks!

The pointed end of a beer can opener makes an excellent tool for widening plaster cracks. In concrete, crack can be widened.



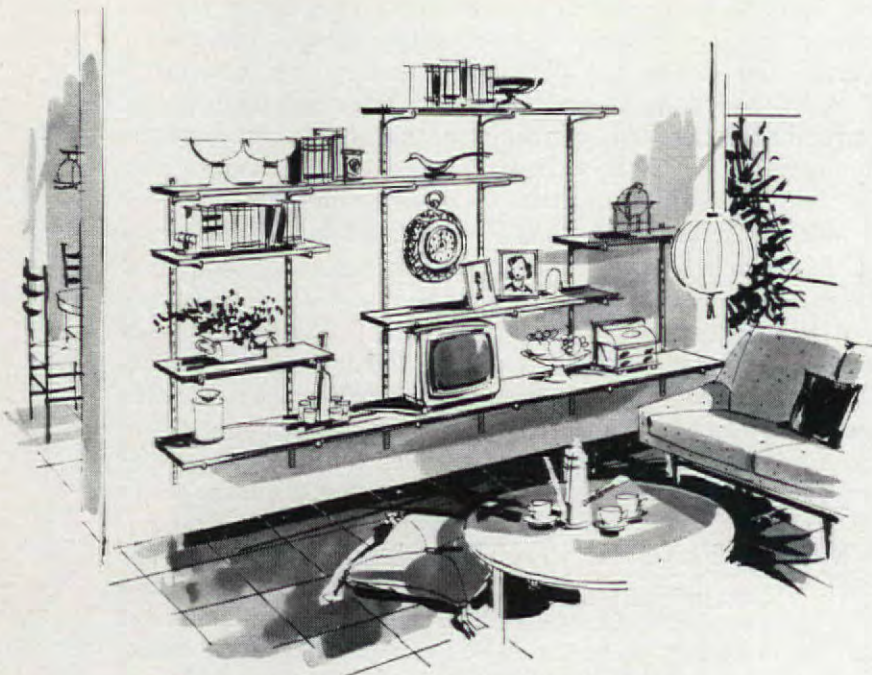
p.m.

**Extension phones save time
and steps around the clock**

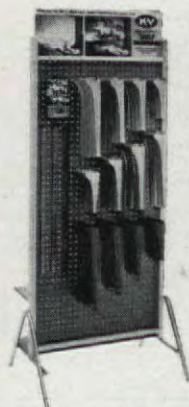
From sunup to sundown, handy extension phones work hard to make life easier for you. A kitchen phone brings calls where you're busiest, helps you keep an eye on stove and children. A bedroom phone lets you talk in privacy and comfort by day, sleep more securely at night. Best of all, extension phones in your choice of colors and styles are low in cost and high in convenience for all the family. Easy to order, too. Just call the Business Office or ask your telephone man. Why not right now?



BELL TELEPHONE SYSTEM
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How to cure a blank wall!



Best prescription: adjustable bookshelves using versatile, inexpensive K-V shelf hardware! It's easy to choose just the size you want from this display now being featured at your hardware or building supply dealer. Be sure to pick up a free booklet while you're there. It illustrates the simple installation (a screwdriver is all you need)—and is full of helpful, imaginative ideas on shelf arrangement.

EXCLUSIVE! Only K-V No. 180 Brackets have patented Spring-Lock Backplates. Assures no-wobble, no-sag shelving. Brackets available in 4" to 20" sizes; No. 80 Standards 18" to 144"; with 1" adjustment slots. Satin Anochrome, Satin Brass, Light Statuary Bronze and Ebony finishes.

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Grand Rapids, Michigan



Only Preparation H® Contains New Healing Substance That Can Shrink Hemorrhoids Without Surgery

**Relieves Itching and Pain in Minutes.
Speeds Healing of Inflamed, Injured Tissues.**



A world-famous research institute has discovered a new substance which now makes it possible to shrink and heal hemorrhoids *without surgery*. It relieves itching and pain in minutes, then speeds healing of the injured tissues all while actual reduction (shrinking) takes place.

Tests conducted under a doctor's observations proved this so—even in cases of 10 to 20 years' standing. And most amazing of all this very striking improvement was maintained over a period of many months!

In fact, results were so thorough that sufferers were able to make such aston-

ishing statements as "Piles have ceased to be a problem." All this was accomplished without the use of narcotics, astringents or anesthetics of any kind.

The secret is the astonishing new healing substance (Bio-Dyne®) which quickly helps heal injured cells and stimulates regrowth of healthy tissue again. It is offered in ointment or suppository form called Preparation H. In addition to actually shrinking hemorrhoids—Preparation H lubricates and makes elimination less painful. And it helps prevent infection, a principal cause of hemorrhoids. Just ask for Preparation H Ointment or Preparation H Suppositories (easy to use away from home). Available at all drug counters.

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Drains running slow?
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**SEWER
SERVICE**

**...And away go troubles
down the drain.**

ROTO-ROOTER CORP.
DES MOINES, IA, U.S.A.

ROSES FOR YOUR GARDEN

Over the centuries roses have been cultivated, selected, and hybridized more than any other flowers. From the wild species native to many parts of the world, rose fanciers have thus developed superior garden types of innumerable colors and forms.

Today's garden roses are of four main classes—hybrid teas, grandifloras, floribundas, and climbers. Each one of these classes has its distinctive qualities that will contribute to the total effectiveness of your own garden.

Hybrid teas are the most popular present-day roses and are the kind most people have in mind when they think of a rose. The flowers are beautifully shaped with a full, high center, are carried singly on long stems, and come in a tremendously wide range of colors. The plants are bushy and grow two to three feet high. Hybrid tea roses make excellent garden plants, flowering more or less continuously from late spring until late fall. They're the finest roses for cutting and many hundreds of hybrid tea varieties are available.

Grandifloras are a recently originated class of roses and so there are fewer varieties available than of the other classes. The blooms of grandifloras are similar to those of hybrid teas, though slightly smaller, and sometimes are borne one to a stem, sometimes in clusters. The plants grow somewhat taller, mostly three to four feet, and so are especially useful for planting at the center of a rose bed or toward the back of a border. Grandifloras are *almost* as good for cutting as hybrid teas.

Floribundas are cluster-flowered roses. Their individual blooms are smaller and less heavily petaled than those of hybrid teas and grandifloras. Since they produce many more blooms and are almost constantly in flower, however, they are usually the showiest roses in the garden. The plants grow about the same height as hybrid teas, mostly two to three feet, and as a rule make somewhat bushier plants. Many varieties of floribundas are available in the trade.

Climbers, as the name indicates, are the roses that "climb" on fences, walls, trellises, and arbors. They don't actually climb, in the sense that true vines do, but they produce stems eight to fifteen feet long, or even longer, and are tied to the various structures which are used to support them. They include flower types similar to those in the other three classes though fewer varieties are available. Climbing roses are so spectacular when in flower that you should, if at all possible, find a suitable spot for at least one or two of them.



SWARMING TERMITES ARE A WARNING



IF YOU SEE "FLYING ANTS" AROUND YOUR HOUSE YOU MAY HAVE TERMITES

"Swarming termites are a definite warning of termite attack," says Dr. Thomas E. Snyder, world's foremost authority on termite control. "If you see them near your home, I recommend that you phone Terminix." Old homes and new homes are being safeguarded against future termite damage up to \$5000 by guaranteed and insured Bruce-Terminix Protection. Phone your local company for inspection or write Terminix Division, E. L. Bruce Co., Memphis 1, Tenn.



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WHICH VARIETIES TO CHOOSE?

The most popular varieties—or current best-sellers—in each of the four main classes are listed below. You'll find at least some of them in any rose catalogue or well-stocked nursery.

HYBRID TEAS

Red. 'American Home,' 'Americana,' 'Avon,' 'Charlotte Armstrong,' 'Christian Dior,' 'Chrysler Imperial,' 'Crimson Glory,' 'Duet,' 'Grand Slam,' 'Midnight,' 'Mirandy,' 'New Yorker,' 'Nocturne.'

Pink. 'Columbus Queen,' 'Confidence,' 'Dixie Belle,' 'Eiffel Tower,' 'First Love,' 'Helen Traubel,' 'Juno,' 'Nobility,' 'Pink Duchess,' 'Pink Masterpiece,' 'Pink Peace,' 'Royal Highness,' 'South Seas,' 'Tiffany,' 'Show Girl.'

Yellow. 'Arlene Francis,' 'Eclipse,' 'Golden Masterpiece,' 'Golden Salute,' 'Isobel Harkness,' 'King's Ransom,' 'Lowell Thomas,' 'Summer Sunshine.'

White. 'Blanche Mallerin,' 'Virgo,' 'White Knight,' 'White Queen,' 'White Swan.'

Blends, Bicolors, Orange Reds. 'Aztec,' 'Chicago Peace,' 'Floride,' 'Forty-Niner,' 'Garden Party,' 'Hawaii,' 'Kordes Perfecta,' 'La Jolla,' 'Lady Elgin,' 'Mojave,' 'Peace,' 'Rose Gaujard,' 'Sutter's Gold,' 'Tropicana.'

GRANDIFLORAS

Red. 'Carrousel,' 'El Capitan,' 'John S. Armstrong,' 'Roundelay.'

Pink. 'Pink Parfait,' 'Queen Elizabeth,' 'The Farmer's Wife.'

Yellow. 'Buccaneer,' 'Golden Girl.'

White. 'Mount Shasta.'

Orange Red. 'Montezuma,' 'Olé.'

FLORIBUNDAS

Red. 'Chatter,' 'Fire King,' 'Garnette,' 'Ginger,' 'Heat Wave,' 'Lilli Marlene,' 'Red Glory,' 'Red Pinocchio,' 'Sarabande,' 'Spartan,' 'Valentine,' 'Vogue.'

Pink. 'Betty Prior,' 'China Doll,' 'County Fair,' 'Fashion,' 'Fashionette,' 'Frolic,' 'Junior Miss,' 'Ma Perkins,' 'Pinkie,' 'Pinocchio.'

Yellow. 'All Gold,' 'Girl Scout,' 'Gold Cup,' 'Golden Fleece,' 'Golden Garnette,' 'Goldilocks,' 'Starlet.'

White. 'Ivory Fashion,' 'Moonsprite,' 'Saratoga,' 'White Bouquet.'

Blends and Bicolors. 'Castanet,' 'Circus,' 'Circus Parade,' 'Golden Slippers,' 'Peach Glow.'

CLIMBERS

Red. 'Blaze,' 'Climbing Charlotte Armstrong,' 'Climbing Chrysler Imperial,' 'Climbing Crimson Glory,' 'Climbing Etoile de Hollande,' 'Climbing Radiance,' 'Don Juan,' 'Gladiator,' 'Red Empress.'

Pink. 'Aloha,' 'Blossomtime,' 'Coral Dawn,' 'Climbing Pinkie,' 'Mona Lisa,' 'New Dawn.'

Yellow. 'Golden Showers,' 'High Noon.'

Bicolors. 'Climbing Circus,' 'Climbing Sutter's Gold,' 'Spectacular.'

(continued)



Walls and ceilings are P&L Lyt-all Flowing Flat. Bedroom wall color is Bellflower; ceiling color, Lemon Whip. Bathroom wall color is Carnation. Woodwork is Vitralite Enamel Eggshell, Lemon Whip.

Imagine yourself in this picture

Your bedroom can be just as beautiful so easily with Pratt & Lambert paint.

Pratt & Lambert offers a wide variety of products in an extensive range of exclusive Calibrated Colors® from which to select those that suit your personality. Here, walls and ceiling are decorated with Lyt-all Flowing Flat, a superb interior wall paint. It dries to a beautiful, velvet-smooth finish . . . withstands frequent washing.

Woodwork and trim are done in Vitralite Enamel Eggshell, the finest of modern, alkyd-base enamels. Provides a beautiful porcelain-like finish. Available in White and colors to match Lyt-all Flowing Flat, if desired.

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(continued)

HOW TO BUY ROSES

Most gardeners plant roses in the early spring (late March or April) as bare-root, dormant plants. You can order them now from mail-order nurseries, which ship them at planting time wrapped in polyethylene, or you can buy them at planting time in sealed packages at retail nurseries and garden stores. In the milder parts of the country dormant roses can also be planted during the fall or winter.

If you can't get your roses planted during the early spring, before the weather turns really warm, you'll do better to buy container-grown plants. You'll find them in full growth in metal or tar-paper containers at retail nurseries and garden stores a little later in the season.

HOW TO PLANT ROSES

To plant a bare-root rose, dig a hole 12 to 15 inches wide and almost as deep. Mound up a cone of soil at the bottom of the hole and firm it to prevent settling later. Spread the roots over the soil cone and adjust the height of the cone so that the bud-union (knob on the stem) is just below the soil line. Fill in the hole by working soil around the roots and pressing it firm. Continue to add soil and to firm it until the hole is about three-quarters full. Fill the hole with water and allow it to drain away. Then fill the hole with soil, but *don't* firm it, and add more soil to form a mound of earth about 8 inches high around the plant. This soil mound will prevent the stems from drying out while the roots are becoming established. In two or three weeks, level off the soil around the plant and sprinkle it generously with standard complete fertilizer or special rose food. Water it thoroughly.

To plant a container-grown rose, follow the same procedure, without building up a soil cone and without mounding up the soil after the planting has been completed. Firm the soil at the bottom of the hole and adjust the depth so that the bud-union on the stem will be just below the surface when the rose is removed from the container and planted.

HOW TO CARE FOR ROSES

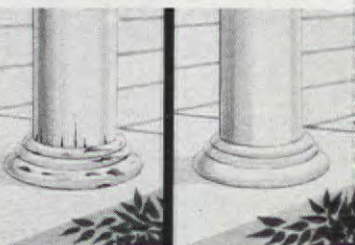
Roses need good soil and should be planted two feet or so apart, in a location that gets sunshine at least half a day. Once they're established, fertilize them well two or three times a year—around the middle of March, in early May, and in early July. During dry spells water them heavily once a week.

In most parts of the country, roses are subject to attack by various insects and diseases. Hence you'll do well to treat them with rose spray or dust every week.

In the colder parts of the country the best method of providing winter protection is to mound up the soil around the plants to a height of 10 to 12 inches.

THE END

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FOOD PREPARERS
by
KitchenAid®

Electric Heat (continued from page 85)

actual insulation value rather than thickness, which was often misleading in the past. The recommended minimum values for electrically heated homes are as follows: R-19 for ceilings, R-11 for walls, and R-13 for floors over unheated spaces.

SWITCHING TO ELECTRIC HEAT

It is important to have competent professional and engineering advice before making a final decision on electric heating. When plans or blueprints for a new home are drawn up, the electric company or contractor will be glad to go over them to calculate heating needs and estimate operating costs. They will also furnish information on types of equipment available, insulation, and system layout. Those converting their present home from oil or gas to electric heat may request a survey of the premises and obtain similar information. There is usually no charge for these services.

If, in the last analysis, you find that oil or gas heat is still your best answer at the present time, don't abandon entirely the thought of electric heating. Electric power rates are still heading downward and it may only be a year or two before the tables turn and you are ready to step up to electric heating. **THE END**

SHOPPING INFORMATION

READY-MADES RATE YOU AN "A"

Page 46: Dacron nylon curtains—Kenneth. Shades—Window Shade Mfg. Assoc. Trimming—Burlington Ribbon Mills. Headboard, chest—Nettle Creek Ind. Flooring—Kentile. Lamp—Warren Kessler. Smoking accessories—Evans Case Co. Page 47 (top left): Bedspread, bolster, fabric—Charles Bloom Inc. Danish teak chair, hanging lamp, red jar—Bonniers Inc. Brass coffee table—Karpén Furniture. Flooring—Amtico. Rug—Magee. Page 47 (bottom left): Fiberglass draperies—Cameo. Furniture—American of Martinsville. Rug—Cabin Crafts. Flooring—Kentile. Lamp—Nessen Studio. Wood paneled wall—U.S. Plywood. Page 47 (top right): Draperies—"Honey Bunch" by Bloomcraft. Furniture—Sculptura by Lee L. Woodard & Sons. Flooring—Amtico. Lamp, accessories—Bonniers Inc. Page 47 (bottom right): Curtains—Croskill Curtain Co. Chairs—Hitchcock Furniture Co. Flooring—Amtico. "Country Plaid" wallpaper—Stockwell Wallpaper. Hanging fixture—Georgian Lighting Studio. Accessories—Bonniers Inc. Page 48 (top left): Celanese draperies, bedspread—Kenneth. Celanese and cotton curtains—Kenneth. Red wing chair—Statton Furniture Co. Headboard, night table—Bassett Furniture Co. Flooring—Amtico. Rug—Schumacher. Lamp—Warren Kessler. Tie backs—Conso. Portrait of a Lady—Old Versailles. The following credits do not appear in California edition. Page 48 (bottom left): Studio cover, curtains—Karla Looms. Table, chair—Heywood-Wakefield. Flooring—Kentile. Rug—Cabin Crafts. Lamp—LaMar D. Mulliner. Pillows—Lazy Back. Page 48 (top right): Draperies—"Sulara Stripe" by Riverdale Fabrics. Wing chair—Imperial Craftsmen. Carpet—Magee. Lamp table—Georgian Lighting Studio. Brass curtain rods—Kirsch Co. Accessories—Bonniers Inc. Page 48 (bottom right): Curtains—Waverly Fabrics. Shades—Window Shade Mfg. Assoc. Chairs—"Crown Colony" by Kroehler. Carpeting—Magee. Felt table cover—Karla Looms. Page 49: Fiberglass curtains, draperies—Cameo. Furniture by Drexel—Macy's, N.Y. "Camino Real" rug—Callaway. Flooring—Amtico. Lamp—Warren Kessler. "Ever-gold" rods, tiebacks—Conso.

FUNCTIONAL KITCHEN IS THE HUB OF THE HOUSE

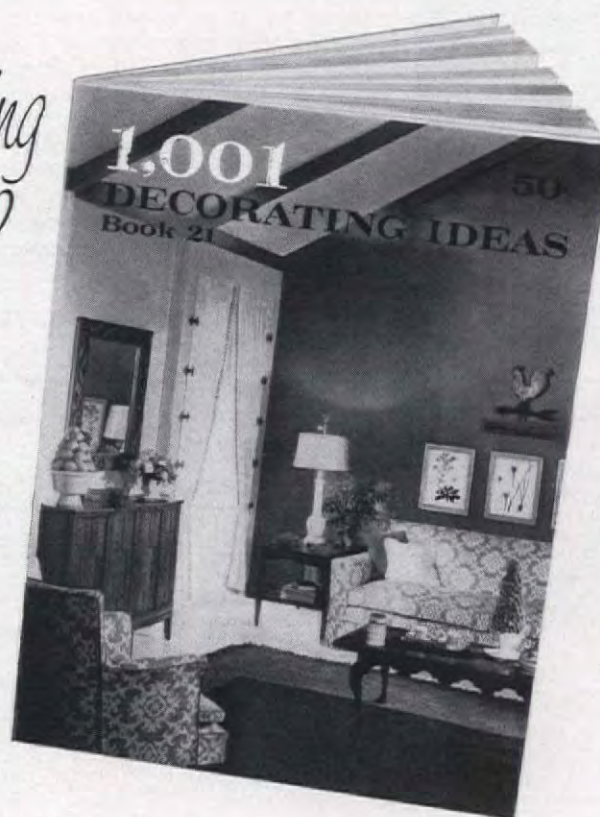
Page 74: Dishwasher, range, disposer, refrigerator—Westinghouse. Counter top—Formica. Fan—Nu-Tone. Ceiling lights—Sylvania Electric Products.

LIST OF HOME OWNERS AND PHOTOGRAPHERS FOR VICTORIAN HOUSES

Page 40: Octagon—Carl Carmer; photographer: Lisanti. Page 42: Barbary Coast Gothic—located on National Audubon Society Wildlife Preserve, Belvedere, Calif.; photographer: Lyman Emerson. Mansard—Gillette-Newman house; photographer: Kranz. Page 43: French Villa—Mrs. Henry Burr; photographer: Maris/Ezra Stoller. Bracketed Farmhouse—Walter C. Pfeiffer; photographer: Maris/Ezra Stoller. Page 44: American Romanesque—Seiberling-Kingston house; photographer: Kranz. Carpenter Gothic—Mrs. Fred Voilenhals; photographer: Lisanti. Page 45: Georgian—Mrs. C. Wallace; photographer: Lisanti. Italianate—Samuel Waugh; photographer: Lisanti.



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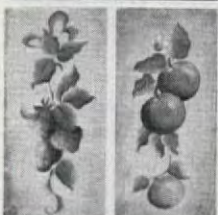


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PRETTIEST ROOM in the house could be the bathroom with accessories like these. All are made of sturdy plastic in pale blue trimmed with white. Eagle design adds interest. Hamper, \$9.95; wastebasket, \$3.49; tissue box, \$2.49; soap dish, \$1; and tissue roll, \$2.49. Add 50c postage. Order from Medford Products, Department AH3, 752 Fulton Street, Farmingdale, New York.



SHOW OFF a prize collection in the wall cabinet fitted with a glass door. It locks for the safekeeping of valuable items. Frame is pine finished in honey tone or in maple. It is a perfect display case for a collection of minerals or of precious stones. 23 1/2 x 17 1/2 x 4 1/2". \$12.95. Unfinished, \$10.95. Shipping charges collect. Order from Yield House, Dept. AH3, North Conway, N.H.



AN EASTER BUNNY to cherish from year to year is beautifully hand-carved from hardwood. The 4" rabbit has an engaging expression and a cunning handmade apron of gaily printed cotton. Each can hide a big Easter egg in the folds of her felt skirt (skirt is split behind for the purpose). \$2.95 for two. Order from Old Mexico Shop, Patio 5, Department AH3, Santa Fe, N.M.



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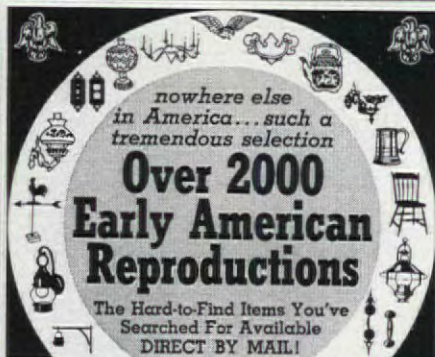
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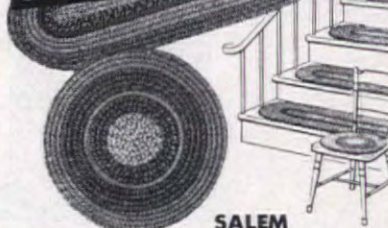
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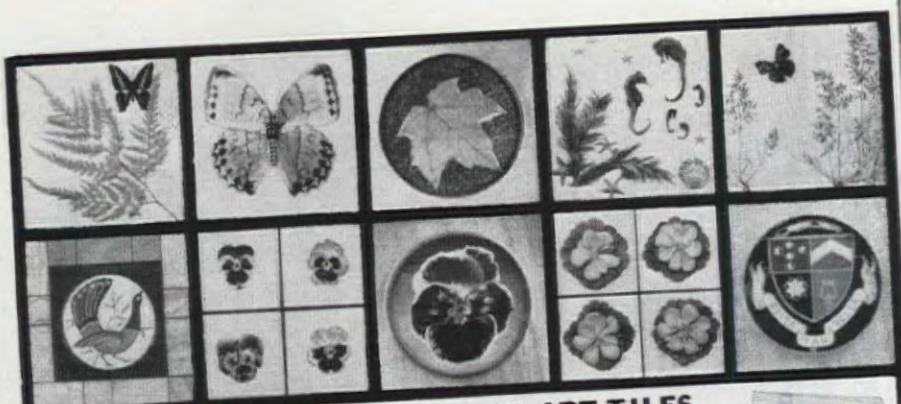
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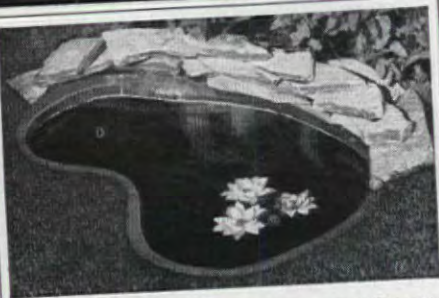
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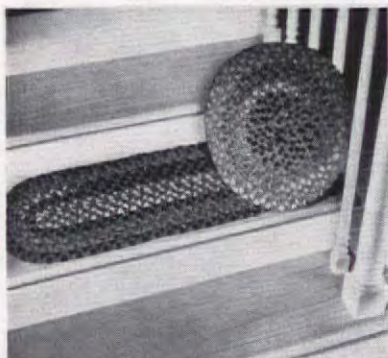
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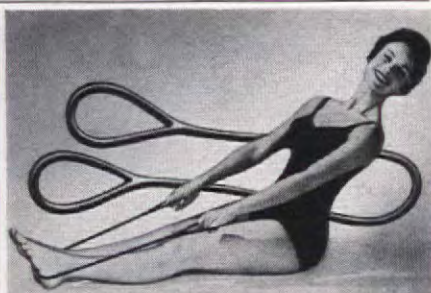
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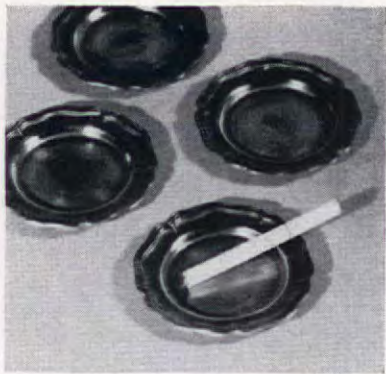
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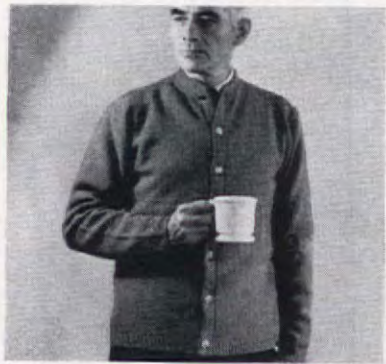
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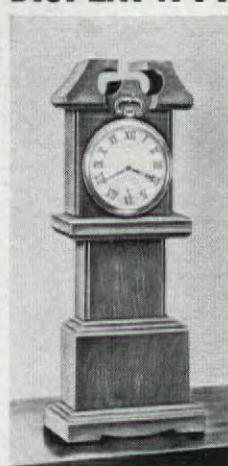
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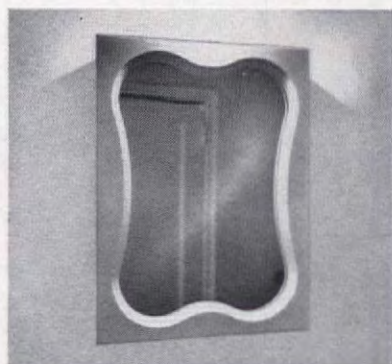
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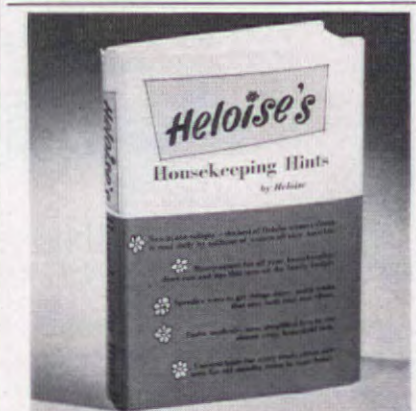
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See the sensational Red Robin Rose Hedge (Gloire Des Rosomanes) that's sweeping the country! Plant THIS SPRING; have a vigorous LIVING FENCE bursting with fragrant RED ROSES THIS SUMMER. Red Robin's lush green foliage is covered with a riot of richly scented red roses month after month. Not a sprawling Multiflora. Grows straight, upright to 6 feet, stays compact. So tough, thrives in even poor soils. Grows so dense Red Robin keeps children and pets in, animals and intruders out. Available only from Ginden Nursery, San Bruno, California.

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WE'VE GOT NEWS

In the spring the fancy turns to easy living: push-button telephones, for example; or burglarproof door locks which need no key

GLASS BEDSPREAD

Good news for spring, the arrival of the long-talked-about glass bedspread. Made of Fiberglas Beta yarn which produces a wonderfully luxurious fabric, the bedspreads come in a variety of solid colors and dramatic designs, in sizes to fit all beds. The wonder fabric will not crease, shrink, stain, or burn. Add to all these virtues the fact that the spreads can be machine or hand washed and need little or no ironing!



FOR FIREPLACE LOVERS

Don't bemoan the lack of a charming fireplace because where there's a will there's a way, a new, easy way to install one. The Dyna-Flame Company of Los Angeles puts out an elegant unit which is perfect to use in traditional or contemporary settings. Fired by gas, it is made of aluminum and finished in baked enamel. Graceful pedestal holds firebox fitted with a hood and a 4" diameter vent. Included are andirons, almost-real logs, and a fire screen. Order it in any decorator color. Simple to install, it requires no special skill or tools. Retail price is about \$500.



GET IN WITH NUMBERS

Here's a whole new idea in locking devices. Dialoc looks like a telephone and opens when a correct sequence of numbers is dialed. Besides convenience, the precision-made instrument offers maximum security against lock manipulators. It's made of materials that won't corrode.

TELEPHONES THAT DON'T DIAL

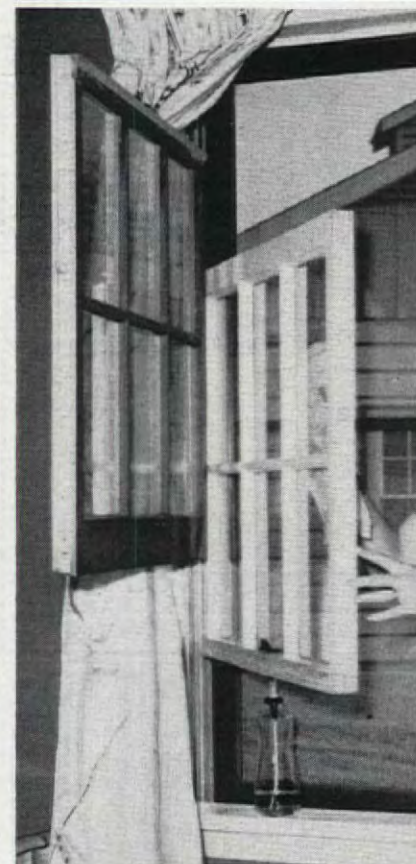


The ultimate in automated living—the Card Dialer enables people to place calls by inserting a coded plastic card and pushing a start button. Cards are easily coded with a pencil point or similar object. Contact your local Bell Telephone office.



AN APPLIANCE OF MANY TALENTS

A jack-of-all-trades and master of them, too, the Regina Electric Upholstery Shampooer/Furniture Buffer can do dozens of household chores quickly and efficiently. At left it's shown working up a thick foam which will clean furniture, automobile upholstery, and many other surfaces. The appliance has a pump-fed dispensing system and check valve to stop fluid overflow. At right, with its lamb's wool buffing pad it doubles as a high-speed buffer.



THE NEW SWING IN WINDOWS

Thanks to the Riley Hinge and Automatic Lockback Strip, you can have windows that swing in as well as glide up and down. This new hardware for wood windows works with a press of your finger; the floating weatherstrip locks back, allowing the sash to swing in for cleaning on both sides. It fits any standard frame.

POINTS OF INTEREST

Just add water and start washing with Armstrong's tablet window cleaner. The big feature of this new product is its low cost, since packing and shipping costs are much less than for liquid solutions. For example, plastic spray bottle and three Open Sky tablets are 59¢; refill tablets are three for 29¢. Each tablet makes eight ounces of window cleaner, and can be kept on hand indefinitely without danger of spoiling.

Don't be surprised if youngsters in the first through sixth grades are making giant strides in knowledge. Their school cafeteria is probably distributing the new "educational" Fortune cookies. Product of the Lotus Company, each crisp morsel contains a question and an answer relating to such subjects as history, first aid, science, or space.

American Can Company comes to the rescue of the housewife with a new vacuum container only 4" in diameter instead of the unwieldy 5" size in current use. To eliminate cut hands and fingers, the key-type opening has been abandoned too. Instead of the band of sharp metal now used to seal the can, it is securely closed by a strip of aluminum foil which provides the high vacuum necessary for keeping fresh such staples as ground coffee, shortening, canned meats, and shelled nuts.

New Idea

ADD ZEST AND ZIP TO CHICKEN. ADD CRANBERRY DIP!



For a choice of 5 delicious dips, start with Ocean Spray Jellied Sauce. Beat it till smooth with one or two tablespoons of lemon juice. Then spice with any of the following: (1) Curry powder. (2) Cinnamon and ginger. (3) Horseradish sauce. (4) Orange marmalade. (5) Orange peel and nutmeg. Chill before serving.

GO CREATIVE WITH OCEAN SPRAY CRANBERRIES



GLAZES

Mix $\frac{1}{2}$ cup brown sugar with a can of Ocean Spray Whole Berry Sauce. Or use Ocean Spray Jellied Sauce, beaten till smooth. Spoon on ham $\frac{1}{2}$ hour before it's done.



TOPPINGS

Make ice cream even more dreamy—top it with Ocean Spray Whole Berry Sauce. Try this on puddings, custards, sponge cake. It's crunchy, sweet, tart, tangy.



RELISHES

Sharpen up Ocean Spray Whole Berry Sauce with horseradish or mustard. Or make a relish out of Ocean Spray Jellied Sauce. Beat it till smooth, then add to it.



SYRUPS

Top pancakes with Ocean Spray Whole Berry Sauce or Ocean Spray Jellied Sauce, beaten smooth. Or boil equal parts sugar, cranberry juice, 10 minutes.



JUICES

Ocean Spray Cranberry Juice Cocktail—the tangy new drink. Try it straight—or mix it with ginger ale or orange juice or any number of fruit juices. It's great!



OCEAN SPRAY
MAKES FOOD MORE FESTIVE



This potato fried in Crisco won't taste greasy

(Naturally, it'll be digestible)

Nature made potatoes so good, why risk greasy taste when you fry them? That's so unnecessary, because foods fried right in Crisco don't taste greasy.

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protection against greasy taste. No other shortening has this formula.

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