

American Home

for active • young homemakers / october 50¢

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HOW OFTEN do you ask yourself, "What shall I cook tonight?" Are you bored serving the same kind of basic meals week after week? If you would like to try some exciting new dishes, then take advantage of this opportunity to get any 3 of the most talked about cook books in America for only \$1, as a trial member of the famous Cook Book Guild.

Yes, choose any 3 cook books on this page, filled with up to 7,000 original and imaginative recipes. These books are worth up to \$23.90 in publishers' editions. Take any 3 for only a dollar, plus shipping and handling.

From appetizers to desserts... party-time snacks to company dinners... all-American favorites to exotic delicacies, you get everything you need to become a better cook, a more gracious hostess, and a more creative homemaker.

For example, next time you serve ham, try it in a creamed casserole combined with noodles and liberally laced with toasted sesame seeds (from *Casserole Treasury*). Or surprise your guests with feather light pastries, Napoleons, croissants and brioches (from *The French Chef Cookbook*)... or win raves at parties for tasty *cannelloni alla romana* (from *Leone's Italian Cookbook*).

This is just a sample of what The Cook Book Guild offers. For here is a club devoted exclusively to seeking out the world's outstanding cook books and making them available to you at guaranteed savings of at least 30%.

As a member, you'll learn what great chefs look for when selecting ingredients... budget-stretching tips... family and regional cooking secrets. You will also discover delicious ways to diet... ways to save time and trouble... how to set an elegant table for gracious dining.

Selections are described in the free monthly bulletin, *The Cook Book News*. You may take as few as four selections or alternates within two years. With every fourth book you accept, choose a FREE bonus book on cooking, gardening, decorating, etc.

SEND NO MONEY! To join The Cook Book Guild and get any three of these books for only \$1.00 plus shipping and handling, just mail the coupon today. Your two free gifts will be included.

The Cook Book Guild, Dept. 80-AHX, Garden City, N.Y. 11530

Please accept my application for membership in the Cook Book Guild and send me the THREE cook books whose numbers I have printed in the three boxes. Bill me only \$1.00 plus shipping and handling for all three. The Recipe Finder and 2-way book shelf will be included free. If not delighted, I may return everything in 10 days and my membership will be canceled. If I keep them, my only obligation is to accept four of the monthly selections or alternates during the next two years—at guaranteed savings of at least 30%. These will be described to me in advance in the Guild's free monthly "Cook Book News"—and a convenient form will always be provided for my use if I do not wish to receive a forthcoming selection. With every fourth selection or alternate I accept, I may choose a free Bonus Book from a special list provided.

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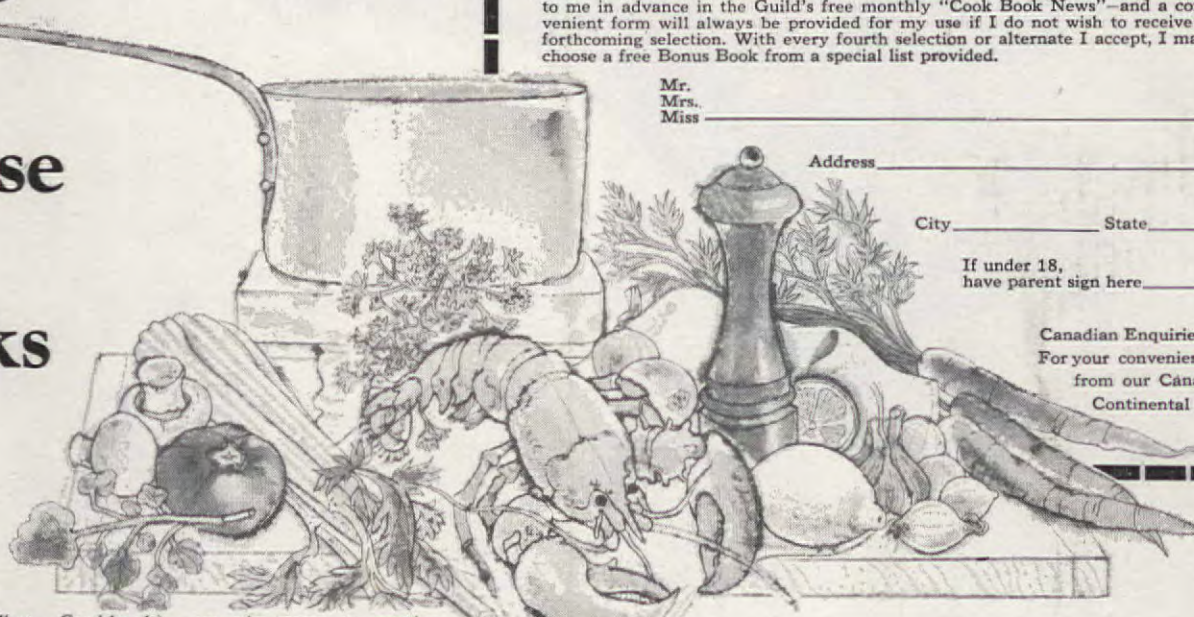
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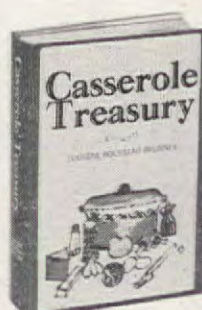
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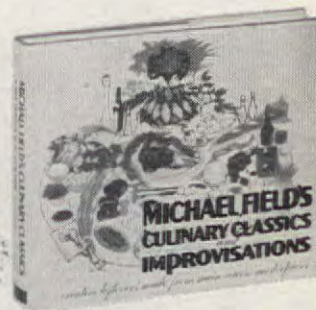
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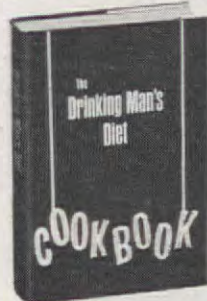
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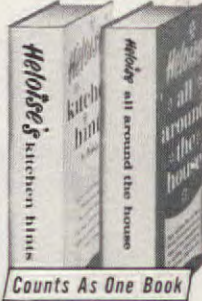
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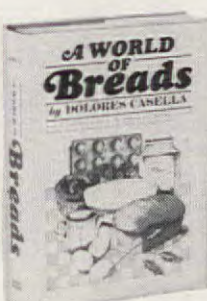
2-Way Cook Book Shelf
Stands on counter or hangs on wall. Holds up to 12 books. Handsome black wrought-iron effect, fits any decor.

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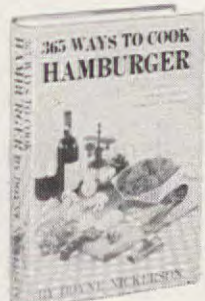
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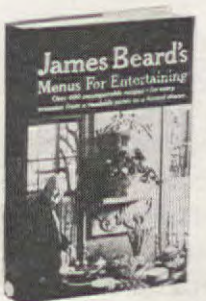
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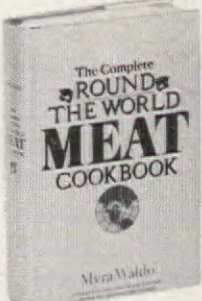
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American Home

OCTOBER, 1968 VOL. LXXI. NO. 8

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OUR COVER: Dining area in one of our three quality apartments. More about it on page 64. Photographer: Michael Boys.

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MANUSCRIPTS must be accompanied by addressed envelopes and return postage. Publisher assumes no responsibility for return of unsolicited manuscripts or art.

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Many women don't like kneading the dough. They say it's too much bother.

We agree. But we have a solution: a KitchenAid Food Preparer Model K45. It can knead yeast dough thoroughly and quickly. And do any other mixing job you have, too.

But the Food Preparer is more than a good mixer. It's a versatile appliance. You can choose from over a dozen optional sturdy attachments that will sharpen knives, grind meat, juice oranges, open cans and slice vegetables, to mention a few. So if you'd like to start making home-made bread, rolls, pastries, etc., get a KitchenAid Food Preparer. For more details, send the coupon.



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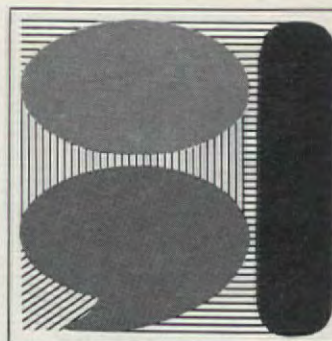


Handcrafted by
Smith Glass

Nothing heightens a room's decorative scheme like handcrafted glassware. Here are a few of the newest pieces from the Smith Glass collection, representing a tradition of more than 60 years in American craftsmanship. All pieces are available in all colors shown. From one to eight dollars at a fine store near you.



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DEAR READER

In a recent issue of a well-known trade paper—Home Furnishings Daily—there appeared an article about the efforts of a Mr. Milton Berger to do something about the shortage of furniture refinishers. Mr. Berger is manager of quality control and the furniture workroom of Strawbridge and Clothier, a famous Philadelphia department store. Mr. Berger hopes to get interested organizations to train young potential school dropouts so they can fill the shoes left by the old, retiring craftsmen in the furniture refinishing field. We wish Mr. Berger success in his undertaking because it is something very worthwhile.

Today, it is almost impossible to find skilled craftsmen in any field. The old ones retire and there is no young blood to take over. Many of these crafts command a high wage and yet few young people seem to be trained to do this work. It seems very strange that our towns and cities are full of young men and women who, if they were sufficiently trained, could become fine craftsmen and have a happy and profitable life. Lacking training, they drift from one menial job to another with no direction to their lives.

What is the problem? Have we put so much emphasis on college that, unless you make it, you are nothing? Have we overemphasized education and de-emphasized the dignity and importance of those who work with their hands? Is the white-collar job so much a status symbol that a young man would rather be a poorly paid, second-rate clerk than a first-rate repairman, carpenter, furniture builder?

Not everyone can become a nuclear physicist, surgeon, statistician, or engineer. Not everyone, no matter how much he reads, will succeed in business, even if he tries. The individual who can work with his hands is just as important to our society as the individual who works with his mind. A pair of skilled hands is more valuable to society than the output of a second-rate mind.

It sounds a bit crazy when you think about it—here we're becoming more and more dependent on mechanical and electronic devices in our daily lives, yet when they go on the blink, there is no one readily available and qualified to fix them.

What seems to be the problem? Is it that we don't have the proper kind of vocational schools to attract and train our young people to become fine and responsible craftsmen? Is it that our unions discourage young people's getting into certain trades so that the labor ranks will be kept down and wages remain high? Is it the fault of industry for not setting up adequate training programs so that capable young people can be properly trained and kept abreast of improvements, modifications, and products in this field?

Perhaps it is the fault of all three and we should hope that one fine day they will all recognize their responsibility in this area and work together to set up adequate facilities to attract young people.

Maybe the blame is ours. Have we forgotten how much of the progress and beauty in America was created by skilled mechanics and craftsmen who found pride and satisfaction in their work?

HUBBARD COBB
EDITOR



Carpet by **ALDON**

Kodel AN EASTMAN POLYESTER FIBER.

Kodak Trust a carpet with Kodel to keep a one-room apartment looking in the pink. With a lively pile of 100% Kodel polyester, it stands up to lots of use. Cleans easily. Still looks luxurious after a party.

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Kodel is the trademark for Eastman polyester fiber. Eastman makes only the fiber, not carpets.

Why did Anne Baxter, who could afford any refrigerator that caught her fancy, choose a Coldspot from Sears?

One of Hollywood's best actresses lives in a rambling yellow house perched on top of a hill of ivy in Westwood, California.

Her big copper skillets are from France. The antique bread press from Spain. The Spode china from England. The lacquer flower dish from Japan.

And Anne Baxter's refrigerator-freezer is from Sears, Roebuck and Co.

3-door convertible

"Of course, it's from Sears," says the dynamic Miss Baxter, in the familiar vibrant voice. "All my appliances are from Sears. But I have never seen the likes of my new Coldspot Supermart.

"It's a three-door refrigerator-freezer. Completely frostless, of course. And part of it—the upper-left section—actually converts from a freezer into a refrigerator.

"If I give a party and need more refrigerator space, I just turn the dial and it becomes a refrigerator. But if I go away on location, I turn the dial back and get more freezer space while I am gone."

3 daughters, 2 "Jellybeans"

Miss Baxter lives with her three pretty daughters, 17-year-old Katrina, 6½-year-old Melissa, and 5-year-old Maginel, plus Petunia and Benjamin Jellybean, two huge white rabbits who have the run of the garden and badminton court.

"The girls and I are crazy about that great ice maker in our Coldspot," says the glamorous star who won an Academy Award for "The Razor's Edge" and a nomination



for her work in "All About Eve."

"I love to have guests drop in, and what a relief not to have to wait for enough ice."

Miss Baxter's guests won't get hors d'oeuvres. ("They ruin dinner and are a bore to make.") But the fare will be unique. A cold gazpacho soup. A cold salmon in jelly. Meringues filled with fruit. "It's such a help that every single shelf in our Coldspot is adjustable. Even with a whole cold dinner, you can make room for everything."

"Chic to shop Sears, today"

Anne Baxter has just signed a new movie

contract with Universal Studios, and recently completed starring roles in three TV dramas.

But chances are she'll still find time to shop at Sears. "Once I find a good thing I'm terribly loyal. And nothing seems to go wrong with the things you get from Sears. But if out of sheer old age or hard use something does—well, you just pick up the phone and the Sears man is there.

"It's become chic, positively smashing to shop at Sears today—whether it's small girls' shirts or the best refrigerator in town. Like my Coldspot Supermart."



"This ice maker has to be the boon of all time. Imagine, we never run out of ice any more."



"This section converts from a refrigerator to freezer and back."

Sears Coldspot Refrigerators

for women who want the best
even if it does cost less

MAKE A HOOKED RUG



Hooking a rug is easy (even for a beginner), gratifying, and lots of fun. In fact, once you've tried your first one you'll probably never stop. Here are two hooked rugs as different in spirit as night from day. The magnificent Transylvania (above) is an exact copy of a rare 17th-century rug. Its rich jewel tones glow in any setting, be it fireside or bedside. The Fern rug (right) is cool looking and lighthearted—just the right touch for a sunny, glassed-in porch, before a big window, or to refresh a tired bathroom. See coupon for sizes and prices.



Fill out coupon and enclose check or money order. New York State residents please add sales tax. Allow 3 to 4 weeks for handling and mailing. (Sorry, we are unable to handle Canadian, foreign, or C.O.D. orders.) To avoid delays please indicate your zip code.



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187-C	36"x60"	53.50	58.50
Transylvania			
188-A	36"x60"	53.50	58.50
188-B	45"x75"	81.00	88.50
188-C	60"x84"	117.00	126.00

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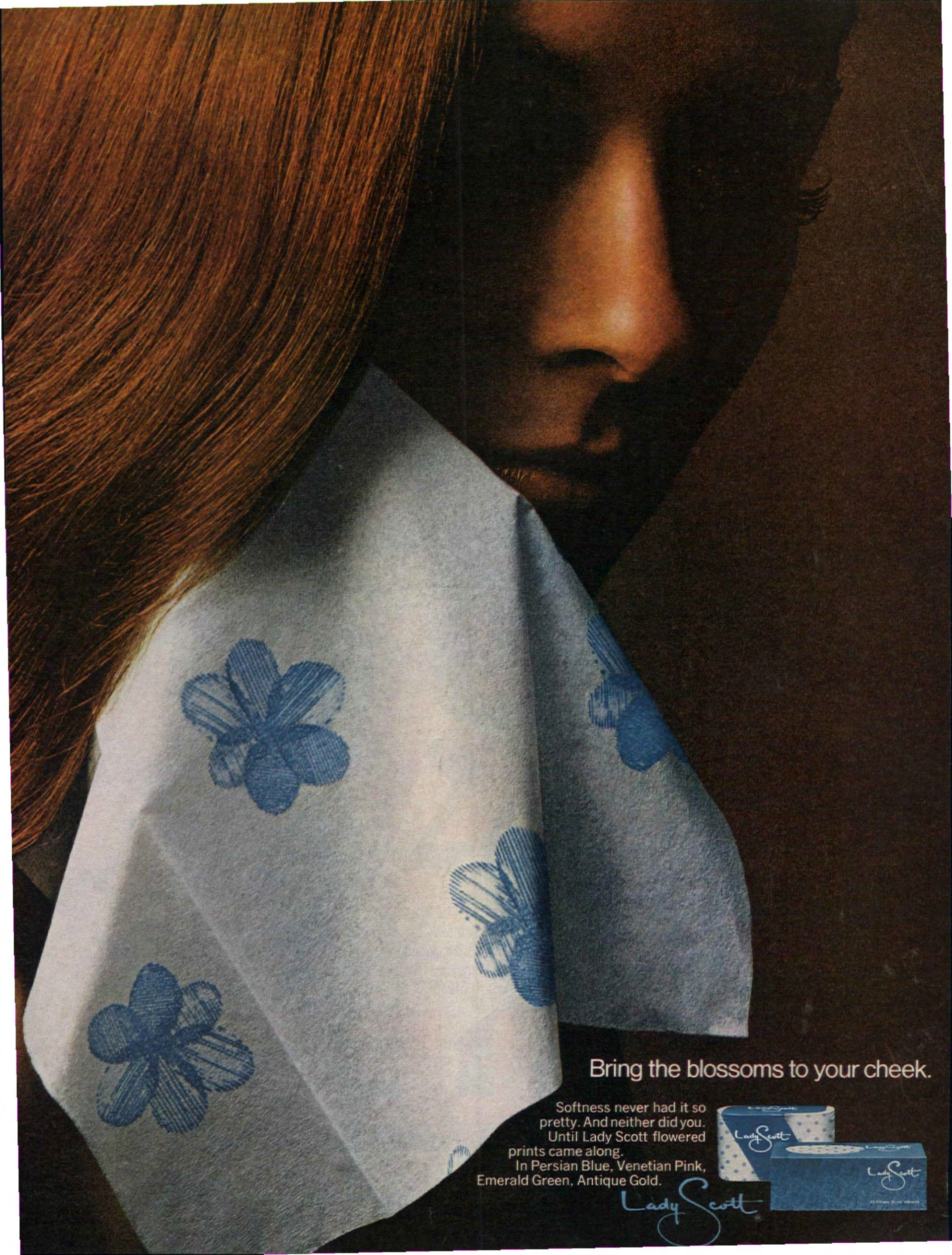
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Bring the blossoms to your cheek.

Softness never had it so pretty. And neither did you. Until Lady Scott flowered prints came along. In Persian Blue, Venetian Pink, Emerald Green, Antique Gold.

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THE BOLD LOOK OF KOHLER.

Bold colors! Including the color of the year...new HARVEST GOLD!
Bold shapes! A six-foot bathtub... the new Caribbean. And a shampoo center that doubles as a baby bath, too!
Bold! The Bold look of Kohler!



BOLD GOLD! New Flair fittings, by Kohler, present a gem-like beauty: diamond-bright acrylic and 24-carat gold electro-plate. As you see in the main illustration, they're quite at home with any color, from new Harvest Gold, to vibrant Tiger Lily.

BABY'S TURN NEXT! Now it's shampoo time. And so convenient at the Kohler shampoo center, the *Lady Fair*, with its wide, roomy basin, its easy-rinse spray arm. Makes an ideal baby bath, too. (You can use it for the lingerie later.)



ACCENT COLOR LAVATORIES! Bold contrast for new Harvest Gold and Kohler pastels. Rimless design for clean appearance, easy installation.



THE WORLD'S MOST COMFORTABLE BATHTUB is the Kohler Caribbean: a full six feet of stretch-out relaxation. Recessed grip rails. Slip-resistant Safe-guard® bottom. Choose any exterior treatment: sunken tub, paneling, tile, plastic laminates—even run the carpeting up the sides!



THE BOLD LOOK IN KITCHENS. In a sink that makes sense. A big basin for dishwashing, a tidy size for scrapings. No-rim design looks neater, cleans easier, saves installation costs. *The Lakefield*, by Kohler. Now in 12 colors including new Harvest Gold. (Shown: Tiger Lily)

KOHLER OF KOHLER

For our new brochure, send 25¢ to Kohler Co., Kohler, Wis. Dept. AH.

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

We know how it feels to want something and not be able to find it.

We know how it is to wish for a yellow credenza to match the carpet. Or a dining room that doesn't look like it came out of a cookie cutter along with a million just like it.

We decided to do something about it. Here's a for-instance. This wine commode is from a collection called Tour Navaca. The entire line comes in Pecan, Sand, or Jade Green color finishes. With additional choices of white or red for accent pieces. And you'll find the same kind of options in many of our other groups.

If you'd like to see them all, send a dollar to: Pat Parker, Dept. AH-810,

Stanley Furniture Company, Inc., Stanleytown, Virginia 24168. She'll send you brochures. Plus a booklet on furniture buying, and diagrams

for arranging a room. We call it the "Pretty-room-kit."

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The Stanley Furniture Company



By STANLEY SCHULER

GETTING STARTED IN ARTS AND CRAFTS

Today, more and more Americans are trying to become actively embroiled in all sorts of artistic endeavors—painting, sculpture, ceramics, weaving, decorative sewing, metal-working, woodworking, jewelry design, enameling, mosaic work, glass blowing, stained-glass design, plastics working, and other arts and crafts.

Some are hopeful of making a career, but most are just interested in a pleasurable, challenging hobby. Some have studied art, others have no background in it at all. Some are capable of original design, others are frankly copyists. And all at some point wondered: "How do I get started?"

There is no single answer. The opportunities to explore, to study, and to get actual practice in the arts and crafts grow more numerous and exciting every year.

TRY JUST WATCHING

You may not learn very much by watching an expert throw a pot or cast off stitches or carve a piece of pine into a plummeting kingfisher, but it doesn't take very long to find out whether what you are watching is your cup of tea.

Arts-and-crafts demonstrations are common. You can see them at historical villages, such as Sturbridge and Greenfield Village in Massachusetts, and at annual expositions and festivals, such as the Southern Highlands Craftsmen's Fair at Gatlinburg, Tennessee. Museums and department stores occasionally sponsor demonstrations. And there are even some small craft-shop proprietors who don't mind your peering over their shoulders.

READ BOOKS

Many people have learned a craft from books. However, it must be remembered that some crafts lend themselves better to book learning than others. Sewing is one of these, metalworking is the opposite.

Excellent books about all arts and crafts abound. They can be found in public libraries, although the selection is usually limited. The two best sources are Museum Books, Inc., 48 East 43rd St., New York City, and the Craft and Hobby Book Shop, Big Sur, California. Both are retail stores.

Slide films illustrating crafts techniques are useful in supplementing reading. A number are available on a rental basis from the American Craftsmen's Council, 29 West 53rd St., New York City—a national organization founded to promote interest in distinctive handcraft and design by the general public.

CORRESPONDENCE COURSES

Although there are not many of these in the arts-and-crafts field, one three-course program constitutes, in effect, the biggest art school in the world. It is the Famous Artists School in Westport, Connecticut (enrollment: 59,000), offering courses in painting, commercial art, and cartooning for people 16 years of age and older. All are described as three-year courses (but you actually can progress at your own pace) and cost \$595.

The courses were created and are guided by a small group of outstanding artists. The actual teaching staff is made up of less well-known but practicing professional artists.

GO TO SCHOOL

Despite the advantages of book study and correspondence courses, most skilled artists and craftsmen feel that people develop their artistic talents best if they attend a school. You save time studying directly under a teacher who can guide you. Moreover, some arts and crafts require considerable equipment which you would not want to invest in until you were certain you were going to carry on your new pursuit.

Several basic types of arts-and-crafts educational programs are available:

Adult courses offered by a local school system or community college. These vary from town to town. Depending on public demand, you may have access to only a few simple courses or to many courses in many fields. School programs are likely to be informal. Some colleges (continued on page 94)

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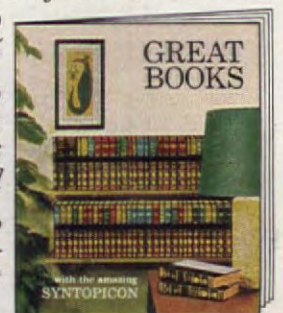
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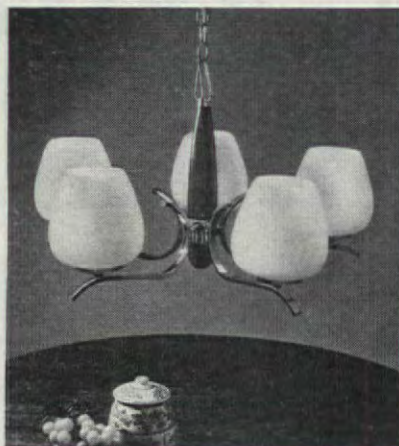
Take a good look at some of those old fixtures that came with your home or apartment. Isn't it time for a change?

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One idea is this Progress Tiffany model, (under \$100). Try it where you wouldn't expect it to be. At one end of a sofa, for instance. Over an end table. Above a cocktail table. In a library, kitchen, den or bedroom.

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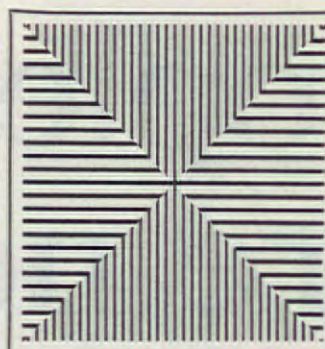
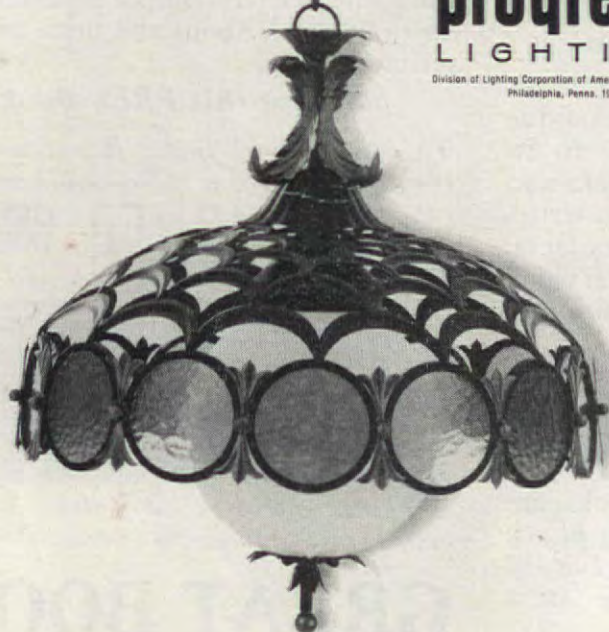
Think of this chandelier in the foyer, bedroom, dining room, or a living room corner. Once you think about it, there's no end to the possibilities. About \$75.



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Look in the Yellow Pages under "Lighting" for the Progress showroom nearest you.

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DECORATING
NEWSLETTER

INFLATIONARY NOTE: Rich little girls used to be born with silver spoons in their mouths. No more. Today, vermeil (gold-plated sterling) is the status symbol. To help those of us who have trouble pronouncing vermeil, or, perish the thought, simply can't afford it, inventive silver companies have come up with gold electroplated flatware. International's offering will be known as 1847 Rogers Bros. Gold Crown and three patterns, all 23-karat-gold-plated, will be available. Better practice saying "She was born with a gold electroplated spoon in her mouth."

BOUTIQUE is a magic word and everyone who is anyone now has one—including your paint store. It's the new Sherwin-Williams Color Boutique and it should help answer the most often asked color question "But how will it look on my wall?" As you may know from your own sad experience, the usual paint store color swatch is really too small to do any good at all. The Color Boutique dispenses large samples, they're about nine inches wide and up to two feet long. All you do is tear off your sample; it's as easy as pulling a length of aluminum foil out of the slotted box in your own kitchen. Each Boutique will have 90 of Sherwin-Williams' most popular wall and woodwork colors on display. At home, tape your sample up near the baseboard to see how the color looks against your floor or carpet, look at it near the windows, and bend it around corners to be sure you like it light and dark.

WHO'S GOT THE FAMILY ROOM? In California, says California Home editor Nancy Gray, it's the swinging generation, the kids, who've taken over the family room. In many new houses, it's located as close to their bedrooms as possible. Family room for grownups? You've guessed it, the living room. The only family rooms in the heretofore accepted sense of the word (located off or near the kitchen and used by the whole family) are being shown in medium-price builders' model homes.

BUSMAN'S HOLIDAYING. Recently we picked up some bright, adaptable ideas in friends' houses. Best-looking screen door—this really isn't as much of a compliment as it seems because most screen doors are eye sores (get that rhyme)—belongs to designer Paul Krauss. Paul couldn't find one ready made: "Those aluminum models with the scrollwork just didn't look right with our simple, white late-18th-century farmhouse." So a local carpenter made a screen door with a Chippendale fret to hold the metal mesh in place. Looks stunning, and so right with the style of the house. Admired the vases in designer Stefano Marchetti's Chicago apartment. They turned out to be the lower portion of Silex-style coffee makers. "The trick," says Stefano, "is to get these glass-bubble shapes without the sand-blasted trademark." They're perfect, with their small necks, for casual arrangements of just a few blossoms. Get them from the nearest restaurant equipment and supply place (look in the Yellow Pages for names, addresses).

ANOTHER NEW WORD: Frontera. Add it to your home furnishings (and fashion) vocabulary. Frontera is very 2001—very much of the future—except it's here right now. It's a sculptured polymer, a new technology, developed by Tenneco Advance Materials Inc., a subsidiary of Tenneco Chemicals, Inc. Currently Frontera comes one way only, as Opus, a suede, doeskin, or velvetlike surface. If you were to examine Opus under a microscope, it would reproduce the exact molecular structure of suede . . . but Opus will not spot, it is said to be waterproof and washable. The effects that can be achieved with Frontera are almost numberless. Translucent mosaics, tumbled coins, caning, pebbles-in-sand, and many more have already been reproduced experimentally.

Vera D. Hall

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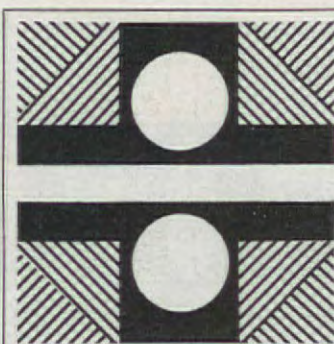


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MONEY MANAGEMENT
By MARY FEELEY

HOW MUCH CREDIT CAN YOU AFFORD?

Before the advent of the charge-everything-everywhere credit card, the breadwinner could find out pretty quickly how much credit he could afford. How much was he good for at the bank? That was the yardstick. But nowadays the family's credit operations are spread out all over—from the drugstore to the beauty shop to the airport to retail stores on both sides of the street.

Along with its conveniences, the credit card has introduced a new confusion into the family budget. The random charges are hard to keep track of. Credit is no longer one big loan. The average family, with a pocketful of credit cards, worries its way through a multitude of small obligations that sketch a dizzy up-and-down graph from month to month. Consequently, the demarcation line between using credit and being in debt gets blurred. When it finally does become clear, the family may find itself standing on the wrong side of the line.

ESTIMATE YOUR CREDIT LOAD

It's a disquieting discovery that today families seeking help in getting out of debt are not confined largely to the low-income level. Banking circles note that an increasing number are from the ranks earning around \$9000 and over. One survey disclosed that of 500,000 persons listed at one credit bureau, upwards of 25 per cent were potential credit risks. Moreover, the debt-burdened are more often than not the young families ranging in age from 30 to 35.

So comes the question: How can the wage earner and his

wife estimate just how much of a credit load they can afford?

Certainly a good look at the amount of spendable income, after deductions, is the first step. But that's not enough. A more revealing analysis must include a look backward at how and when you paid your bills in months past. In order to determine whether you're "using credit" or "getting in debt" see which of these situations comes closest to matching your own:

- When commitments can be paid as due out of your income, that's using credit.
- When emergency savings must be used to meet monthly obligations, negotiables converted to cash for overdue payments, or a loan made to meet a deadline, that's getting close to being in debt.
- When you don't know where the money's coming from and you begin to substitute worry for action, that's being in debt.

TREND TOWARD OPEN-END CREDIT

While personal loans are on the increase, they're showing the smallest advance in four years—all due to the wider use of credit cards. A pioneer in the credit-card field estimates that the volume of credit-card charges today is approximately 4½ billion dollars. About two billion dollars of the total is spent in retail stores for ready-to-wear. And ten years ago it amounted to a paltry 100 million dollars, mostly for T&E—transportation and entertainment.

The open-end credit—which means a credit-card holder can, and, such is human nature, usually does, continually add purchases to his account while making partial monthly payments—has become a way of life, especially with the young family that often sees its needs as surpassing its cash income.

The credit-card privilege has widened to include the hardware store, the pet shop, doctor and dentist services, the shoe store, the small dress shop, in addition to the larger retail firms, gas stations, air lines, and restaurants. All of which is dandy. But when you're trying to estimate how much credit you can afford, the cost of convenience must be figured in.

WHAT THE CARD HOLDER PAYS

Charges for open-end credit are computed in various ways. Two methods in general use by credit-card companies are these:

When the monthly cost is figured on the unpaid balance of your bill at the first of the

month, the amount you paid on the previous month's bill is deducted before the service charge is applied to the rest of what you owe. For example, if you owed \$100 last month and paid \$30 of this, your balance at the first of the month would be \$70. If in the meantime you haven't added any further purchases your monthly statement showing unpaid balance plus service charges, would be \$71.05, a 1½ percent charge of the unpaid \$70.

The second method works like this: You have \$100 worth of merchandise charged to your account. You receive your bill and pay \$30. When you receive your next bill, the service charge will have been figured on the entire \$100—a total of \$101.50. The \$30 you paid is subtracted, leaving the amount you owe \$71.50—a 45c difference, even though the charges are nominally the same—1½ percent per month.

GUIDES FOR CREDIT CONTROL

A credit limit is set for the card customer for the amount he may charge at any given time. That figure is shown on each bill he receives. When he sees that his unpaid balance is jumping from \$50 one month to \$200 the next and \$400 the next, he's heading for trouble. If he runs over his specified limit of, say, \$600 he'll receive a note from the company. This is his cue to pay up and cut down. If he misses a payment one month, a polite reminder will appear on the next bill—cue number two that he's using more credit than he can afford. After 90 days of nonpayment his account is given to a company lawyer. After 120 days it goes to an outside lawyer.

Open-end credit is actually a contract with a set limit. Unless the specified monthly payment can be made when due, you're overextended.

"20% OF NET INCOME"

The phrase "not to exceed 20 percent of net income" is one estimate of how much credit a family can afford for installments. Like other generalities, it may or may not be realistic. When you've analyzed your own financial situation you may find that 14 to 16 percent makes more sense.

In a 1967 survey by the Family Service Association, more than 1 out of 3 owed between 75 and 100 percent of the total previous year's income.

To illustrate that "not to exceed 20 percent of net income" is a risky guide, consider this family: Their net income is

\$10,000 a year or \$833 a month. If they accepted the estimate of 20 percent allowable for installment buying, they'd spend \$166 a month for such payments. But here's their actual monthly budget: Housing, \$170; household operation, \$30; food, \$130; clothing and upkeep (for family of 4 with 2 children), \$70; personal allowances, \$86; contributions,

gifts, \$30; medical, \$25; recreation and entertainment, \$40; car payment, \$80; car operation, \$60; furniture payment, \$50; savings including insurance, \$50. Total, \$821.

They're allowing only \$130 (car and furniture payments) for installment buying, just under 16 percent of net income, which is tops for them.

Next month we will discuss getting out of debt with debt pooling and counseling services.



Mary Feeley has her own Family Financial Planning Service in New York City and is author of Associated Press's syndicated column, "Live Within Your Income."




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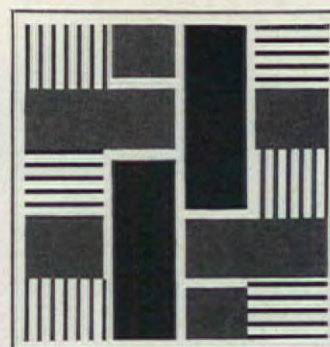
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HOW TO BUY THE NEW CARPETS

Once upon a time you shopped for carpets by color. All you really needed to know was the shade you wanted. Now, though color is still a subject dear to our hearts, it is hardly the prime consideration. Today it pays to know your specific needs and how new carpet technology can meet them.

What has made shopping for carpets a seemingly complex task is not only the introduction of new fibers, but also the fact that carpets are now made for very specific purposes. They're styled for light- and heavy-wear areas, for indoor/outdoor use, and for kitchens. We suggest therefore that you consider the following questions before you shop:

Where do you plan to use the new carpet—in a hard-wear area (hall, family room) or in a room that gets less traffic such as a bedroom?

Will the carpet be exposed to strong sunlight?

Do you intend to use the carpet where you might expect spillage (kitchen, dining area)? These considerations will guide you in finding a carpet that is perfectly suited to your practical and decorative needs.

THE NEW FIBERS

Don't think you have to be a fiber expert. All you need to know is that there are actually only five man-made fibers being used in carpets today. It may seem that there are dozens of new fibers on the market, because the major fiber companies promote the basic fibers by a multitude of trade names rather than by their generic names. Generic names for the five important fibers are:

Acrylic

Modacrylic (used principally as a blend with acrylic)

Nylon

Polyester

Polypropylene olefin

The newcomers are Polyester and Antron nylon.

Polyester, little more than a year old, has gained fast acceptance because it looks and feels luxurious. It is fairly resilient and, while slightly susceptible to oily stains, it cleans easily. It also dyes well, producing the same brilliant colors you have seen in acrylics. A bulky fiber, it makes a particularly lush-looking shag carpet.

Antron nylon, while not a brand-new fiber, is being offered now in residential carpet for the first time. A Du Pont fiber, it has all the good characteristics of regular nylon such as durability and abrasion resistance,

but in addition, keeps its clean look longer—dirt seems less visible on carpet made with this fiber than with other types of fiber. In heavily trafficked areas such as entrance halls or stairs, it means a lightened house-keeping load.

NEW DYEING TECHNIQUES

New dyeing techniques are making multicolor carpets more readily available and less costly. Simplified mill processes now bring you more styling for less money. For example, Cationic dyeable nylon is Du Pont's newest styling yarn. In a single dye bath five colors may be produced, thereby offering unlimited color styling.

Similarly, through what is called Multi-Krome process, wool carpet is being produced in a two-color effect in one dye bath.

PRINTED CARPETS

Printed carpets are back with us. Unsuccessful due to technical difficulties when introduced several years ago, the new man-made fibers and dyes now make it possible to print carpet successfully and produce an attractive and long-lasting material. At the moment, printed carpets are available in nylon and polypropylene, mostly for use in kitchens. However, the forecast is for more sophisticated printed carpet designs in all fibers and for all major areas in your home.

INDOOR/OUTDOOR CARPETS

At present only polypropylene and acrylic carpets move easily back and forth from indoor to outdoor areas. This new type of carpeting has been causing a lot of talk these past two years. The main thing to keep in mind if you are thinking of buying one is that it must be man-made throughout. This means that not only the face of the carpet should be man-made but the backing as well. Natural materials such as jute in an indoor/outdoor situation will rot.

Solution dyeing of polypropylene (the original indoor-outdoor fiber) and lately of acrylic has been a boon to indoor/outdoor carpeting and you should be sure that the carpet you buy for this purpose is indeed solution dyed. Solution dyeing means that the color is created at the same time the fiber is manufactured. It is built-in color that will last the lifetime of the fiber. Solution dyeing is rather like raising sheep with orange, blue, or purple wool. A solution-

dyed carpet will not fade from sunlight and its color will remain intact even when subjected to spills such as bleach and nail-polish remover or accidents caused by children.

New two-tone effects, overprinting in attractive designs, and in tufted material, patterns resembling brick, terrazo, etc., make the indoor/outdoor carpet more and more aesthetically appealing.

KITCHEN CARPET

Should you or shouldn't you carpet the kitchen? Kitchen carpet may not be the answer for every family. Acquaint yourself with what it can offer and then determine whether it has a place in your home. Like many of our readers, you may feel that your kitchen would look warmer, cosier, more lived-in with a carpet. Yet you're not sure what advantages, other than visual, kitchen carpeting offers, nor what the most practical or attractive choice would be. You might have heard a carpet would lessen fatigue. This is so. In addition it also deadens sound, acts as an insulating agent, reduces breakage of glass and china, and if you have toddlers underfoot, it's a warmer surface to play on than conventional kitchen flooring. A few general guides for purchasing carpet for the kitchen as well as other so-called wet areas:

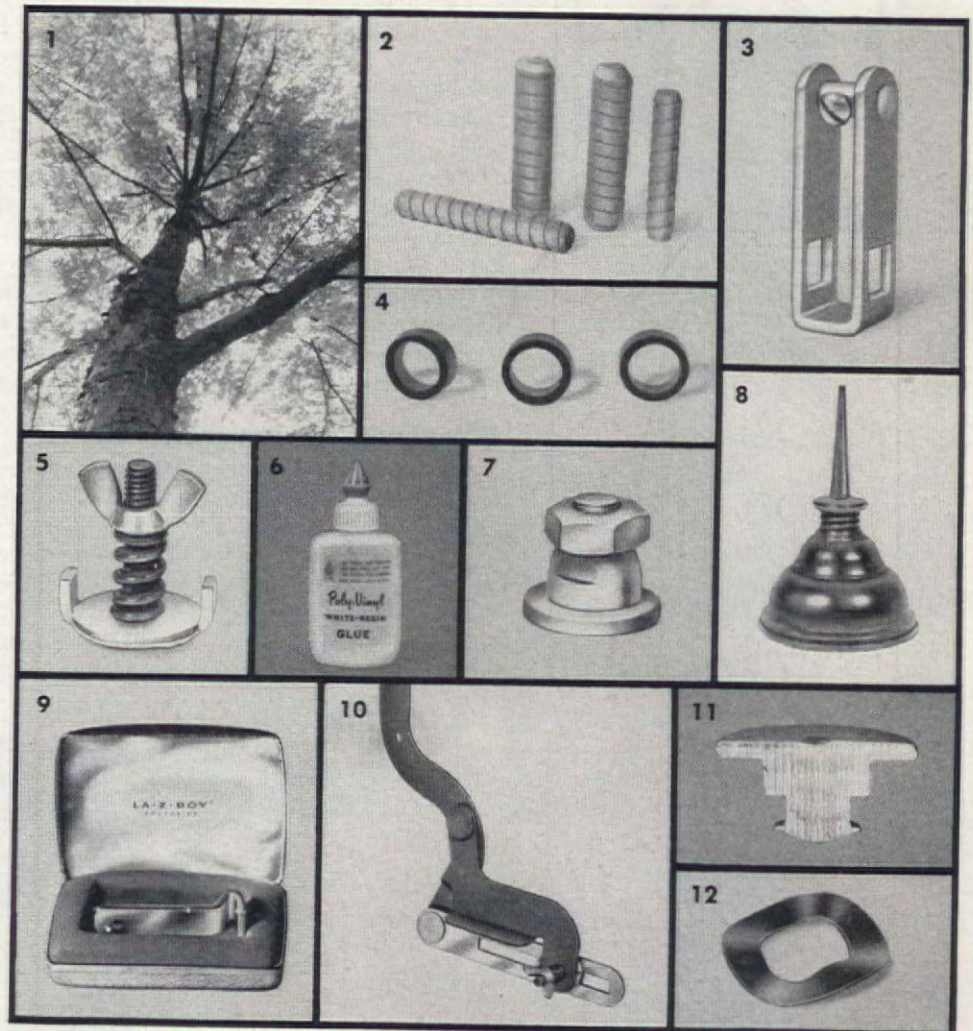
- Be sure, as we mentioned before, that you are buying a completely man-made carpet (currently acrylic, nylon, and polypropylene are used).
- A low-level, tight loop or needle-punched construction is a good choice for durability and also for easy care.
- Sponge-bonded backings are generally considered preferable to a separate backing.
- Have the carpet installed with doubleface tape or single release cement that allows you to take it up without damaging the floor.
- Multicolor or printed carpet is more practical than a solid color. One mill has even correlated printed nylon carpet with laminated plastic.

DESIGN FORECAST

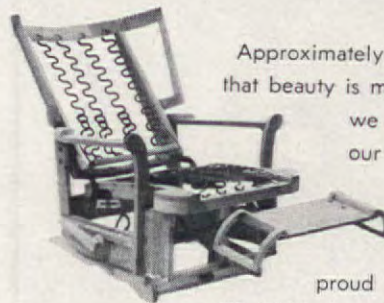
Having broken the color barrier (instead of "safe" beige—everything from pale to bright to very dark colors), carpet designers are taking steps to bring you more pattern. Because of roller- or screen-printing techniques, geometrics, paisleys, and stylized flower designs are now found in moderate as well as expensive carpets.

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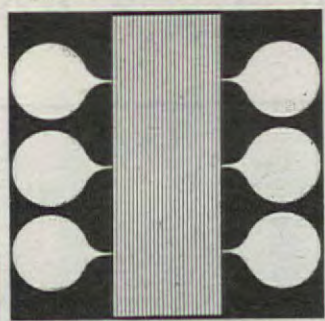
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By RENEE BROWN PROWITT

GUIDE YOUR CHILD TO GOOD READING

Little children seem to have a natural love for books. Whether your two-year-old likes to hear stories, "read" them himself, look at the pictures, or (like mine) wait until you're engrossed in another household project and then rip them to pieces, they do get excited about books.

Since we have the youngster's insatiable curiosity about everything to work with at this age, why is it that some children lose this interest in books while in others it grows and continues to delight all through life?

The answer, at least in large part, seems to be his early exposure to that mystery, the printed word. This exposure is determined greatly by you.

I'm not talking about actually teaching your child to read. That's the school's job, and his teachers are best qualified for it. But you can encourage, you can guide, you can stimulate interest and excitement. In short, you can help him discover that reading is truly enjoyable.

WHY IS READING SO IMPORTANT?

Reading is the basis for almost all knowledge. The skill of reading is absolutely necessary if your child is to be educated, if he is to have a career, or take part in society.

What a gift you're giving in helping your child to learn and enjoy reading—the joy and wonder and excitement of discovering. From Mother Goose and Doctor Seuss to Jack London and Shakespeare, your child can sample the accumulated experiences and knowledge of the centuries.

NEVER TOO YOUNG TO START

You should start exposing your child to books long before he learns to read. When he's about one-and-a-half, show him picture books with colorful objects he can identify. Let him help hold the book and turn the pages, and ask "What's that?" when he knows the word.

Don't try to read extensively to a child of this age—he'll only get impatient; his attention span is too short. Some people make the mistake of sitting down with a two-year-old and trying to read straight through a story. The youngster will soon become bored unless you liven up the words by pointing out things of special interest: "Look at the horse!" "What color is the little girl's dress?" "Isn't that doll just like yours?" and so on. You can tell a simplified version of the story as you go along. I discovered this worked well when I was reading to a "play group" a few other mothers and myself had organized for two-year-olds.

Nursery rhymes are wonderful at this age. My daughter, Lynda, who is almost three, now knows several of them by heart and loves to recite them back to me. She learned to do this because I would let her fill in words as I read.

By about three, most children will become more interested in hearing a story read more thoroughly. In fact, when it's a story he knows, a child will let you know in no uncertain terms if you miss a sentence.

BOOKS FOR THE YOUNG CHILD

A child between one-and-a-half and three won't take care of his books. Despite your most earnest efforts, he'll rip and crayon and generally wreck them. But it is a good idea for a child to have a stack of his own books. The solution is to buy inexpensive ones at first. There are hard-to-ruin cloth books for babies and a wide assortment of books in the 19- to 29-cent range. When they become battered, replace them.

It is also nice to have a few of the more expensive books, but keep these out of a toddler's reach except when you're reading with him. This way they will be intact for another child or for him when he's a little older. Depending on the child, he'll learn to take care of his books when he's between three and four.

READING TOGETHER, USING THE LIBRARY

Make books an integral part of your household. There should be books for all ages. Take time to read aloud as much as possible. Older children will enjoy taking turns reading. It's fun to make reading aloud a family ritual. You might set aside a certain time each day for it, perhaps a half hour before the children's bedtime. As the children grow, there are many books that will delight the whole family, those by Charles Dickens, Jonathan Swift, Robert Louis Stevenson, Mark Twain, Lewis Carroll, and Louisa Alcott, just to mention a few. Read a few chapters a night. You'll find the kids really will look forward to reading time when you're in the middle of an exciting book.

Show your child how interesting browsing in the library can be. Make regular trips there and encourage him to choose his own books. The librarian will recommend good books for his age level and interests. If a young child gets in the habit of going to the library, he will continue to do so as he grows up.

TAP YOUR CHILD'S INTERESTS

One of the best ways to encourage reading is to appeal to a child's interest. If your son is fascinated by space travel, get him a few books on it—both fact and fiction. If he loves sports, there are numerous good biographies of sports heroes. If your daughter has a new kitten, buy her a book on caring for it. If she's getting interested in cooking, introduce her to the wide world of cookbooks. There are some delightful ones for children.

Keep this in mind too when you're reading newspapers and magazines. When you see an article of special interest to your child, clip it out for him.

THE RELUCTANT READER

As I said, all young children start off with a love for books but many of them lose interest somewhere along the way. This may happen when a child is first learning to (continued on page 123)

Elastic hosiery or support stockings...which?

It's hard to believe, but that's elastic hosiery. Bauer & Black's new *Ultra Sheer*. So sheer and lovely that no one would guess it provides full therapeutic compression. Certainly there's no reason now for any woman with leg problems to be tempted, for appearance's sake, to make the mistake of buying support stockings.

Only elastic hosiery provides the uniform, graduated, high compression you need when your doctor prescribes compression therapy. Support stockings supply only about half as much pressure. They're fine for relief of leg fatigue, but no good for treatment of leg problems.

Ultra Sheer, with its see-through sheerness, is the newest in the complete Bauer & Black line of elastic hosiery. Also available: *Cosmetic Sheer*, for more cover-up, and *Super Wear* for extra durability. Sizes, lengths and styles for every individual need.
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YOU MUST RETURN THE CARD TO CLAIM YOUR PRIZE!

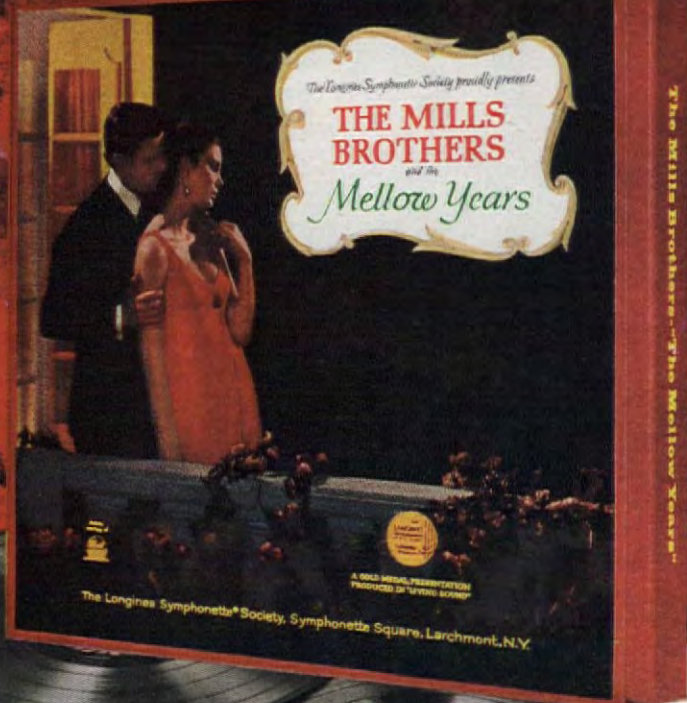
The Longines Symphonette invites you to join

THE MILLS BROTHERS

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Listen FREE For 10 Days to a magnificent new five-record Treasury.



Recapture A Lifetime Of Memories With Fifty Nostalgic Melodies Newly Recorded By The Mills Brothers

Take that familiar trip "Up The Lazy River... by the old mill run." Lapse into an imaginary soft shoe again as The Mills Brothers shuffle through "Me and My Shadow." Let the gentle rhythm and magic harmonies of "Glow Worm" spark a fleeting image of a smile you once loved. Reminisce with the casual perfection of "Stardust"..."Perfidia"..."Anytime"..."Till Then."

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all the love and laughter of light-hearted times. From their first recording of "Paper Doll" to their current hit, "Cab Driver," their popularity is simply unflagging. Whether you were in High School in 1935 or in 1965, there must be some Mills Brothers tune intimately associated with your most personal memories. Yes, the Mills Brothers are back...and newly recorded for your greatest pleasure.

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Each record is manufactured of the finest grade of pure vinyl and produced in exclusive Longines Symphonette "Living Sound" fidelity. You would expect to pay as much as \$24.70 for records of this quality if they were available in any fine record store. Yet, you pay just \$5 a month until the low, low Longines Symphonette price of only \$14.98 (plus modest postage and handling) is paid. This is a rare value in these days of rising costs.

Send No Money—Just Return The Card Or Coupon For A Listening Experience You Haven't Enjoyed In Years!

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Stereo Bargain: just 40¢ a record more.

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Beer Barrel Polka
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Mr. Sandman
Dinah
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Only A Rose
Moon River
My Silent Love

Up the Lazy River
Let Me Call You
Sweetheart
South of the Border
The Last Roundup
Wagon Wheels
Honey Suckle Rose
Confess
Moonlight and Roses
Anytime
Big Bouquet of Roses
60 Seconds Got Together
There Goes My Heart
Tonight You Belong To Me

Paper Doll
There's Danger In
Your Eyes, Cherie
Me and My Shadow
Music, Maestro Please
Oh, Mama
Everybody Loves My Baby
Yours
Stardust
Moonglow
You Are My Sunshine
Solitude
Amor

You Always Hurt
The One You Love
Mood Indigo
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I Confess
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And Promptly Stop Itching,
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In case after case doctors proved, while gently relieving pain and itching, actual reduction (shrinkage) took place.

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Many wearers of false teeth suffer embarrassment because their plates drop, slip or wobble at just the wrong time. Don't live in fear of this happening to you. Just sprinkle a little FASTEETH, the alkaline powder, on your plates. FASTEETH holds false teeth firmer so they feel more comfortable. Helps check "denture breath." Dentures that fit are essential to health. See your dentist regularly. FREE! For a sample write to FASTEETH at 104 Wall Street, Binghamton, New York.

Free Reprint Directory of School & Camp Announcements for 1968

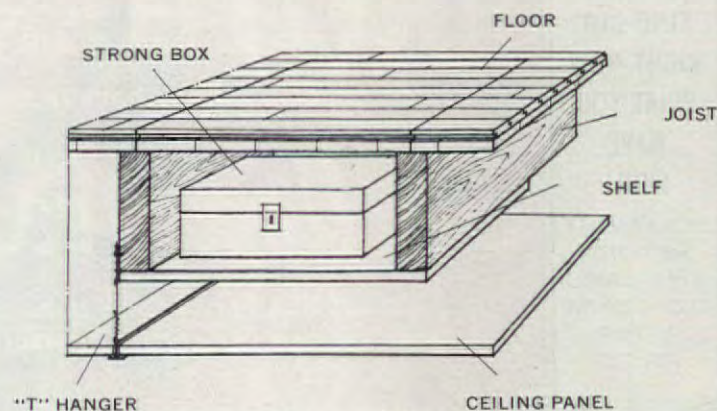
For your copy of this informative directory of schools, colleges, camps, home study programs, plus educational travel, write to *Holiday School & Camp Directory*, Special Advertising Sections, 641 Lexington Ave., New York, N.Y. 10017



NEW PRODUCTS
By ARTHUR J. MAHER

MAINLY FOR MEN

Foiling burglars is becoming the nation's favorite indoor sport. Latest trick we've seen was suggested by Conwed Ceiling Products. They suggest that for extra security, you put your safe or strong box above a suspended ceiling. It's easy to do (see drawing, below), and makes a lot of sense. Since the panels in a suspended ceiling are movable, access to the safe is quite easy. Yet, a crook would have to look all night to find it—unless he's a friend of yours.



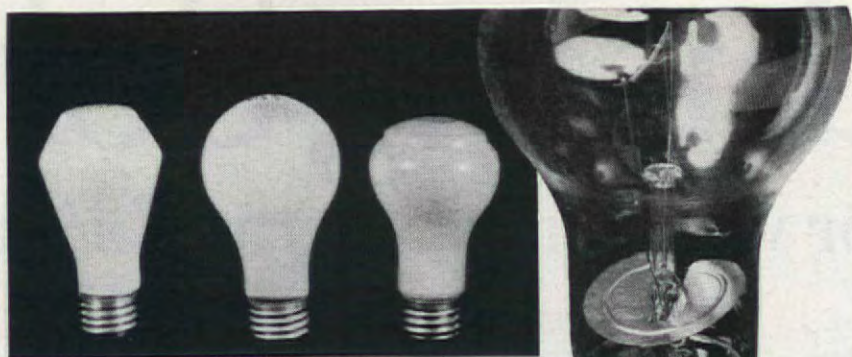
By adding a cleverly designed carrying case, Stanley has made its Rout-About home craftsman's router into two machines. The case



converts into a table. Mount the router head under the table and you have a shaper for cutting grooves, bevels, decorative edges, and molding. Simplifies precision work. Entire kit—router, router guide, carrying case, fence (for guiding shaper cuts) and one cutting bit—costs about \$45. Case alone is available for \$12.50.

The 12-foot width of Armstrong Cork Company's Castilian flooring lets you cover most floors without seams. The occasional seam needed in very large rooms requires only a four-inch band of adhesive. Balance of the floor needs no adhesive at all. The clear vinyl top of this material is tough and scratch resistant. The foam backing is comfortable and quiet underfoot. Bends easily for lining up, cuts readily with knife or shears. Costs about \$4.50 a square yard.

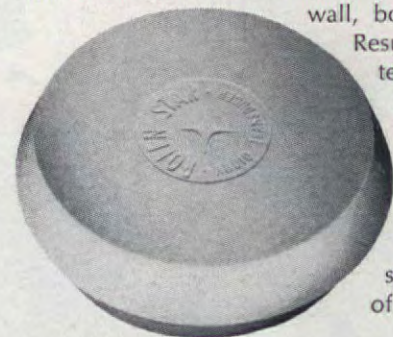




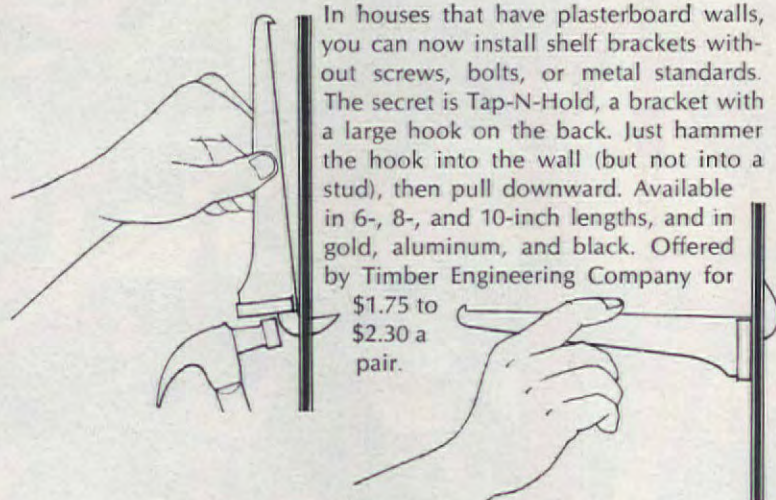
More or less simultaneously, Westinghouse and Duro-Test Corporation have introduced incandescent light bulbs that last longer than ordinary bulbs, are smaller than standard types, and give more light. They contain Krypton gas, instead of the Argon normally used. The Krypton lets the filaments burn brighter while deteriorating at a slower rate.

The new bulbs are shown above, Duro-Test on the right, Westinghouse on the left, a standard bulb in the center. All are rated at 100 watts. Reflector in base of Duro-Test (large photo) improves light output, cools the base. Duro-Test offers its bulbs in 60- and 100-watt ratings for \$1.29. They should outlast regular bulbs by three-and-a-half times. The Westinghouse bulbs, lasting half again as long as regular bulbs, should sell for around 55 to 65 cents.

The device shown at left is not a giant aspirin, but a transducer. It connects to your hi-fi set like a speaker, and is then mounted on a wall, bookcase, ceiling, floor, window.



Result: the object to which it is fastened becomes a huge speaker, filling the room with ethereal music. The Rolon Star Audio Transducer is available from Rolon Electronics at \$39.95 or two for \$75. Hookup is very simple and does not require special tools or a great knowledge of electronics.



In houses that have plasterboard walls, you can now install shelf brackets without screws, bolts, or metal standards. The secret is Tap-N-Hold, a bracket with a large hook on the back. Just hammer the hook into the wall (but not into a stud), then pull downward. Available in 6-, 8-, and 10-inch lengths, and in gold, aluminum, and black. Offered by Timber Engineering Company for \$1.75 to \$2.30 a pair.

If you've worked with epoxy adhesives, you'll be glad to hear that Devcon Corporation has developed one that sets in five minutes. Most epoxies take a day to set. While it's not the first quick-setting epoxy on the market, the manufacturer says this one does not sacrifice part of its strength. The sample we tried seems to live up to expectations. However, you can't be as leisurely with this product as you can when using slow-setting types. Other advantages of 5-Minute Epoxy are the ability to set at low temperatures and/or to set under water. Sells for \$1.25.

In case the autumn chill hasn't already told you, it's time to put away your outboard motor, power mower, or golf cart for the winter. A liquid called Sta-Bil will save you the job of draining gas tanks. Add one ounce to each gallon of gasoline and you can leave the tanks filled for up to 12 months without startup problems. Gum and varnish won't form in the fuel system. Available from boating supply dealers, or from Knox Laboratories. Priced at about \$2.60 a half pint, \$5 a pint, \$7 a quart.

All prices approximate.

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Carpets for what are you crazy? Put a

Now finally at last there is a carpet you don't have to be crazy to buy. Called, of all things, Soft Hard Floors from Lees.

Soft Hard Floors were built to replace hard hard floors. In playrooms. Kitchens. Kidsrooms. On stairs. All those places you didn't dare put a carpet before.

Soft Hard Floors are not your plushy living room kind of carpet. These are super carpets. Super strong. Super tough. Super dense. Just try putting your fingers in our Soft Hard Floors, you'll see what we mean.

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NABISCO



It's uncanny

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Only Nabisco makes cheese-in-a-can. Delicious pure pasteurized processed cheeses. Cheddar, American, Pimiento, Cheddar-Blue, Pizza and French Onion. So good, you'll never guess SNACK MATE came from a can. SNACK MATE Cheese Spread. It's uncanny.



THE MOST FROM YOUR AUTOMOBILE

By WILLIAM J. TOTH

NEW CARS FOR '69

The "new car year" always arrives early and it's here already. And this is the year the manufacturers hope to sell over 10 million cars. They have lengthened some, shortened some, added accessories, added safety devices, improved riding and handling qualities, and met government standards—all with the hope that you will trade or buy.

Generally, the full-sized cars will undergo restyling and the body shells will remain basic through 1971.

With one foreign car import selling over a half million cars, Detroit has become concerned about meeting the challenge of the smaller-than-compact market. Ford will market its answer in the spring. Presently called the Delta, it will meet the small-car imports in price and size. General Motors will not be far behind.

Following is a rundown on some of the significant changes:

AMERICAN MOTORS

The big change in the Ambassador last year was making air conditioning standard equipment. Again this year, with an improved unit, it will be standard. Four inches have been added to the wheelbase and the width has been increased to 60 inches. With dual horizontal headlights, individual reclining seats, and all new front, the Ambassador should attract many new friends.

The Rebel has discontinued its convertible. Its size remains the same. The grille has been refined and the handling has been improved with better steering linkage.

Both the Ambassador and Rebel station wagons will fea-

ture the dual-opening action allowing the tailgate to be lowered or opened as a door.

The American series will be called the Rambler and, to maintain the policy of giving the series continuity in styling, will make few appearance changes. Even so, many less obvious improvements have been made. For added visibility at night both headlight and parking lights can remain on together. Also the accelerator has been suspended from above, eliminating a dirt catcher on the floor.

The Javelin has added a new grab handle on the instrument panel to help you getting in and out. Generally it has not changed.

The AMX will remain basically the same in style and design. Since it is produced in limited quantity, it will be hard to buy.

CHRYSLER CORPORATION

The Valiant and Dart compacts, while waiting for major changes in 1970, will undergo minor changes in grille and tail-lights. Although side vent windows are disappearing, Dart will retain them for 1969.

The Dodge Charger will remain much the same except for a grille change similar to AM's Javelin.

Dodge is also considering a sports car in the future that will use the Barracuda body. Chrysler has not attempted to enter the sports-car market seriously, although they have doubled their sales in the overall market to 18 percent in the last few years.

The Coronet and Satellite will change very little.

The Road Runner and Barracuda have made refinements. The Road Runner has added a convertible. The Barracuda will undergo a major change in 1970.

Contrary to recent style trends, the Imperial has reduced its wheelbase by three inches. It will be rounded off in places to eliminate the Lincoln-like boxiness. Hidden headlights will remain stationary while the covers move.

Chrysler's "new" hidden windshield wipers are identical to GM's. They are also painting them to reduce glare.

Perhaps the biggest improvement in Chrysler product station wagons is the combination dual-action tailgate and wash-and-wipe rear window. This means the tailgate can be opened like a door or lowered like a tailgate, and by lowering the window into the door it can be washed and wiped clean in one action.

FORD MOTOR COMPANY

The Mustang has increased the length up front and has added dual lights. Two models have been added—the Grande and the Mach.

The Fairlane and Falcon will enjoy minor appearance changes and numerous improvements.

The Torino and Montego will remain about the same.

The full-sized Mercury Marquis has grown five inches and will closely resemble the Lincoln in general appearance.

The Ford Galaxie has increased its interior room by adding inches to its wheelbase. The new instrument panel in this big Ford will attract much attention. The instruments are clustered closely around the driver giving it a spaceship appearance.

The Ford Station wagons, retaining the dual-opening tailgate, now have a tailgate that operates as a door while the rear window is up. The wagon will have more room in it with a new plastic fuel tank molded to fit under the car.

The Lincoln will retain its luxury appeal while making only minor changes, adopting lines of the new Continental Mark III in many cases. The Mark III will remain the same.

The Thunderbird will not change drastically in appearance but look for startling new items such as a nonskid device, electric rear windows, concealed radio antenna, electronic speedometer, and a speed control system.

The Cougar has grown a few inches and now introduces a convertible.

GENERAL MOTORS

The Corvair will not change nor will it be discontinued just now.

Generally the intermediates of Buick, Chevrolet, Oldsmobile, and Pontiac will change slightly while awaiting bigger changes next year.

The Firebird will remain about the same with rubber bumpers front and rear. For the Camaro, minor changes.

The big Chevrolet will change. With the roof line the same, the lower part will take on the appearance of a torpedo with large blisters over the wheels. The taillights found in the rear bumper this year will be placed above it in '69.

The Pontiac Grand Prix will continue to add really new ideas with rear window decifiers built into the glass and a radio antenna hidden in the windshield pillar. Door han-

dles will be flush with the outside surface.

The Oldsmobile changes will not be apparent to the eye. The Toronado will have grille and taillight changes. The Riviera will also.

As usual the Cadillac will change only slightly.

The Corvette will remain the same

with only minor changes in ornament.

General Motors cars above the intermediates drop side window vents.

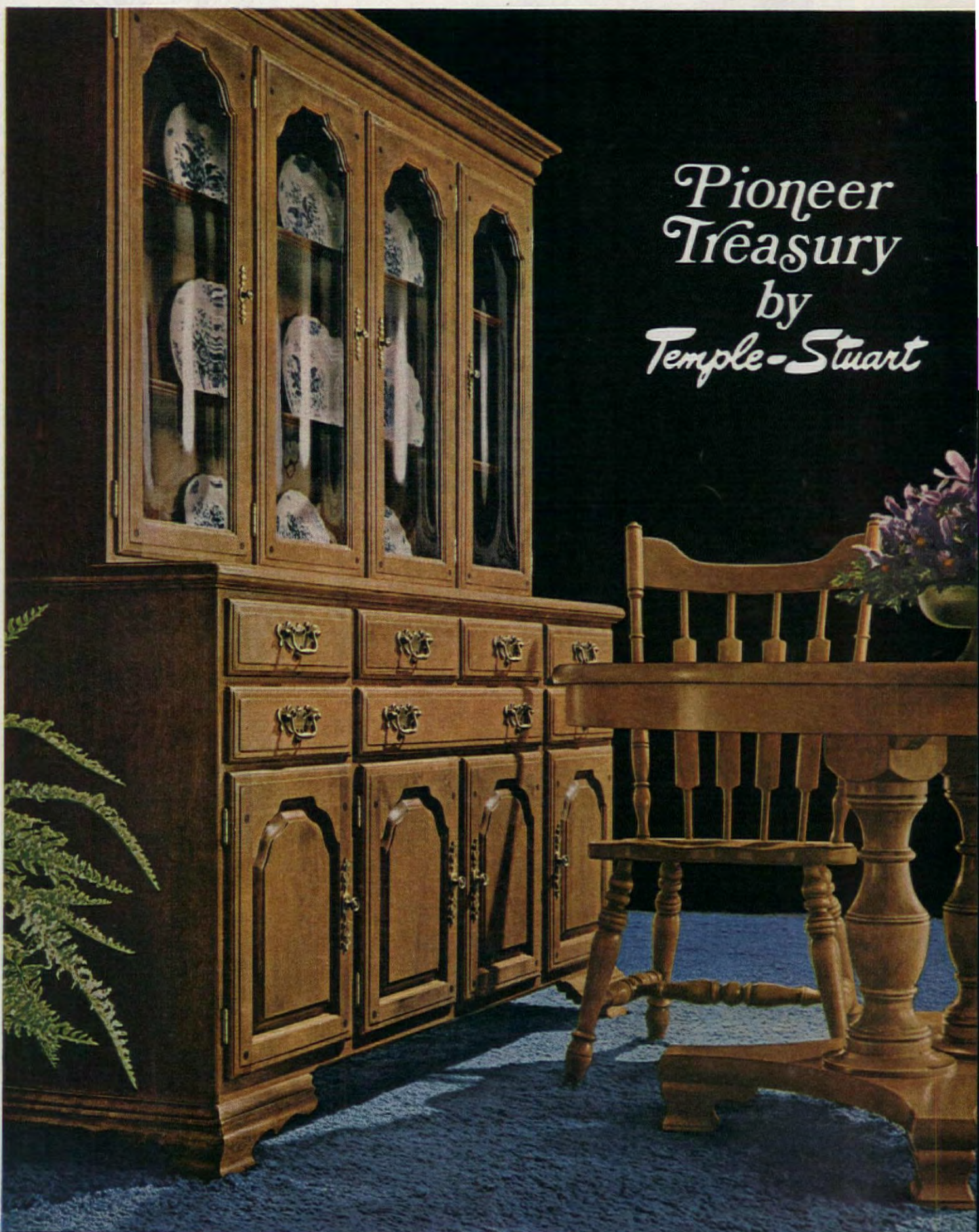
PRICES

In 1968 the prices rose with the addition of safety equipment and there was a second attempt to raise prices in January. In all probability there will be a

rise of 3 to 4 percent. In January when more federally mandated safety equipment must be added to new cars, probably another price rise will be asked. On January 1st all new cars must have a head restraint installed on front seats to help minimize whiplash.

Mr. Toth is a professor at the Center for Safety Education, New York University

Pioneer Treasury by Temple-Stuart



Bold and strong, yet elegant in every detail . . . this is Pioneer Treasury by Temple-Stuart. Noted designer, Nicholas DeVries, has skillfully combined a feeling for the old with the needs of the new in creating this distinctive furniture.



TEMPLE-STUART COMPANY, Dept. AM710, Baldwinville, Mass. 01436
Please send me your booklet showing the entire Early American Pioneer Treasury Collection. Enclosed is 25¢.

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Address _____
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Tried everything and still can't get your dishes spotless? Try Jet-Dry.



Jane Kean, featured on "The Jackie Gleason Show"

Spots are formed by slow, uneven drying in the rinse cycle of your dishwasher. And changing your detergent may not help you. No detergent even gets into the final rinse cycle. That's where Jet-Dry comes in.

Jet-Dry is not a detergent. It's a rinse agent that works in the rinse cycle and helps dry dishes so fast, so evenly, spots can't form. Jet-Dry: The thing to try after you've tried everything.

SOLID JET-DRY
For dishwashers
without rinse
injectors



LIQUID JET-DRY
For dishwashers
with rinse
injectors

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HEALTH IN THE HOME
By ANNETTE FRANCIS BENJAMIN

THE VERY COMMON COLD

Colds are the most common illnesses afflicting mankind. Every year in America approximately 227 million sufferers of the common cold seek medical care or are forced to restrict their usual activities for at least one day. (This tremendous number includes the many people who have more than one cold per year.) Unfortunately, an effective vaccine or cure for the common cold may be years away, for a cold is not one simple or clear-cut disease but a complex of symptoms and signs. They are most often caused by man's tiniest enemies—viruses.

CATCHING A COLD

Some myths surrounding the causes of colds have been dispelled in recent years. There is no proven evidence that we catch a cold by sitting in a draft or by living in a cold climate, but there is evidence to show that we acquire the viruses from other human beings who spray them in the air by sneezing, coughing, and even by talking.

Colds are mild manifestations of a large number of many different infecting agents that in certain individuals may produce more severe symptoms including laryngitis, bronchitis, or even pneumonia or encephalitis. These infecting agents include the influenza viruses and their cousins (known as parainfluenza viruses), Coxsackie and ECHO viruses, and the more recently discovered group called rhinoviruses. The same kind of virus can produce different symptoms in different individuals, while different kinds of viruses can produce identical symptoms.

Children tend to have many more colds than adults and keep them for longer periods

of time. An uncomplicated cold in an adult should not last longer than three to five days, while children can have sniffles much longer.

HOW TO TREAT A COLD

The old question of whether or not to stay in bed during the course of a cold is still being debated by medical authorities. However, if your oral temperature goes up to 100 degrees, you would most likely feel ill enough to want to stay at home, if not in bed. Common-sense health rules should be applied when you have a cold: Get adequate rest, drink plenty of fluids, and avoid alcoholic beverages and smoking. Smoky, crowded places should also be avoided.

If your nose is runny, try to sniff in instead of blowing your nose. If you do blow, do it gently and close only one nostril at a time. Should the outside of the nostrils become sensitive or peel, rub the skin with cold cream or petroleum jelly.

Some people feel that an antihistamine taken at the very first sign of a cold prevents it from developing. While there is no scientific proof of this, an antihistamine during the course of a cold usually helps reduce the amount of nasal secretions and minimizes the annoyances of a runny nose. Aspirin may be taken to relieve headache or a sore throat, and to reduce fever. Nasal decongestants, drops or sprays, often bring relief to the person whose nose is stuffed up.

Do not take any antibiotic preparations unless specifically instructed by your physician. Antibiotics are of little or no use against a primary virus infection and are helpful only in combating bacterial complications of colds.

In the absence of fever, bathing is permissible. However, in the active stages of a cold, it is important to avoid extremes of temperature, swimming, and airplane travel.

WHEN TO CALL THE DOCTOR

- Be sure to call your doctor if:
- You have a sore throat that is not typical of the kind you get with your usual cold.
 - Your throat is red or if it has patches of white or yellow.
 - You have an unusual cough, shortness of breath, unusual headache, an earache, a toothache, sinus pain, or a rash.
 - Cold symptoms persist.

Mrs. Benjamin is co-author with her husband, Bry Benjamin, M.D., of *In Case of Emergency* (Double-day; paperback, Pyramid).

This is an actual unretouched photo of the ugly things you find in the cleanest homes



Odors and germs.

Lysol Spray kills the ugly things you can't see. It kills every kind of odor. Clears the air of cooking odors. Musty odors. Odors caused by germs. It doesn't cover them up. It doesn't leave a telltale odor of its own. Lysol Brand Spray Disinfectant kills germs on household surfaces, too. Germs you can't see. Staph and strep germs—even flu virus. It does more than the sprays that just cover up odors. That's why more people use it than any other spray. It makes your house smell as clean as it looks.

A little Lysol Spray makes things a lot nicer.



It kills many disease germs like staph and strep.



Clears the air of ugly odors.



Prevents mildew—kills athlete's foot fungus.



Lysol Spray—for the invisible world of odors and germs

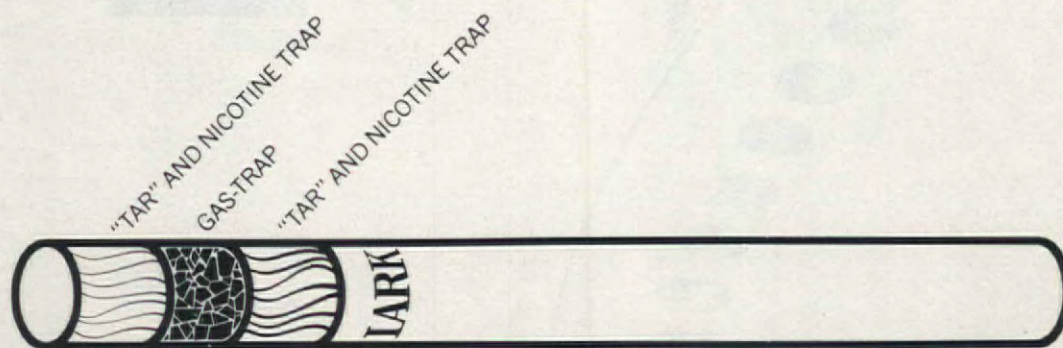


© 1968 Lehn & Fink Products

There's more to cigarette smoke than "tar" and nicotine.

For years, smokers have been told only about "tar" and nicotine. Now science and medical researchers report that this is only part of the story. Actually, most of cigarette smoke is made up of gases — certain of which are harsh.

That is why Lark developed the Gas-TrapTM filter (U.S. Pat. 3,251,365). It reduces certain harsh gases more effectively than any



That's why Lark invented the Gas-TrapTM filter.

other filter on any other popular brand. It also reduces 'tar' and nicotine. You can actually taste the smooth difference this unique filter makes.



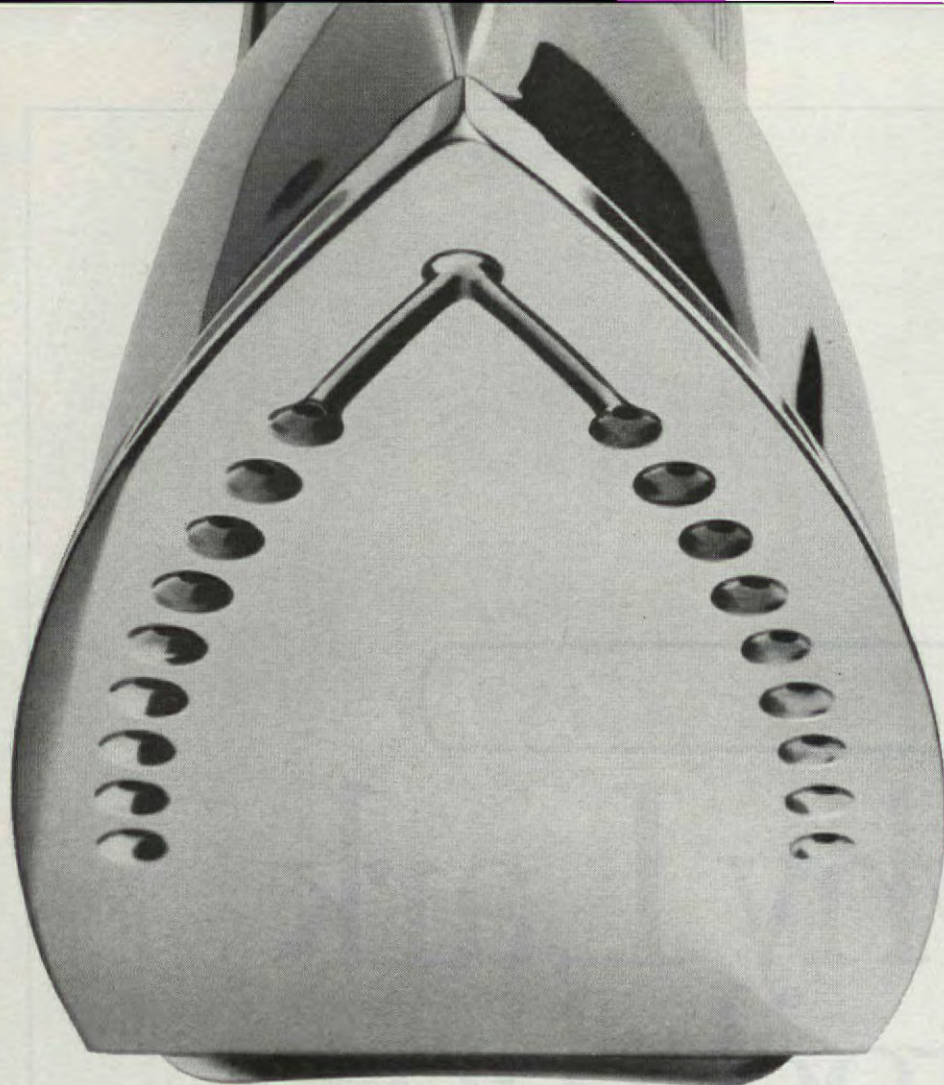
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Only Lark
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Think
about it.



Toastmaster introduces the stainless steel iron

Our new Toastmaster iron is super-smooth because it has a stainless steel sole plate. (Stainless steel is the hardest and smoothest metal ever used on an iron.)

It makes any ironing load you've got a cinch. There's no coating to wear off, starch rarely sticks to it, and zippers or buttons won't scuff it. And because it's so hard, and so smooth, it won't snag the most delicate fabrics, even after long use.

Eighteen holes distribute steam with

enough pressure to penetrate the fabrics. (Any more holes and the steam pressure would be reduced.) Other features include comfort-grip handle, thumb rest, water window and foolproof up-front steam, and fabric selector controls.

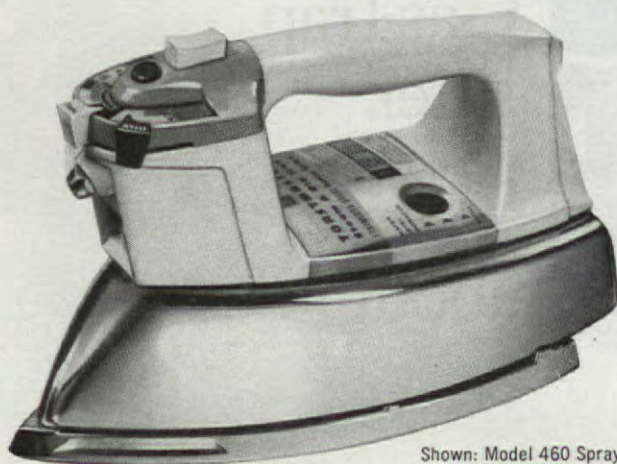
We think our new Toastmaster stainless steel iron is a tremendous buy. Once you've tried it, we think you'll agree.



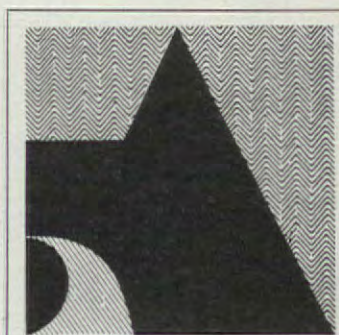
TOASTMASTER®

Division/McGraw-Edison Company/Elgin, Illinois 60120

for smoother, easier ironing.



Shown: Model 460 Spray/steam-dry iron in beige tones.
Model 430 steam-dry iron in avocado also available.



THE FAMILY PET

By PATRICIA O'KEEFE

PET FABLES AND FANCIES

Folklore abounds with pet superstitions. Step on a cat's tail and it will take you a whole year longer to catch a husband. If you find a black cat with just one white hair and pluck it out without being scratched, you'll be very rich or very lucky in love. When a dog eats grass it's a sign a storm is brewing. If the cat yawns on Halloween, watch for an unusual opportunity to come your way. And if he sneezes on a wedding day the bride will be blessed with good luck.

We laugh at such quaint notions, but some equally unfounded ideas about dogs and cats are often repeated as if they were true. Here are a few pet fables—and facts.

- A healthy dog has a cold nose. A dog's normal temperature is about 101°. Moisture and cooler air may make his nose feel cold, but if you suspect your dog may be ill, don't feel his nose, take his temperature.

- You can't teach an old dog new tricks. An older dog is usually set in his ways. Nevertheless, if you decide Rover needs obedience lessons, don't let his age deter you. At a recent dog show, a 12-year-old dog won his third obedience degree. His owner, by the way, was 84.

- Milk is a cat's favorite food. Once grown out of the kitten stage, many persnickety pussies turn up their noses at milk. Some cats can't digest milk. The nutrients in milk are available in other foods your cat may like.

HOUSEBREAKING

- Rubbing his nose in the mess will quickly housebreak a cat or dog. Expert trainers don't agree. They say this kind of discipline simply frightens and confuses a young pet. A kitten rarely needs

more instruction than being placed in a litter box a few times. A puppy should be confined to a paper-covered area in an uncarpeted room. If he is taken outdoors regularly and frequently, he'll learn to control his elimination as he tries to keep his own den clean. It does no good to punish a pet for a toilet training mistake long after it has happened. He won't associate the punishment and crime.

- Fleas don't hurt a dog; all dogs have them. Fleas and other parasites—lice, ear mites, and ticks—are dangerous. They can carry diseases. The itching they cause may make a dog scratch so hard, he has open sores and bare patches of skin. Get rid of parasites; prevent reinfestation.

- A dog instinctively knows when a person cannot be trusted. Stop and think of all the disreputable characters you know who own devoted dogs.

- Spaying or neutering a cat or dog causes it to be fat, lazy, and dull. Other than putting an end to interest in the opposite sex, spaying or neutering does not adversely affect a pet's personality or health. Adult pets, altered or not, become fat and lazy if they are habitually overfed and underexercised.

BALANCED DIET

- Dogs and cats are carnivorous, so all they really need to eat is meat. A dog or cat needs a balanced diet—one that contains the proper proportion of protein, carbohydrate, fat, vitamins, and minerals. Meat supplies good proteins and other nutrients, but it does not provide a balanced diet.

- A dog's teeth are naturally clean. Heavy accumulations of tartar on a dog's teeth often cause bad breath, painful gum infections, and loose teeth. You can clean your dog's teeth with a damp washcloth dipped in baking soda or salt. Chewing hard biscuits, synthetic bones, or chew toys made of digestible nonsplinterable material help.

- A dog with a black mouth is a purebred. A black mouth is simply an inherited marking.

TEMPERAMENT

- Mixed-breed dogs are smarter and healthier than "high-strung" pure breeds. Heredity has a great influence on the personality, intelligence, and health of every dog. Hounds, for example, are more placid than terriers. Big dogs are generally more dignified and calm than little ones. A mixed-breed dog can be a lovable, intelligent, healthy pet, but he doesn't have a corner on all these virtues.

The frog collector's mother was hopping mad!



But even tough dirt can't hide from Intensified Tide.



Now she's one jump ahead on washday since she discovered Tide packed inside her new Speed Queen washer. Speed Queen packs Intensified Tide in every new automatic washer.



Look for the SILVER LINING
(Lifetime Stainless Steel)

The Speed Queen stainless steel tub is ideal for laundering all fabrics, especially "durable press."

- It's rust-proof, chip-proof and super smooth.
- Speed Queen washers also have a special "durable press" cycle and fully flexible controls to solve all your washday problems.

Tide has agreed with washer makers to supply Tide samples packed by them and to feature their washers in Tide advertising.

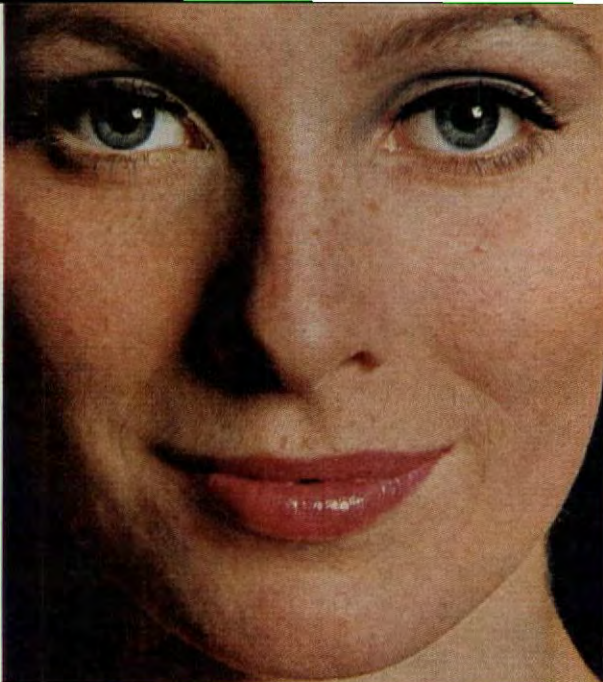
The makers of 25 leading washers pack Tide in every top-loading automatic.



Waltz through washday with Intensified Tide and a new SPEED QUEEN washer

FALSE LASHES MADE EASY

Should a homemaker wear false eyelashes? What a question! Of course you should! In a day when thick, long lashes are no longer a matter of heaven-sent luck, and every woman can fringe her eyes with flattery, are you really willing to leave all this glamour to other women? We hope not! Next question: Can you learn to put on false lashes? Yes! It takes practice, but it's not that hard. And we're going to show you how, step by step. But first you should know that false eyelashes come in all kinds of thickness and length, and that the best kind for daily use are the



medium, believable kind—not too heavy, too thick, or too dark. What you want, of course, are lashes that look homegrown. The ones we demonstrate with here are Natural Heavy Lashes in brown, by Andrea, made of European natural hair, and packaged with a tube of surgical adhesive. They cost six dollars, and are widely available in drugstores and in many department stores. Now! Assuming that you have your lashes and you're ready for a trial run, assemble your tools. You need a wooden pick, tweezers, manicure scissors, and a mirror you can prop or swivel to a 45-degree angle. And of course you need a good, strong light. Preliminary practice: For your first trial run, skip the adhesive and concentrate on positioning and trimming. The bit of adhesive that holds the lashes to the package will be enough to make them cling for your practice run.

1 Get clearly in mind which is the left lash and which is the right, because they are different in shape. As you face the package, the lash on the left is for your right eye. You can start with either one.



2 Remove one lash from the platform with a tweezer. Grasp outside corner gently and carefully peel off in a lifting motion. Never handle lashes roughly—they're delicate, like your own.



3 Hold lash at both ends with fingers. Curve into a horseshoe shape and flex it a few times. This conditions and encourages it to follow

natural curve of your lid more readily. Grasp lash at outer, thicker end. Hold arm parallel to shoulders and raise lash above eyebrow level. Then bring it down with an inward motion, as shown in following photos.



Don't look at false lash, look at lid where you want to touch it down—a little out from the inner corner of your eye where your natural

lashes begin. Position mirror so that you get a clear downward view, angle lash as shown.



5 The last two techniques are worth special practice because they are the key to putting on false lashes quickly and easily. The big

thing is to start with the lash held high above the eye, in a position parallel to shoulders, so that you apply it in a downward motion, and to keep your gaze riveted on the right spot on your lid, not on the lash. With enough practice, you may even be able to apply lashes as models do: A quick swoop down, an accurate touchdown, a fast tapping into place.



6 It is important to start your lash at the right point so that the thickest and longest part falls where your natural lashes thicken.



7 Touch down the lash and press with index finger of opposite hand. A light, firm pressure is all you need to anchor it.

8 But don't let go with other hand. Now, with index finger still pressed at corner, use other hand to drape lash along lid line with quick downward motion.



9 Aim at placing edge of lash as close to natural-lash roots as possible. If you don't at your first attempt, quickly lift up part of lash, keeping inner corner anchored with index finger, and reposition.



10 Now press entire edge of the false lash firmly against your lid.



11 At this point, you are wearing one false eyelash, and you ought to be feeling glamorous already. Now decide how much your lash needs trimming.

Open your eyes wide and look upward at the underside of the lash. If outer corner extends markedly beyond corner of natural lash, it needs trimming. Take a good hard look to determine how much needs to come off. Then peel off lash, holding at outer corner. (See photo at right, second from bottom.)



12 Keeping in mind how long your false lash is, snip off excess with manicure scissors. Cut cautiously, a few hairs at a time. Hold lash against lid to

check length, then cut more if necessary. Cut only from outer thick edge, never from inner. At this point you have applied, trimmed, and fitted one false lash. Now repeat the whole thing with the other lash. If you are right handed and started with your right lash, you may find the left lash a bit more awkward. But don't attempt to put on your left lash with your right hand. Practice makes it easier. Busy as you are, this dry run is probably all you'll have time for the first time you try. But if you're as thrilled as we expect you to be—you'll be dying to get to the next session, this time with adhesive.

The thing you must keep in mind about adhesive is that you need use only a tiny amount—hardly more than a pinpoint's worth at a time. Using too much is a common mistake. And because adhesive dries in about sixty seconds, you must work quite quickly once you have applied the adhesive to the lash. It won't stick if it is allowed to dry.



To apply adhesive, squeeze a little from the tube onto the plastic platform. Dip wooden pick (left, above) into adhesive so that you have a small amount on the tip. Now pick up lash and hold vertically (top right, above) so that you are holding it by open end of lash, with strip directly above. Quickly run pick along top strip to coat evenly with adhesive. Then, following steps above, quickly apply the lash to your lid, first positioning inner corner. You will find that the adhesive helps lash "drape."



Compare "naked" eye with eye wearing false lash above!



To remove lashes, grasp at outer end, peel inward. After each wearing, remove adhesive with tweezers or fingers, starting in middle and peeling toward the ends. When you get the hang of it, adhesive will usually come off in one unbroken strip. You'll be surprised at how quickly you get to be good at putting on lashes. To



keep them clean and soft, soak them in lash cleanser occasionally. Always store on platform. As for eye makeup, apply shadow before fake lashes, eyeliner after.



The healer:

**Guaranteed to help heal
the worst dry skin in 8 days
or your money back**

Jergens Extra Dry Skin Formula is not an ordinary lotion. It's an extra rich, extra strength, dry skin treatment that actually helps heal rough, dry, even cracked skin. Goes to work instantly—guaranteed to help heal in 8 days or your money back. If you have extra dry skin on hands, elbows, ankles, face, anywhere, bring it to the healer.

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It's our Antique Brick vinyl floor.

Which looks more like brick and feels less like brick than any other vinyl floor.

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We put a completely separate layer of vinyl foam right below the top surface. Which makes it more comfortable to walk on. Quieter to walk on. And gives it a nice feeling of warmth.

Then there's the reason it looks more like brick.

We make our patterns the way many of the finest art reproductions are made, using an intricate process called gravure. The usual way of making vinyl flooring is just to compress filled vinyl particles together.

(Incidentally, this also makes our floor easier to clean. Because the top surface, instead of being vinyl particles, is a clear nonporous sheet of vinyl. Which wipes clean as easily as a window.)

Now that you know all about soft brick, you might also like to know we make soft marble, soft flagstone, and many other soft floors. All of them as authentic-looking as this one.

You can see them, as well as our other Luran® vinyl floors, at your GAF flooring dealer (all in 6-ft.-wide seamless rolls). See the yellow pages, under "Floor Materials," and look for Ruberoid® Vinyl Flooring.

If looking at them doesn't convince you to buy one, squeezing them will. For literature, write GAF Corporation, Floor Products Division, Dept. AH 10, 140 W. 51 Street, New York, New York 10020.



Ruberoid Floor Products



And that's not all. Dobi covering of sturdy Myl soft foam. There's no splinter or scratch.

Hardworking but cient but kind to ha used on almost any ware. Tile. Glassv ramic work. Chin it, Dobie cleans it

For example, y pots, Teflon p sheets. Pots with outsides made Dobie works o too. You'll be s can be - an scratchless.

Take tile. Y your house. D in your kitch board of thi rial. Your b and Dobie is it. It takes bathtub, or t cabinet. Dob and perfectly wonder how without it.

And that's covering of st soft foam. Tl splinter or sc

Hardworkin cient but kind used on almost ware. Tile. Gl ramic work. Cl it, Dobie cleans

For example, pots, Teflon p sheets. Pots with outsides made Dobie works on too. You'll be sur can be - and s scratchless.

Take tile. You h your house. Dobie v in your kitchen if y board of this ver rial. Your bathro and Dobie is a rea it. It takes no eff bathtub, or the show cabinet. Dobie is ver and perfectly safe. Af wonder how you ever without it. Dobie has a soft foam. There's no metal splinter or scratch.

Hardworking but scratchle cient but kind to hands, Dobie used on almost any surface. Er ware. Tile. Glassware. Mirror

dobie[®] cleans **TEFLON*** and **TILE** and **CERAMIC** and **SUEDE** and **GLASSWARE** and **CHINA** and **POTS** and **PANS** and



Suede. You name Carefully. You can clean Teflon ns. Teflon baking i Teflon interiors and of other materials. n the other material, surprised how tough it d still be gentle and

You have lots of tile in Dobie will clean off the tile hen if you have a serving is very decorative mate-bathroom has lots of tile is a real whiz at cleaning es no effort to clean the or the shower walls or a tile Dobie is very efficient on tile actly safe. After awhile you'll now you ever got a tile clean it.

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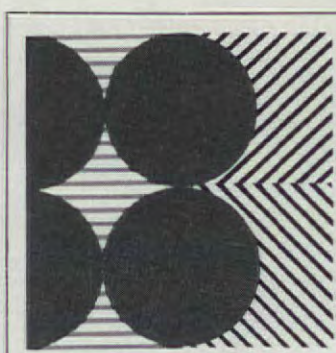
working but scratchless, effit kind to hands, Dobie can be almost any surface. Enamel- tile. Glassware. Mirrors. Ce- work. China. Suede. You name e cleans it. Carefully.

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You have lots of tile in Dobie will clean off the tile hen if you have a serving is very decorative mate-bathroom has lots of tile a real whiz at cleaning



By A. M. WATKINS

PROTECT YOUR HOME FROM THEFT AND BURGLARY

The young mother saw a car with two men backing out of her driveway when she returned home from a morning of shopping. She thought at first that they were using her driveway for a turnaround, she later told police.

She soon realized otherwise. Her house had been ransacked. The men had taken the family's new color TV set, radios, a variety of small appliances, the woman's silverware, her husband's golf clubs, and saddest of all, three pieces of irreplaceable heirloom jewelry that had been left to her by her grandmother. In all, it was a \$4000 loss (only about half covered by insurance).

Her family's loss was just one of some one and a half million burglaries (a record* number) reported in the United States last year. Burglary is now, in fact, the nation's number one serious crime. It is also the fastest growing crime.

A burglary, by the way, is defined as "unlawful entry with intent to steal, even though no force is used to gain entrance." Robbery is defined as "the stealing or taking of anything of value from a person by use of force or the threat of force."

Last year burglaries of homes and apartments accounted for more than 50 percent of the nation's total burglaries. It was the first time ever that home burglaries exceeded the total of all other burglaries (stores, banks, factories, and so on). In addition, more and more thieves are systematically heading for the suburbs where the burglary rate is increasing the fastest. It is estimated that about one out of every 75 American homes will be burglarized this year. To be

realistic, therefore, nearly everyone should face up to the possibility.

How can you protect your family from home theft and burglary? Basic tactics follow.

DON'T INVITE THEFT

In other words, don't make it easy for thieves to steal from you. Police report that in about a third of all residential burglaries entry was made through an open door or window.

And a big-city detective, shaking his head in amazement (and in sorrow), tells about checking an apartment house in a section of his town where the tenants were clamoring for more police protection against burglaries. On checking apartments where nobody was home, he found six of the first 20 families had left for the day without locking their doors. Anybody could have walked right in.

In general, burglars do not make a target of a particular home or family. They usually work a whole neighborhood, looking for telltale signs of absence from home, such as mail or newspapers piled up in front or no lights at night.

A common giveaway is an open garage door with the car gone. That's the tip-off to a housewife out shopping. The empty garage is an invitation to theft, especially from nine to eleven in the morning, one of the peak periods for home burglaries.

Worst of all is leaving a note to the milkman, or any other deliveryman, saying that nobody's home.

If you're going away for more than a day or two, you should tell a few friends and neighbors to keep an eye on your house. Call off the milkman, paper boy, and have the post office hold your mail till you return. Arrange for someone to keep your lawn trimmed or your sidewalks shoveled in case it snows. Install a time light (\$10 to \$15 cost) that goes on at dusk and off later in the evening. Most burglars steer clear of any house that appears to be occupied.

Consider hiring a telephone service to answer your phone, since many burglars phone first to make sure no one is home. Ask the police to put your house on their official house-watch patrol.

Don't advertise that you're going away. Among other things, don't have your local society-page editor report, for the edification of one and all, that you're leaving for a glamorous Caribbean cruise, or for a month in the country at your family's mountain (continued)

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TO THE DEALER: When the terms of this offer have been complied with, this coupon will be redeemed for face value plus 2¢ handling. Any other application constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown on request. Customer must pay sales tax. Offer good only in U.S.A. Void if taxed, restricted or forbidden by law. Mail all coupons to Purex Corp., Ltd., Attention Dept. #13, Lakewood, Calif. 90712. Cash redemption value 1/20 of 1¢. Offer expires **June 30, 1969**. This coupon is non-assignable.

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New from Honeywell... the Thermostats for all seasons.

Total comfort begins in your home with a Honeywell thermostat. It's the symbol of finest quality. The new clock thermostat and the new Honeywell Round thermostat control heating in the winter, cooling in the summer... automatically. And they're

backed by over 80 years of Honeywell experience. So when you buy, build, or remodel your home, go first class... and feel comfortable about it.

Honeywell
AUTOMATION



The Honeywell clock thermostat automatically turns temperature down at night, up in the morning... you sleep cool, wake up warm.



Only Honeywell could improve on the world's most popular thermostat. The Round has taken on a newer, more handsome look—and it's more accurate than ever before.

PROTECT YOUR HOME

(continued)

cottage. Shrewd burglars watch closely for such notices to single out likely targets for a hit.

PROTECT YOUR HOME

When you move into a new house or apartment, put a new lock on the door so the old key can no longer

open it. Do the same if you lose a key in a purse or wallet with identification. Often you need have only the cylinder inside the lock changed to fit a new key. The cost is about \$2. And, when you leave your car in a garage or parking lot, do not leave the house key on the chain with the car keys. Aside from the risk of car theft, you invite thieves to duplicate your house key while you're gone

and get your home address through your license number. That's all they need to come calling.

Even maximum security measures will not necessarily keep out a really skilled professional burglar who wants to get in a particular house. It will, however, keep out many petty thieves who account for the great majority of home thefts. Experts in Los Angeles estimate that, in all, their

seven million population harbors about 10,000 part-time petty thieves, occasional crooks and burglars, 100 "really first-class burglars."

THE PROPER LOCK

Your door locks should be a kind that cannot be "loided," picked, or forced. A thief loids by slipping a celluloid card between the door and its frame to push back the latch of a simple snap lock (the most common kind on houses). He can't do it, though, if you have what is called a "dead bolt" lock. Get the new kind that automatically throws the dead lock into place when you leave, rather than one that requires double-locking with the key from outside.

Also try for a really good cylinder lock that is nearly pickproof. The only kind that is really pickproof is a combination lock with no keyhole for a "pick."

In addition to a dead-bolt lock, you may also need a second lock to make your door jimmy-resistant. You'll generally want a Segal type of lock that has vertical bolts and is made by a number of manufacturers.

If your door has a glass panel, a two-way chain lock is recommended. Otherwise, a burglar can break the glass quickly, reach in, and release the lock. A chain lock that must be key-opened from the inside, as well as outside, can foil him.

Next to doors, windows are the most common way of entry. Best defense here are metal blocks which keep the windows from being raised more than a few inches. Key-operated locks are also good, provided that the key is hidden nearby (out of reach of a burglar's long arm) so you can get out in case of fire.

WATCHDOGS, ALARMS

A good watchdog is one whose bark will wake up the whole neighborhood. To be sure, the very best professional burglars are often prepared to neutralize a fierce dog with, among other things, dog-repellant spray. A good watchdog can sharply increase your protection, however, against most other burglars.

What about an alarm system? You can get a battery-operated door alarm for as little as \$15 or \$20, a wired system protecting the main doors and windows of a house or apartment for as little as \$150 to \$200, and a full-fledged, no-holds-barred automatic electric alarm system for a whole house for \$1500 to \$3000, depending on the house.

The more expensive kinds are silent systems wired to a central alarm headquarters. They will bring public or private police to your place on the double. It can also provide a panic button to call for help in any conceivable kind of emergency such as a heart attack.

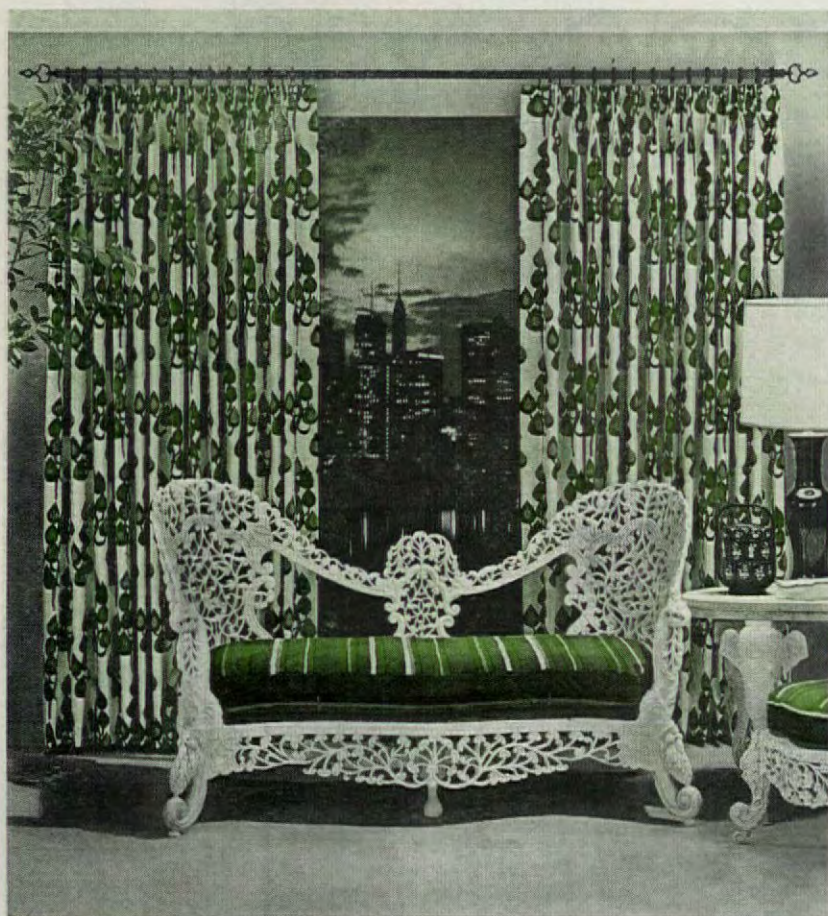
KEEP VALUABLES SAFE

You can better understand this advice by understanding how the professional burglar works.

This little power capsule has no moving parts.



It opens and closes draperies.



A lovely addition to any window treatment. "Electrac" sets offer a fine selection of styles and finishes to match or add contrast to your overall decor. Choose the Atavio style rod in Satin Black or Satin Bronze finishes, with distinctive Monterrey, Granada or Britannia finials. Decorative vinyl inserts also are available in solid colors or with woodgrain finishes. The power capsule is unobtrusive, neatly hidden from view.

Electrac^{*} by Kirsch

*The most amazing convenience
in the world of window decoration*

When you first see an "Electrac" traverse rod, you'll say, "This is for me." No more fumbling for draw cords lost in the folds of the draperies. No more tugging on the wrong cord. No more stretching over furniture to reach the cord. Simple, foolproof, "Electrac" rods can be used with almost any draw drapery arrangement, regardless of length. And it is the world's first practical household use of the linear motor principle and is self-contained, requiring no special motor installation. The power capsule—concealed in the track—is activated by magnetic power to open or close draperies smoothly and quietly. "Electrac" operates from a conveniently located switch and can be plugged into any household outlet with complete safety. And, the price is far more modest than you might think for so much convenience.

*Registered TM Kirsch Co. — U.S. Patent No. 3,374,823

Another innovation by

Kirsch
DRAPERY HARDWARE

For windows people care about

Kirsch Company, Dept. A-1068,
Sturgis, Michigan 49091

Please rush full information about your astonishing new "Electrac" traverse rods.

Name _____
Street _____
City _____
State _____ Zip _____

Control convenience

At the same time you turn off your alarm clock you can touch an "Electrac" switch and get a glimpse of the morning. Or, position a switch near a favorite chair or in any convenient wall location to control draperies for a single window or a combination of windows. You'll find "Electrac" traverse rods may spoil you—just a little.



Once inside a house or apartment (or hotel room), he goes right to the dressing room or the bureau in the master bedroom. He looks for a jewelry box on the bureau or dressing table.

He tries each drawer in turn looking for a locked one. He'll jimmy it open. If he gets to the bottom without finding a locked drawer, he opens each drawer on the way up, searching with his hand inside each for a box or bag of jewelry.

If still unsuccessful he goes to the closet and looks on the shelves. He looks around the closet and behind pictures in the room for a wall safe. He looks in the laundry hamper, the bedside table, and any other such place in the room. All this takes him no more than four to five minutes, and in the average house he usually will have the jewelry and possibly cash, too, in his pocket. By and large, that's all the professional thief wants. He wants to stir no suspicion by carrying bulky things out of the place.

It's the sneak thief, dope addict, or teenage punk burglar who is more likely to pick up everything in sight, such as radios, TV sets, small appliances, typewriters, furs and jewelry.

Police experts recommend that the best place for jewelry and other such valuables is in a safe.

"Put your mind to it and you probably can think of other hidden places for valuables. But don't put them anywhere you think of in the first ten minutes," says a top New York police inspector. "By that time you will have exhausted the most likely places that any thief worth his salt will think of. It will usually take at least ten minutes before you come up with a really good hiding place."

One of the best home safes for cash and valuables is a round-door, lug-type money safe set in concrete in the closet floor. But also use a special closet with a combination or Cypher lock (the kind used for government classified areas).

WHAT ABOUT INSURANCE?

If you have a typical homeowner's insurance policy for your house or the Homeowner's Tenant's policy for an apartment, you already have theft insurance. It generally provides adequate coverage for all ordinary household possessions but not necessarily for valuables such as furs and jewelry. Such policies generally insure you up to \$1000 for any single fur or jewelry

item. If you have the deluxe (Number 5 or C) Homeowner's policy, the insurance limit per item is actually only \$250 for each such item stolen. Homeowners' policies also provide limited coverage on such things as coin and stamp collections, cameras, musical instruments.

In short, if you have valuables of more than average value, you'll generally

want a separate theft policy for full insurance. A Personal Articles Floater (PAF) usually can do the job for you. It can be had to insure eight categories of articles—jewelry, furs, silverware, cameras, fine arts, sporting equipment, musical instruments, stamp and coin collections. The cost varies according to the items insured and such

things as where you live. You should consult a good insurance man.

Never underestimate the canniness of a burglar. But also never underestimate the effectiveness of a few good precautions to keep him out, and the chances of your house being burglarized should be greatly reduced.



Who says these ribbons are only for packages?

Staley says they go everywhere—on your beautiful head or on your beautiful packages. And they come (complete with ribbon curl instructions) in greens and reds; fuchsias and golds; stripes of red and stripes of green. And to go along with them, a ribbon-bow-maker to make matching show-off bows.

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THE LIFE & TIMES OF NAPOLEON



CURTIS INTERNATIONAL/ PORTRAITS OF

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THE DEATH AND VICTORY OF NELSON

On October 21, 1805, one day after the defeat at Ulm of General Mack, the commander of the Austrian forces, Lord Nelson defeated the Franco-Spanish fleet off Cape Trafalgar, near the northwest shore of the Strait of Gibraltar. The treaty of Amiens had brought only a year's respite in a struggle that was to continue until the fall of the Empire. England, safe on her side of the Channel now that Napoleon had given up his plan to invade her, felt few repercussions of this struggle. Napoleon ordered Admiral Villeneuve to Brest in Brittany, but the latter, judging correctly that the transfer to Germany of the troops that had been massed in Boulogne, the invasion scheme had been abandoned, sailed south instead to the Atlantic port of Cadix. This move aroused the imperial wrath and the order to set sail at once for the Mediterranean. The order simplified Nelson's task, for his first concern had been to lure Villeneuve to put to sea. The latter, although still smarting from his defeat seven years earlier at the Battle of the Nile, had no choice but to obey. Nelson, on the other hand was entirely free.

His ships closed in on the Spanish fleet and six were wrecked by a French ship, but he had won. Seven of the ships had been put out and the greatest history was over. He boasted of still being seas.

MARENGO: THE EVE OF EMPIRE



On June 4, 1800, the French and Austrian armies met at Marengo. Napoleon's army of 15,000 men defeated the Austrian army of 15,000 men. This victory was a turning point in the Napoleonic Wars, leading to the Treaty of Amiens in 1802.



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To portray greatness in *all* human endeavor is the purpose of the project—from science (Galileo) and statesmanship (Elizabeth I) to art (Michelangelo) and music (Beethoven). But the Editors have purposefully chosen Napoleon as the subject of the *initial* volume, for few historic figures have inspired more impassioned controversy—or unquenchable curiosity—than “The Little Corporal.”

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To reveal the substance of the man, in its perplexing entirety, is the paramount objective of *The Life and Times of NAPOLEON*. And the stage on which you will meet him here is the whole panorama of his incredible age—its political intrigues and passions, its wars, its social cus-

toms, its art, its triumphs and tragedies...

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Such a project obviously demands an ambitious format. Thus, every book in the Series measures an impressive 9 by 11½ inches, is handsomely bound in special stain-resistant covers, and is printed on lustrous coated book papers especially chosen to insure optimum readability and the finest possible color reproduction.

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This splendid new Series has been made possible through an unusual association between two internationally prominent publishers, each a leader in its own field. They are *The Curtis Publishing Company*, one of the longest-established names in American journalism, and *Arnoldo Mondadori Editore*, the distinguished European publisher of fine art-history volumes.

Usually, volumes of comparable richness, in regular bookstore editions, might cost as much as \$4.98—or more—each. But the unique cooperative arrangement between the publishers, and the large Curtis “family” of readers, have made possible substantial economies—exceptional savings which are shared with you in the form of a remarkably low purchase price, only \$3.49 (plus a few cents shipping) per volume. Printed in Europe on Mondadori’s superb high-speed presses and distributed in this country by Curtis, *Portraits of Greatness* represents a rare publishing value—“collectors’-item” quality at a price to fit even the most careful budget.



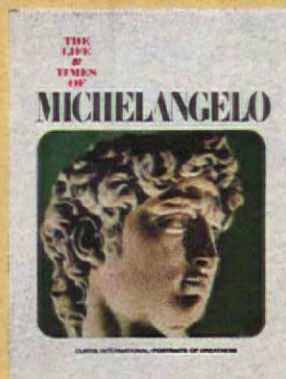
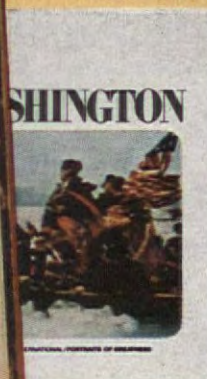
“His fate was more brilliant than the world has ever seen...”—Goethe

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By WILLIAM A. KERN

WHEN PAYDAYS ARE OVER— THE VARIABLE ANNUITY

A friend of mine who will retire the year after next tells this story. In 1935 he bought a retirement policy which he then believed would provide enough cash to pay rent, utility and grocery bills with a little left over. It will pay \$80 a month—that's barely enough, he says, to keep him in cigars and tobacco these days.

Some informed guesses indicate that retirement plans now being made by youngish couples may be equally irrelevant when the time comes. A recent study shows that economic growth and inflation may have produced these startling results by the time couples now in their mid-30s reach retirement age in the year 2000.

- Median family income will increase to about \$36,000 from its present level of about \$7800.
- Private college education will cost about \$6000 a year.
- The cost of housing will double, the price of men's clothing will triple.
- Food and autos will cost between two and three times as much as they do now.

During this same period, the life expectancy of adults reaching retirement is also expected to lengthen appreciably. Presently, an American male of age 65 and average health has a life expectancy of about 73 years. But, according to a forecast by the Office of the Actuary of the Social Security Administration, a male reaching age 65 in the year 2000 will have an average chance of living to age 80. Even this figure does not take account of the possi-

bility that a breakthrough in heart disease or cancer research could produce striking improvements in mortality. Women now have a life expectancy three years longer than that of men, and this gap will widen.

Moreover, American males typically marry girls about three years younger than themselves. While this practice does not relate directly to the number of years in which a retired family may be obliged to live on savings, it does bear on the number of years in which a woman may have to meet the costs of living *by herself*. In the future, military service requirements and the growing tendency of males to complete college and graduate school may well cause the typical age gap between spouses to widen by several years rather than diminish.

EARLIER RETIREMENT

Finally, a long-term trend in employment policies suggests that the compulsory retirement age will be lowered progressively, perhaps by two to five years within the next 30-year span.

For couples expecting retirement around the year 2000, the net result of these considerations is that the expenses of retirement living will be two to three times higher than at present. Moreover, these expenses will be borne over a substantially longer period due to increases in longevity and earlier retirement and such costs will increasingly be incurred by widows.

People still at work can meet the increasing costs of living by means of wage and salary increases. Retired people must deal with inflation through investments in common stocks and real estate (which generally increase in value faster than the increase in the costs of goods and services) or, more often, by debasing their standard of living. (Only a relatively small portion of the nonworking segment of the population has kept ahead of the game by making equity investments. A recent government study indicates that only eight out of every one hundred retired persons have any income other than that afforded by Social Security and company pension-plan arrangements; neither of these sources of retirement income responds very directly to increases in the costs of living.)

LONGEVITY RISKS

The chance that one might live longer than expected (and thus use up retirement savings prematurely) would be a problem even if inflation were not. During periods in which inflation was less acute than it has been since World War II, the "longevity risk" could be avoided by using retirement savings to buy an annuity. Under an annuity, the issuer assumes the risk that one may live longer than expected by promising to make periodic payments to the annuitant no matter how long he or she might live. Or, the annuity might call for payments as long as *either* the husband or wife lives or for payments of one level (say, \$600 a month) while both spouses live and a reduced amount (\$400) during the remainder of the lifetime of the survivor. These conventional annuities suffer from the same disability as Social Security payments. They do not take account of the fact that payments presently adequate to support an acceptable standard of living may prove wholly inadequate a decade or two later.

Recently, a number of major life insurance companies have begun to offer a retirement planning device which takes account of both increases in the costs of living and of increases in life expectancies: *variable annuities*.

VARIABLE ANNUITIES

Under a variable annuity, the insurance company makes no promises regarding the dollar amounts that will be paid. It merely undertakes to pay monthly installments that reflect the changing value of a group of common stocks. An investor's premiums are placed in a separate account—usually called a "variable annuity fund"—and the money accumulated there is typically invested in stocks selected for long-term growth possibilities.

Prior to the time annuity payments begin, the owner of a variable annuity stands in much the same position as the owner of shares in a mutual fund. That is, he achieves a broader diversification of investment than he could by the direct purchase of shares of stocks with the same

(continued on page 103)

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found my
clothes care
expert. Here's
his sign**

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"He knows how to do wonderful things with clothes — like make the colors come back just as bright as new, and make the material feel like new. He must be good because a dozen fa-

mous clothiers (like McGregor and 'Botany' 500) recommend Sanitone drycleaning. He has to be a clothes care authority or he couldn't have that Sanitone sign."



Big Ben's family name is Westclox.

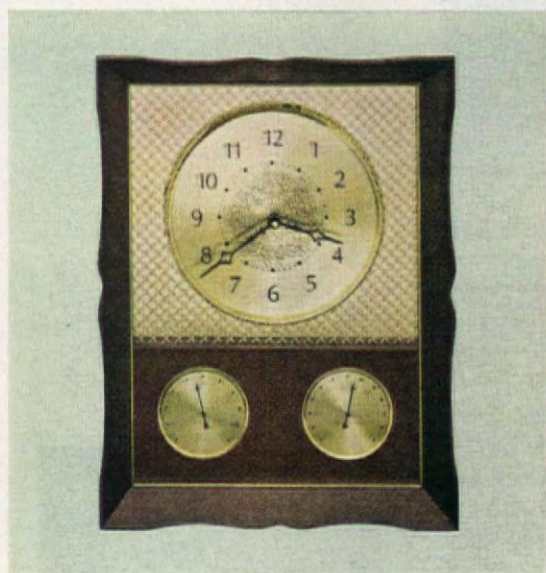
And his family makes wonderful gifts.



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3. Taurus Weather-Mate



4. Countryside Electric



5. Wee Winkies

This year, give everybody a Westclox clock. There are Westclox alarm clocks. Westclox No-Cord decorator clocks. Westclox kitchen clocks. Westclox children's clocks. Westclox travel clocks, and Westclox combination weather instruments and clocks. Westclox has over 270 clocks to choose from. There's no time like the present. There's no present like the time!

Big Ben Alarm (top of page) \$8.98* and \$9.98*.

1. Baby Ben Magic Touch, a touch on top, and its alarm turns itself off, \$10.95*.
2. Normandy No-Cord decorator clock, \$29.95*.
3. Taurus Weather-Mate, combination thermometer, hygrometer and No-Cord clock, \$40.00*.

4. Countryside, an electric wall clock, \$8.98*.

5. Wee Winkies children's clocks "Fairy Tale" and "Grenadiers", each \$15.95*.

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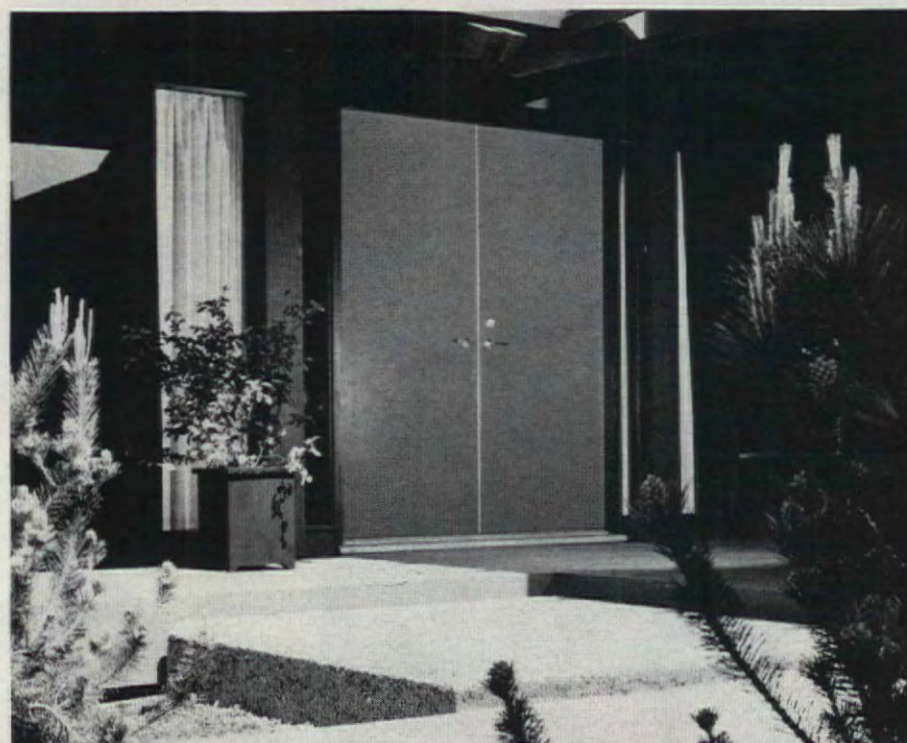
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THREE CONTEMPORARY DOORWAYS



One of the freedoms of contemporary architecture is that there are no set rules or patterns to follow in order to have a "correct" design. The structure is organized to suit the situation and the effect desired. These three doorways range from rustic to sophisticated in mood, yet each is recognizably contemporary, and undeniably well-designed.

This sheltered doorway in Carmel, California, has lush plantings and a view of the sea. Sturdy design uses wood posts, fieldstone walls, and a massive door. Slices of redwood form path. Hall floor is slate.



A house in Claremont, California, has entry path of elevated squares of exposed aggregate concrete. A high gate separates entry court from the street. Double red door contrasts with dark wood of house.



The brick wall and paving of the entry yard for an architect's house near Oklahoma City continue inside the entry hall. A bright red door is placed off center in the glass wall. Upper story is shingled.

Photographers: Julius Shulman, Ernest Braun



Whee! 838 carpet colors. Sears has the greatest floor show in town.

Go ahead—put us to the test. Demand to be shown twenty shades of green plush carpeting. Or fifty blues. A dozen far-out pinks. Sears has them all. Sears has 838 carpet colors for you to choose from. So why on earth should you tramp from store to store, when you know you'll find the right color at Sears, Roebuck and Co. The right texture. The right

fiber. And, Sears being Sears, the right price! With No Money Down on Sears Easy Payment Plan.

P.S. All this month, Sears Floor Show is featuring a sculptured carpet called Symphony. It's 100% Orlon 33® acrylic pile. Specially beautiful. Specially priced. Come in or phone, and a decorator-trained salesman will call at your home.



Make your own mad madras. For curtains, slip-covers or cushions, nothing makes an impact like maxi-madras. Make it yourself with Rit® All-Purpose Dye and a roller. It's easy!



Wax-paint an original. You "paint" with wax, then dip in color. It's batiking—a most unusual art—for fabric or wood.



The big favorite — tortoise shell. Create a tortoise-shell look in furniture. Easy, fun, and professional-looking, too!



Prints can change their minds. Ever thought of changing a print fabric's color? McCall's gives you advice for smashing Rit results.



How color balance works. Sometimes a room looks wrong because of poor color balance. Rearranging or strengthening color does the trick.



Blue for serenity. Choose your favorite blue for a soothing bedroom scheme. Today, bedspreads, curtains can pop into the washer for new color.

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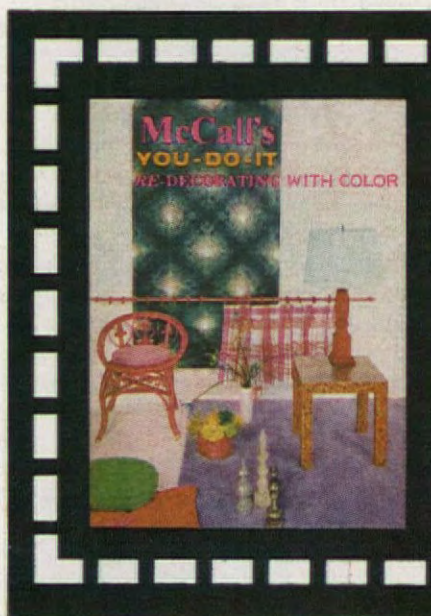
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Sixty buttery melt-in-the-mouths
that'll disappear like sixty

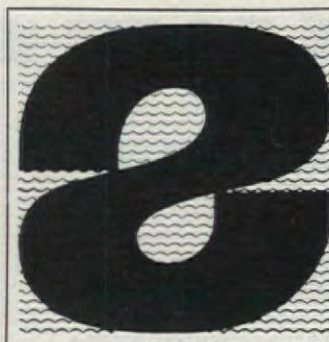
- | | |
|--|-------------------------|
| 1 6-oz. pkg. (1 cup)
NESTLÉ'S BUTTER-
SCOTCH MORSELS | 1 teaspoon baking soda |
| $\frac{3}{4}$ cup butter | 2 cups rolled oats |
| 2 tablespoons boiling
water | 1 cup sifted flour |
| | $\frac{3}{4}$ cup sugar |
| | Dash salt |

Preheat oven to 350°F. Combine Butterscotch Morsels and butter and melt over boiling water. Remove from heat. Mix boiling water with baking soda and add to butterscotch mixture. Gradually blend in the remaining ingredients. Drop by slightly-rounded teaspoonfuls onto ungreased baking sheets. BAKE at: 350°F. TIME: 10 mins. Makes 5 dozen cookies.



SWEET AND EASY WITH...

NESTLÉ'S
BUTTERSCOTCH MORSELS



BEHIND THE
SCENES WITH THE
AMERICAN HOME
DECORATING
STAFF

The three apartments featured in this issue (see pages 64 to 75) are shining examples of how the *American Home* Decorating staff works. Headed by Decorating Editor, Vera Hahn (pictured), this very



energetic crew was faced with three distinct challenges. The first—the extent to which we go to get a story. The second—when the Housing Authority asks for our assistance.

The third—how we help newlyweds set up their first home.

Editor Vera Hahn is a seasoned traveler.

After frequent trips to Europe she has become impressed with the work of a young English designer, Terence Conran. In a recent book about contemporary English design almost a whole chapter was devoted to this 36-year-old designer-retailer. When Vera heard through the home furnishings grapevine that Conran was to design a collection of furnishings for a group of well-known American manufacturers, she was convinced *American Home* readers would be interested in seeing the work of this young man who likes to be known as a mass designer. When his collection was unveiled at a recent Home Furnishings Market in North Carolina, she pleaded, cajoled, enticed Mr. Conran into decorating an apartment exclusively for *American Home*—and it took a flying trip from London to New York for both Mr. Conran and photographer Michael Boys to do it. The subject of all our efforts to bring you this story appears on page 64.

Challenge No. 2: When the New York Housing Authority comes up to you and asks if you could decorate a 4½-room apartment for under \$800 in a low-income housing project you are naturally enthusiastic. "We thought it was a great idea," says Editor Hahn, "to show practical and easy-to-adapt ideas and to prove that you can have quality even on a budget as restricted as this." To show their tenants how decorating an apartment can be done with style and individuality on a tight budget, the Housing Authority conceived the idea of a model apartment.

It was also to serve another purpose—a communications bridge between the residents of the community and the residents of the project. People in the community would be encouraged to come and see for themselves an example of how project-apartment tenants can make an attractive home. With Assistant Decorating Editor, Alexandra Walker, Mrs. Hahn faced up to the problems: Painting of walls had to be kept to a minimum, otherwise tenants would be charged a stiff restoration fee on moving out . . . additional storage was badly needed . . . windows were difficult to handle . . . at least one bedroom would have to be shared by two children several years apart . . . walls would look unbearably bare without eye-appealing decorations. As we said in our story it took elbow grease and imagination: Gaspipe legs for a plywood dining room table, window shades laminated for a decorative effect, homemade room dividers, floor mat used as a wall hanging paper tables, and poster art. The happy results you see on pages 70 and 71.

Our final project stemmed from a make-over project—in this case, two young marrieds who have just moved into their first apartment. Moving in on a family—especially newlyweds—is always tricky. Yanking things away at the seams, painting this, hanging that . . . shoving furniture around—is not conducive to organized living. That's why we called on Rick and Susan Copeland. Recently married, they are typical of all the young couples who are decorating a home for the first time. We put Associate Decorating Editor, Helene Brown, to work on this one. Our advice: Search for a quality mix, keep in mind the homes you'll be living in later. That means few major purchases. It means dual-purpose, versatility, mobility—with lots of elbowroom for adventurous decorating. "Lessons from a First Apartment" is on pages 72 to 75.





Your shoulders have enough problems sleeping without worrying about your back.

When your body hits the hay at night, it's every part for itself.

Because every part of your body has a different weight, shape and size. So every part needs its own kind of support if it's to get a good night's sleep.

Ordinary mattresses can't support the different parts of your body differently. They have coils that are all wired together, so they all sag together.

They treat your body as one big chunk. The result is your body sleeps in a hollow.

You're not built in one chunk. You shouldn't have to sleep that way. There is a mattress that supports you part-for-part the way you're built. The Beautyrest®. Made only by Simmons. It treats you like a human being.

In our illustration we've uncovered a Beautyrest to show that its coils aren't wired together. Each coil is in its own individual pocket. The movement of one coil doesn't affect another, so they don't sag together. They respond individually to the individual parts of your body. Giving arm support to arms. Shoulder support to shoulders. Giving every part of your body the support that part needs.

On a Beautyrest two people don't disturb each other's sleep. Individual coils keep each of them from being affected by the weight or movement of the other person. There's no rolling together.

And a Queen size Beautyrest gives you 20% more room, a King size 50% more.

Try Beautyrest. Give every part of your body a good night's sleep.



Beautyrest by Simmons



Montmartre. Sheets to change your mood on a rainy morning. Next time you awaken to a day like this, give in to your feminine intuition. Close your eyes, listen to the rain on the window and enjoy some of the little things that make your life so pleasant.

Like the Montmartre sheets on your bed. Lovely, smooth sheets from Cannon Royal Family. One of the nice things.

CANNON

ROYAL FAMILY



Cannon® Montmartre all-cotton percale sheets in pink, blue or yellow. At fine department stores. Cannon Mills, Inc., New York 10020.

Let's talk quality

Pounds of words have been written about quality. Perhaps they can all be boiled down to this one . . . honesty. You can say it with

a Keatsean flourish . . . "beauty is truth, and truth beauty." Or you can put it in the zinging language of now—quality is "telling it like it is." But what it means is that quality never ever pretends to be something other than what it is—either more or less. There are dozens of definitions of quality. And none. Is it "good design" or "fine

workmanship" or "superior construction"? The trick

is to know these things when you see them. Some people, very few, are born with an instinct for quality—the way some are born with

perfect pitch. Some of us have to learn it through teachers, textbooks, and constant exposure, by observing, analyzing, absorbing. Maybe the first step toward becoming quality-conscious is to become money-unconscious. Practice looking for quality without peeking at the price tag. Make a game of spotting bad tables, atrocious paintings, and outrageous lamps at astronomical prices—and good, honest things at peanut prices. On the pages that follow we bring you three apartments, each involved in some facet of quality.

The first, an apartment done by a distinguished English designer (you can learn much from this expert!). The second, an apartment that is living proof that money is not the criterion for good taste. The third, a young couple's first apartment furnished with exactly the right mix of precious, semiprecious, and inexpensive but well-designed objects to give it a special character, charm, and appeal of its own.



By Vera D. Hahn

**TROUBLE-FREE
DECORATING—
PACKAGED BY
A NAME DESIGNER**

The Conran Collection is available at Macy's New York branches, and affiliated stores. For a listing, turn to page 133.



One of the simplest and most effective ways to assure yourself of a home that speaks quality is to put yourself in the hands of a top-notch interior designer. Out of the question, you think? Outrageously expensive to boot? Not so. You can buy everything you see in this apartment in one shopping day in one store—and at moderate cost. And almost everything in the apartment was designed by the young man you see here. He is Terence Conran, one of England's best-known designers, credited with creating the "sturdy," no-nonsense British style of decorating.

This is not the first time a giant, coordinated home furnishings package has been offered. But it is the first time that such a package has been identified with a name designer. And name designers are becoming as important in home furnishings as they are in fashion.

To show you how you can achieve a look of quality with such a coordinated collection, *American Home* invited Mr. Conran to fly to New York and decorate an apartment for you to adapt. The typical apartment we chose for the project is at Concourse Village, a middle-income cooperative in New York City.

The furnishings (furniture by Kroehler; fabrics, bedspreads, pillows, by Bloomcraft; linens, blankets, by Springmaid; lamps by Quartite; glass by Tiffin; pictures by Karl Mann) are all included in the Conran Collection.

What is significant about the Conran Collection is the way it interprets coordination. Heretofore coordination was rigid. The pot holders had to match the doormat. The same design motif was used *ad nauseam*. Now coordination is handled much more loosely. When we asked Mr. Conran about it he said, "There's a look, (continued)

Space and storage problems, typical of an apartment where you really don't have a dining room, are solved here. A round pedestal table seems to float; comfortably low, rounded chairs appear to take up less space than high-backed square ones; the chest—practically wall-to-wall—is big enough to hold any young family's supply of linens, flatware, and other table necessities. The fat green lamp is hung low enough for once. Floor tiles by Armstrong.







As in any city apartment without a family room, the emphasis on living is in the living room. Although this one shares its long window wall with the dining area, it's quite separate from it. Assembled in the light oak wall unit (above and small photo at bottom) is a raft of family possessions. Designer Conran likes to play with units such as this, to reassemble the various parts in new ways. Silhouetted against the casement curtains is the "Fun Tower." It consists of a small platform with casters and a variety of stacking cubes. It acts as an entertainment center, with drop-front-door bar, shelves for tape recorder, projector. Low coffee tables are rotation molded plastic. Good use is made of entry hall (center right) for storage. Note pleasing pattern of dark oak and white doors.



TRouble-free DECORATING (continued)

a freshness, a compatibility to all the things rather than a rigid theme or motif endlessly repeated. None of my designs takes itself really seriously. They're sensible, not sensational. They're comfortable and easy to live with. People today want the possibility of change. My furniture is simple, functional, and above all inexpensive enough so that you can repaint or refinish it, or move it to a second home. And it goes with what you already own—even with antiques. Pieces can be used against walls or freestanding. They can move from one room to the next and be combined in endless ways.

"People always tend to overfurnish," says Mr. Conran, "until there's no bare spot anywhere. It's much better to start sparingly, then build up as you get to know your home. Start with white walls, add color later. Paint a wall here, another there. Each room has its own logic, (continued)



TROUBLE-FREE DECORATING (continued)

you'll soon discover. You'll find there are relatively few options when it comes to furniture arranging. I like to clean up the architecture with whole walls of curtains or draperies . . . to contain clutter, to frame it in wall units of open shelves.

"In terms of quality, it's much more difficult to make simple modern furniture like mine than to make pieces that hide imperfections under surface ornamentations such as moldings and elaborate hardware. Modern furniture has crisp lines, clear design—an honest look. I picked oak, a basically sturdy wood with strong grain, and added two finishes to add variety. The dark one will mellow; the clear lacquer finish on the light oak pieces is especially easy to maintain. A lot of research went into finding a hard, chipproof lacquer for those that are painted. Hardware is simplicity itself. When it came to fabrics, we got the highest quality of screen printing and color matching. For upholstery fabrics, we insisted on using a synthetic with the feel and look of wool."



While the drapery prints in the Conran Collection are distinctly "mini," there's nothing dainty about the sheets and pillowcases patterned with walloping big butterflies and blossoms—both in "maxi" colors. This second bedroom takes its color cue of yellow and orange right from the bed linens. In small photos (below) we show some of the quality details of the furniture, both here and in the

master bedroom: Heavy but plain white lacquered doors with rounded corners and the countersunk chrome pulls; clean, white interiors of the door chest opposite bed; and triple dresser.



One wall of fabric, here in the master bedroom as well as in every other room of the apartment, is the Conran way to soften hard-edge contemporary room interiors and to blur often badly placed windows. The furniture is scaled for smallish rooms with low ceilings; its long, low lines with an almost built-in look tend to make rooms appear larger and higher than they really are. Bookcase headboard has enough cubby holes to delight the neatest soul, is flanked by a pair of chubby nightstands with drop fronts and one big drawer. To avoid too much symmetry, mismatched bedside lamps were used. Opposite bed (not shown) is a long, low storage grouping—a triple dresser with vanity unit that has a lift-up mirror and red lacquered cosmetic box.



When we were asked by the New York City Housing Authority to decorate a 4½-room apartment for under \$800, we were naturally intrigued. The challenge: Keep the budget within what the experts believe low-income tenants can afford to spend for home furnishings over a period of several years. Many of the problems we were asked to solve are common to all apartment dwellers—no matter what the rent. The mythical occupants: A family with four children, moving in with a minimum of furniture (a few chests of drawers, a couple of beds, some blankets and sheets). The rest was up to us! Since you can't fake quality, we went the best-of-class way: Better a pair of well-made, well-designed wicker chairs (\$50 a pair) than one cheap upholstered chair (for \$75) . . . better good quality sisal carpeting than a substandard carpet . . . better the best foam mattress on a platform than a third-grade sofa. Fewer but larger pieces to avoid clutter . . . for impact, areas of graphic prints with areas of strong color. The lesson: Enthusiasm, old-fashioned elbow grease, and an active imagination are the greatest assets in coping with a no-cash situation. Details on how we made

DECORATED FOR UNDER \$800

two room dividers and laminated window shades on page 86.



Room divider (left foreground) is homemade from one sheet of plywood and bundles of mailing tubes. Eyesore pipes to right of window were painted vivid colors, tend to vanish because we added painted wood curtain poles as a no-upkeep treatment. Oak coffee table in front of the built-in sofa (it could also serve as guest-bed) came from Goodwill Industries, as did several other pieces of furniture. To break length of wall (right) we made a picture panel from corrugated cardboard mattress wrapping that we painted bright enamel. Inexpensive wall decorations pinned to it, go well with good graphics of paper-box occasional table.



Photographer: Harry Hartman
Shopping Information, page 133



Sheets, fitted and plain, and pillowcases decorate the master bedroom (top photo). A pair of pillows, hung from wooden curtain poles make the headboard. Fitted bottom sheet, size larger than bed, is bedspread. Pillow slips are easy-to-make, easy-care cafe curtains. Doormat hangs over wicker chair. Pair of chests was lacquered.

Bedroom for teen-ager and her little sister (directly above) has a homemade room divider for out-of-season clothes storage. Quilts are used as bedspreads here.

Bright India print bedspreads make a boy's room come alive. Desk is sheet of plywood resting on unpainted bookcases. Valances give finished appearance, are easy to make.





Living room had to be all-purpose—dining room, library, guest room, and a place to entertain easily and frequently. Here are two views of how it looked before American Home decorating editors came in to help.

By Helene Browne

LESSONS FROM A FIRST APARTMENT

Like most young couples, Susan and Rick Copeland had a lot going for them when they moved into their first apartment . . . enthusiasm, ingenuity, energy, imagination, lots of odds and ends—and a small budget to stir it all up. Always attuned to the problems facing fledgling homemakers, our decorating editors offered to help them express their casual, sociable, here-and-now style of living. The guidelines were already established. Few major purchases, many down-to-earth ones. Our advice: Have clearly in mind that this is the first of what will probably be several homes. Think versatility. In size, in color combinations, in style. Think of end tables that can be night tables, bunched for a coffee table. Not an unwieldy sofa (resist oversize and odd shapes) but a dual-purpose sofa bed. Lamps adaptable to future room schemes, storage pieces that can move wherever they're needed next. Pick-up-and-go area rugs. Spend your money for honest construction, clear design, good materials, unqualified function. And learn the lesson of quality mix. Quality mix is a \$10 poster over a \$500 sofa bed, a do-it-yourself coffee table on a luxurious area rug. (continued)



Instead of expensive, custom-made draperies, we used ready-made fiber-glass curtains separated by pine boards to make a striking window wall, emphasize high ceilings, and tie the room together. Painted white and cushioned for comfort, two wicker chairs cost far less than reupholstering one tired club chair. The sleek new sofa bed solved the problem of overnight guests—a smart investment for now and future versatility. Polished steel lamps, the kind architects use, move up, down, all around—and are perfect complements to yellow lacquer Parsons tables. The super-shag area rug adds just the right note of luxury. To right of fireplace we made a dining area for six using the round mahogany table seen in “before” picture—now with large plywood top and bold tablecloth to floor. Director’s chairs in our favorite natural finish move into living area when needed. Rick made the white wood-and-paper-cup composition that we think looks better over fireplace than on sofa wall. Bulky television was set on low platform with casters and tucked behind louvered doors under bookcase.



Book end paper sprayed with clear lacquer finish covers old wooden chest—a marvelous coffee table with plenty of storage room for party props. Spontaneous entertaining is the Copeland way. Above, Susan serves coffee while Rick amuses guests.





LESSONS FROM A FIRST APARTMENT (continued)

Compatible? You bet. Good design is always compatible—and good design is an esthetic, not a price tag. The built-in flexibility of quality mix is the freedom it allows to be adventurous in decorating—something we wholeheartedly endorse for this stage in your life. It's mixing expensive and inexpensive, ready-made and special order, functional and fun, that makes a young statement for living—vibrant, individual. The quality mix like the style mix is the "now" statement in decorating.

Before: A small bedroom dominated by a king-size bed with a bedspread that paled before white walls. To achieve a background of character, balance, and unity, we applied brightly colored felt on two opposite walls, masked mismatched windows with white shades and washable ready-made curtains hung from ceiling. With no room for conventional-size night tables and lamps, we hung narrow white chests (\$17.95 each) and adjustable wall lamps on both sides of bed. Felt covers over regular bed pillows serve as headboard; color picks up bedspread print.





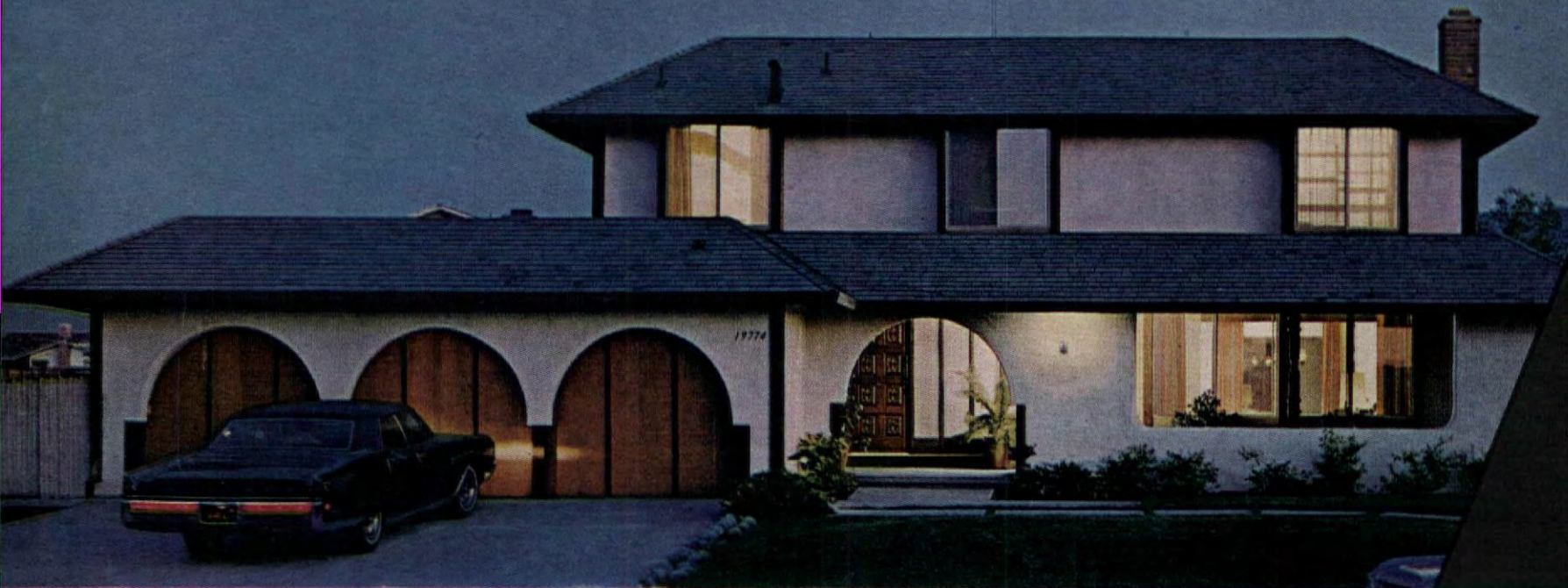
Shopping Information, page 133 Photographer: John Lawlor



By careful budgeting we saved enough to make other sensible investments. To replace inadequate chest, a pair of handsome bamboo armoires gives the Copelands the kind of storage they desperately needed (behind grill-work doors, lots of drawers for shirts and sweaters, a rod for hanging clothes). Rocking chair from living room and small (6x6-foot) wool area rug are perfect for here and now—child's room or foyer later.



The kitchen (little more than a gaping hole in the wall, left) is the first thing in sight when you enter the Copeland apartment. We had Rick paint the kitchen walls in a sharp leaf green—a great foil for an eye-catching pegboard display. Susan made tieback draperies with a deep valance out of vinyl awning material to correct proportions of opening and frame the view. Results: Severe lines are softened, valance screens kitchen ceiling—and a great first impression.



Artist: Charles Rieger Photographer: Ernest Braun

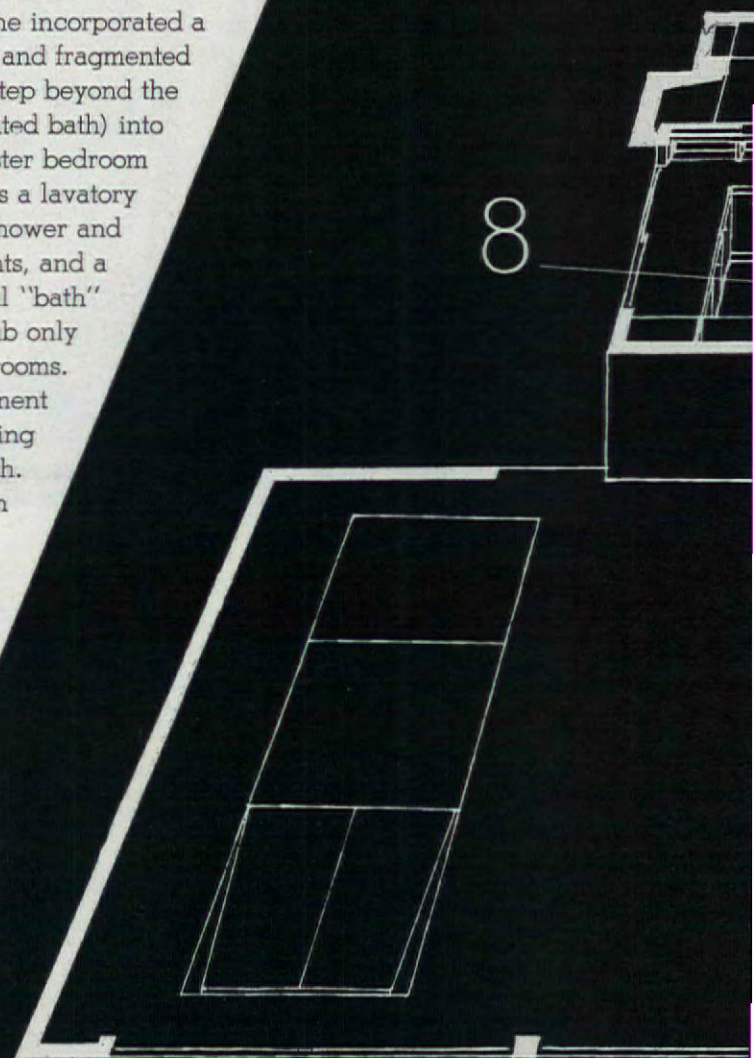
A California builder who in past years has already won many national awards for good design is not resting on his laurels. Houses built by Brown and Kauffmann of Palo Alto are systematically updated to fit their customers' changing needs and taste. Staff architect Donald Blair took on the task of rethinking the function of a house for family living. Besides such popular features as a sunken living room and two fireplaces, he incorporated a learning room and fragmented bathrooms (one step beyond the compartmented bath) into the plan. The master bedroom suite includes a lavatory area, separate shower and toilet compartments, and a sauna. There is a real "bath" room, with bathtub only serving the other bedrooms. Various half baths supplement this so there's no morning logjam over brushing teeth. Other highlights of the plan are pinpointed below.

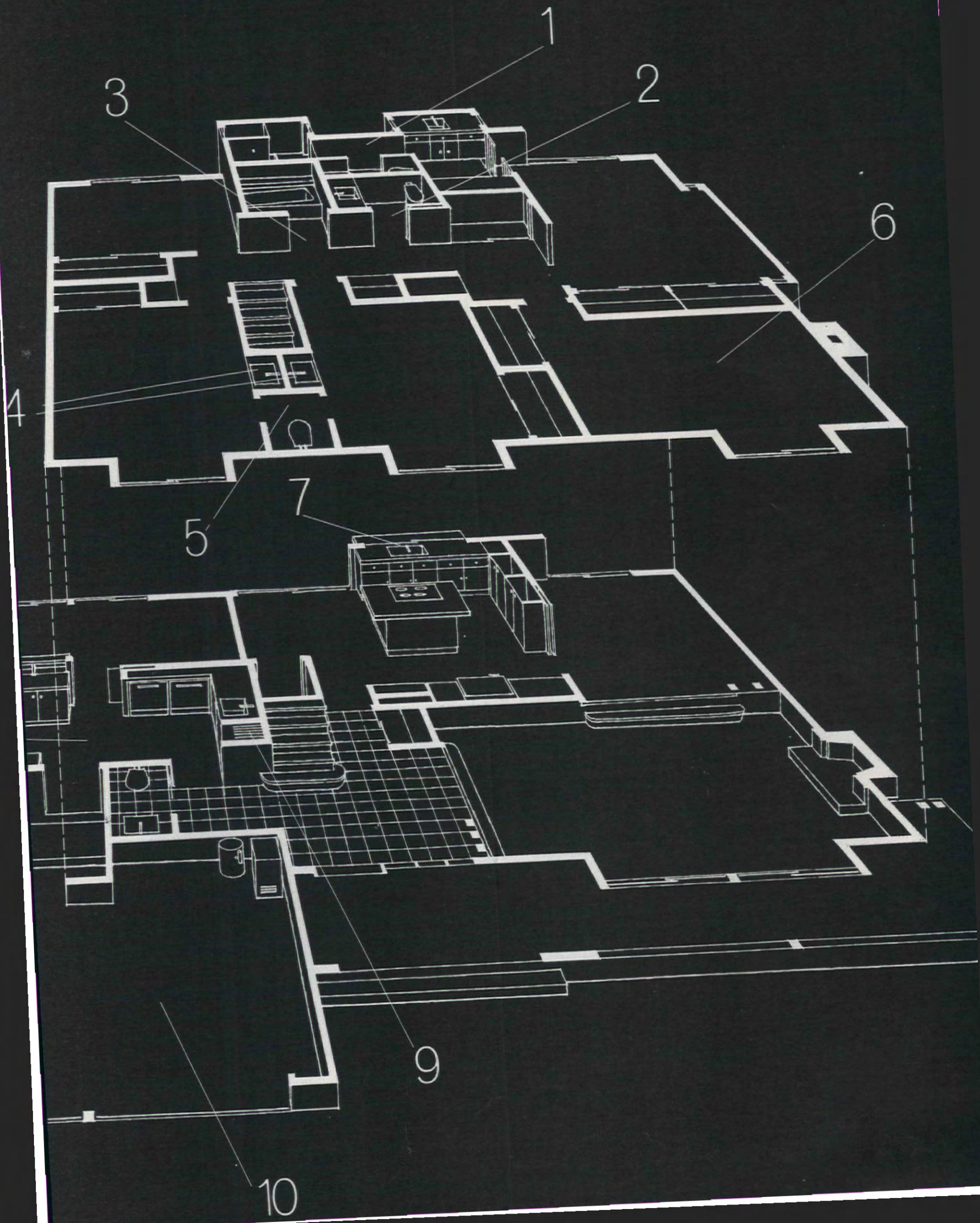
By Alan C. Borg

THE PLAN'S THE THING

- 1 Master bath has sauna, separate lavatory, toilet area, and bidet.
- 2 Lavatory serves several bedrooms.
- 3 "Bath" room is just that—tub only.
- 4 Two bedrooms have their own sinks.
- 5 Adjoining bedrooms share toilet.
- 6 Closets muffle sound in learning room. It can also be an extra bedroom.
- 7 Kitchen has pass-through counter for easy serving to patio.
- 8 Homemaker's center is the old laundry—utility room grown up to include space for hobbies, sewing.
- 9 Drip-dry closet has electrical unit to dry wash-and-wear clothing.
- 10 One section of three-car garage can be a workshop or store boat.

8







The plaster was left rough to suggest the clamshell and horsehair plaster used in old times. The white oak beams are from a Revolutionary-era tavern in Bridgeport. When possible, stock windows are used, but they must look right. This corner of the family room serves as a dining area.



A fireplace shouldn't be too overpowering in a small room. This one is tucked in the corner of the family room. The bricks are handmade water-struck ones from the Revolutionary period. You could use a random mixture of different colored brick for a similar effect.



Ceilings were low then, 7'6" at most, to conserve heat from the fireplace and because people were shorter then too. Bedroom in dormer has door to over-garage space.

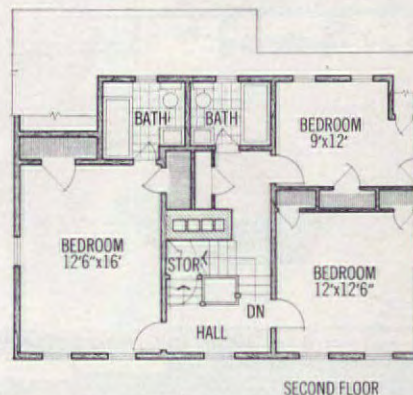
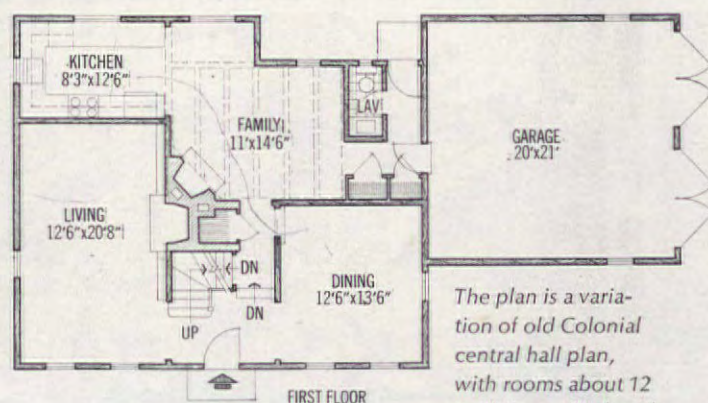


BLUEPRINT
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ON PAGE 92

SEEK AUTHENTICITY IN A TRADITIONAL



The clapboards are narrow, 4" and under. Board siding is used on garage to suggest the barns attached to old houses. Siding is unfinished red cedar, rough-side out. Marine nails were used to achieve effect of hand-hewn ones. Unusual combination gambrel-saltbox roof line on attached garage is a Connecticut style occasionally found in pre-Civil War times. House itself is plain saltbox.



The plan is a variation of old Colonial central hall plan, with rooms about 12 to 14 feet wide beside the hall. There are three bedrooms, two baths. House has about 1650 square feet of space plus two-car garage. It measures 30 by 56 feet. Space on second floor over garage could be used for storage, play, or as a home office or studio.



When Mr. and Mrs. David C. Donahue moved to Trumbull, Connecticut, with magazine clippings in hand, and started looking for a traditional house they could feel at home in, they were told there was only one person around who could build that way. And that was Carl

Gunther, builder of the authentically styled Colonial houses we featured in our October, 1967 issue. Builder Gunther carefully researches the structural and decorative details of period architecture before he designs and, when possible, he incorporates authentic old materials which he locates with the help of antiquarians and friends. Then, instead of putting houses in a row, he places them at different angles to catch the sunlight and to show off their strong features. You can order complete plans for this particular house on page 92.

PLANNING YOUR LAUNDRY



Here's a compact laundry setup that's ideal for an apartment or small home. Washer-dryer combo fits neatly under kitchen counter so counter top gets double use—for the kitchen and of the laundry. Under the table in the foreground a handsome wicker wastebasket matches a twin laundry hamper—a clever duo for a kitchen laundry. Homemaker in this New York apartment says that because space is a premium she likes the convenience of having these two major work areas combined in one room.



Photographer: Harry Hartman Shopping Information, page 133

Whether it's a corner of the kitchen, a nook in the bath, or a separate room, a laundry can and should be planned to give you the most working convenience for the space you've got. When space is tight, look to the space savers such as stacked washer and dryer units (opposite top) or a washer-dryer combination (above). That way you can find more room for storage and work surface. When there's space to spare (center pictures) combine your laundry with other activities such as a children's hobby room, flower arranging, shoe polishing, or sewing. But no matter what the size, here are some planning essentials you'll want to keep in mind for your laundry:

Space to work in. Where will you sort your clothes . . . pretreat stains . . . fold your clean laundry? A counter top or table and a sink are musts. **Storage area.** What will you do with soiled clothes waiting to be washed and clean clothes waiting to be ironed? Make room for detergents, laundry aids, and stain-removal supplies.

Don't forget a place to hang those permanent-press items which should be removed and hung as soon as the dryer stops tumbling. **Plumbing and venting.** The availability of plumbing (for washer) and ventilating (for dryer) is vital in planning where to put a laundry. And while you're thinking about plumbing, check the capacity of your water heater. Is it large enough to deliver an adequate supply of 140° to 160° F. water for laundry plus other household needs? If your water is objectionably hard, consider installing a water softener. **Electricity and gas.** You'll need a 20-amp, 120-volt circuit for your washer; a 30-amp, 240-volt circuit for an electric dryer or a combination electric washer-dryer; a 20-amp, 120-volt circuit for a gas dryer in addition to a gas connection (you can use this same circuit for your iron). Good overall lighting plus spot lighting for work areas, easy-to-care-for flooring and wall surfaces, attractive and pleasant decor are the final musts for a good laundry.

This step-saver laundry is located in a small passageway between bedroom and bath in the California home of the Larry Greens. It collects the dirty laundry right where it accumulates.



For many of us, the ideal laundry is still the complete separate room. A room where you can leave the ironing board up and the unironed laundry sit until you're ready to iron it; where you can spread out and organize your storage so you know exactly where everything is; where you've room left over for other activities. The gleaming red laundry equipment (opposite right and below) belongs in the laundry in the home of the John Martins of Dayton, Ohio.



Since John is chief engineer for Frigidaire, Nancy gets the opportunity of trying out new colors and styles that may—or may not—make it to the market. She wanted white walls (because she could never tell when her clothes were really white in her last laundry, painted yellow) and loves the sparkle the red equipment adds. At bottom is their drip-dry laundry closet—it has a shower floor with drain and infrared light. Closet is great for rainy-day gear as well as drip-dry laundry.



tips on buying laundry equipment

- If you're buying a washer, we heartily recommend your buying the greatest washing flexibility your budget can afford—because the variety of clothes in today's laundry load needs them! By this we mean a selection of wash and rinse water temperatures; of wash and spin speeds; of washing cycles—normal, durable press, extra rinses and extra washes. More important, learn how and when to use them. Your instruction book will be an excellent guide.
- Check out the washer convenience features available. Are you interested in bleach and fabric softener dispensers that will save time? Do you want programmed controls that make the decisions on water temperature, washer speed for you—you need only push a button for the type of clothes you are washing? Lint filters, positive water fill, off-balance controls, safety lid switches (lid won't open during spin cycle), and water-level selection are all good features for your washer.
- You'll find an abundance of large-size washer capacities on the market, meeting the demands of large families, king-size linens, new washability of blankets. Keep in mind, though, that large capacity does not mean less sorting. Even with a large-capacity washer, there will be times when proper sorting calls for small wash loads!
- If you're buying a dryer, ask if it has a cool-down period. This is ten minutes of tumbling with no heat at the end of the drying cycle. It minimizes wrinkling—especially important for permanent press.
- Another dryer feature we recommend that you look for is an electronic dryness control. This is an electronic sensor that feels the moisture in your clothes, turns the dryer off when they are just dry.
- Other dryer convenience features you'll find: A selection of speeds, fast for towels, heavy cottons, etc., and gentle speed for delicates. Special cycles, permanent press, damp-dry, air only, or heat only. Ultraviolet lamps in the dryer give a fresh, sunshine smell, or you can even buy a dryer that will sprinkle your clothes.
- Dryers too have larger capacities. Dry the same loads you'd wash together.
- Most dryers should be vented to the outdoors. If your laundry is so situated that you cannot, there are dryers that need no venting—they use cold water to condense vapor, then drain it away. These do need plumbing connections.
- Combination washer-dryers do not have all the features listed above; but you can most assuredly find the most important ones.
- Be sure qualified service is available.





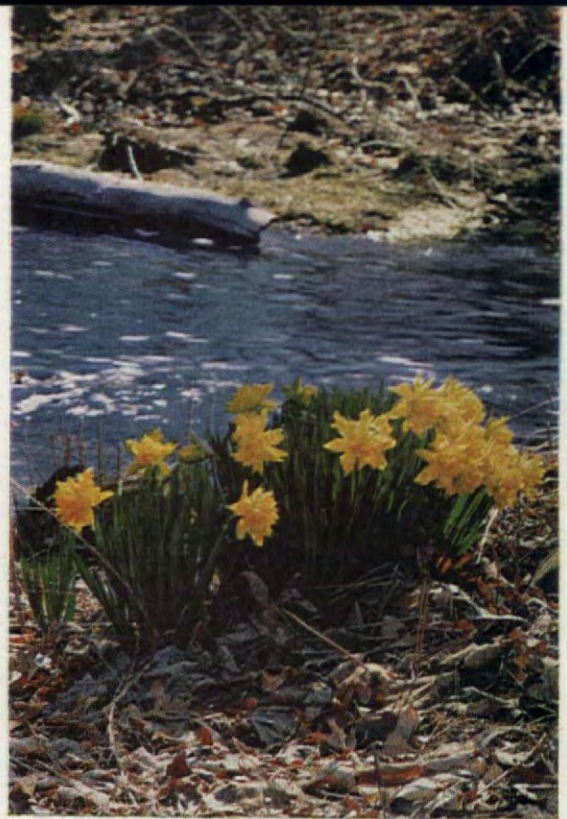
By Evanthia Kondonellis

THE BEAUTY OF THE BULB

Spring gets buried every fall in a shriveled up, homely brown onion called a bulb. It emerges with trumpets of golden daffodils, marches in stately rows of tulips, and pompous, heavy heads of Dutch hyacinths. The Roman kinds are more casual and wind tossed. But they both have the fragrance that, comes the May, makes even solid burghers think of milkmaids' cheeks and sylvan dells. Plant now for Maytime! Roots need a month to grow in the fall before the soil turns cold.

There are two approaches you can take when you plan a bulb planting. One, cottage formal, let's call it, shown at left and below, consists of tulips and hyacinths, combined with primroses, cinerarias, azaleas, and begonias in a calculated massing of color against color, form against form. Essential to this approach is a permanent background of sparkling green grass and tidy, well-defined walkways. An espaliered tree or trained vine is an elegant way to back up tulips and hyacinths planted in front of a blank wall.

The second approach is naturalistic—daffodil bulbs set in random groupings among trees, boulders, and along the banks of a stream. To succeed with this type of planting, you must make certain there is good drainage, and that the bulbs are planted deeper than the customary six or seven inches for daffodils. The deeper you plant, the less often you'll have to divide the clumps. Crocuses and other small bulbs should be set three to four inches deep. Plant deeper if your soil is sandy. (For more information on the care and planting of bulbs, see page 122.)



A colorful grouping of potted bulbs blooms gaily at the front entry (far left) of the home of Mr. and Mrs. Hugh J. Comerford, Pasadena, California. Pink and red tulips deck the back garden (left and right).

Daffodils informally grouped on the property (at right above) of Mr. and Mrs. Sydney W. Gould of Madison, Connecticut, thrive in a leaf-mulched woodland setting.



Information: Pauline Graves
Information: Alma McArdle
Photographer: Harry Hartman

LEARNING TO COOK



Less tender cuts of beef turn into wonderful, flavorful pot roasts when braised. The meat is first browned, then simmered long and slowly in a small amount of liquid.

These are the cuts of beef that may be cooked this way. You may not find them all in your market as meat is cut differently in various parts of the country.

Boneless chuck. This is cut from the chuck section of the steer. The large blade bone has been removed and the meat rolled and tied to make a firm, solid piece.

Arm roast. This is also called a chuck roast. It is a thick cut, flat piece cut from the chuck and has a small round bone (the arm bone).

Blade roast. This is a thick cut, flat piece from the larger bone section of the chuck. It has a section of the blade bone and 2 or 3 smaller bones. It is sometimes boned and sold as boned pot roast.

Rump. This is a meaty cut from the hip. It is usually boned to make carving easier.

Round. This is a piece that has been cut from the leg. There are three kinds: top round, bottom round, and eye of the round.

Sirloin tip. This is a meaty piece cut from the side of the round. It is usually boned, rolled, and tied.

Here is a version of pot roast with a Hungarian touch of paprika, caraway, and sour cream. The perfect accompaniment is noodles. Cook them just before the pot roast is done, for they're at their best when freshly cooked. Don't allow them to stand.

HUNGARIAN POT ROAST

- 5- to 6-pound pot roast (chuck, rump, or round)
- 2 teaspoons salt
- ¼ teaspoon pepper
- 2 tablespoons pure vegetable oil
- 1 cup chopped onion (1 large)
- 1½ tablespoons paprika
- ½ cup water
- 1 can (10½ ounces) condensed beef bouillon
- 1 bay leaf
- 1 teaspoon caraway seeds
- ½ cup water
- 3 tablespoons flour
- 1 cup dairy sour cream

1. Trim any excess fat from meat. Sprinkle meat with salt and pepper.
2. Heat oil in Dutch oven or heavy



- kettle over medium heat. Add meat. Brown well on all sides, turning it as it browns. It may take 15 to 20 minutes. Remove from pan. Set aside.
3. Sauté onion in fat remaining in the pan 5 minutes or until golden.
4. Sprinkle onion with paprika. Cook for 1 minute.



5. Return meat to pan. Add ½ cup water, bouillon, bay leaf, and caraway seeds. Cover pan.
6. Bring to boiling. Reduce heat to low so liquid just simmers—there will be only occasional small bubbles.
7. Simmer, turning meat occasionally, about 4 hours or until meat is tender when tested with a two-tine fork.



8. Remove meat to a heated platter. Keep warm.
9. Remove and discard bay leaf.



10. Skim any fat from liquid in pan.



11. Blend ½ cup water into flour in a small bowl until a smooth paste is formed. Flour must be mixed with cold liquid first. If you try to add it to hot liquid, it will become lumpy, and will not thicken your gravy.
12. Stir into liquid in pan. Cook over medium heat, stirring constantly, until thick and bubbly. Lower heat.

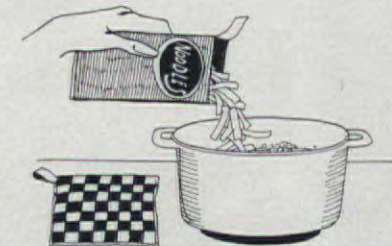


13. Stir in sour cream gradually. Heat but do not allow it to boil or the cream may curdle. Makes 8 to 10 servings.

NOODLES

- 3 quarts water
- 1 tablespoon salt
- 1 package (8 ounces) medium or broad noodles

1. Put water into a large saucepot. Cover. Bring to a rapid boil. Covering the pot will shorten the time needed for the water to reach a boil and will also cause less evaporation.
2. Add salt.



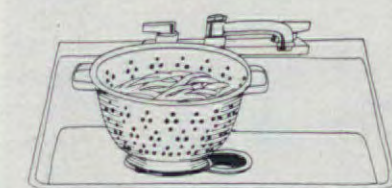
3. Add noodles gradually so water does not stop boiling. The continuous and rapid boiling keeps the noodles moving about so they will cook quickly and evenly.



4. Cook, uncovered, stirring occasionally. This helps make sure all the pieces will be cooked to the same degree of doneness.



5. Cook about 6 minutes. Then start to test for doneness by tasting a piece. It should be tender but firm. Cook until the noodles reach that stage, testing every 2 minutes or so.



6. Drain immediately into a colander. Do not rinse. Serve as soon as possible.



Tuna Crunch Casserole

- 1-6. 1 can Campbell's Cream of Mushroom Soup
7. $\frac{1}{3}$ cup milk
8. 1 can (7 ounces) tuna, drained and flaked
9. 2 hard-cooked eggs, sliced
10. 1 cup cooked peas
11. $\frac{1}{2}$ cup slightly crumbled potato chips or one of the following:
"Goldfish" crackers
Chow-mein noodles
Canned French-fried onions

In 1-quart casserole, blend soup and milk; stir in tuna, eggs, and peas. Bake at 350° F. for 25 minutes. Top with potato chips or desired topping. Bake 5 minutes longer. 3 to 4 servings.

Serve with tomato salad and hot biscuits. Lemon meringue pie and coffee make a happy meal ending.

Get hundreds of exciting menu ideas and recipes in these 2 cookbooks! Campbell's "Cooking With Soup" and "Easy Ways to Delicious Meals." For each book send 60¢ with your name and address to: two cookbooks, Box 575, Maple Plain, Minn. 55359. (Indicate cookbook desired.) Offer may be withdrawn at any time. Void if prohibited or restricted by law.



To make a Tuna Crunch Casserole, you need 11 ingredients.

6 of them are in here.



**M'm!
M'm!
Good!**

Get an
Owens-Corning
pink & white
paper dress
like mine
for just
\$1.00



Visit your nearest building material dealer. I'll be there with the coupon you need to get a groovy paper dress like the one I'm wearing, plus all the information on our Owens-Corning 6 & 3 Fiberglas Insulation Plan, a great way to make your home less expensive to heat and cool.



Stop by soon. Look for this display.

OWENS/CORNING
FIBERGLAS

World's Leading Manufacturer of Insulation

INSTRUCTIONS FOR THREE INEXPENSIVE DECORATING PROJECTS

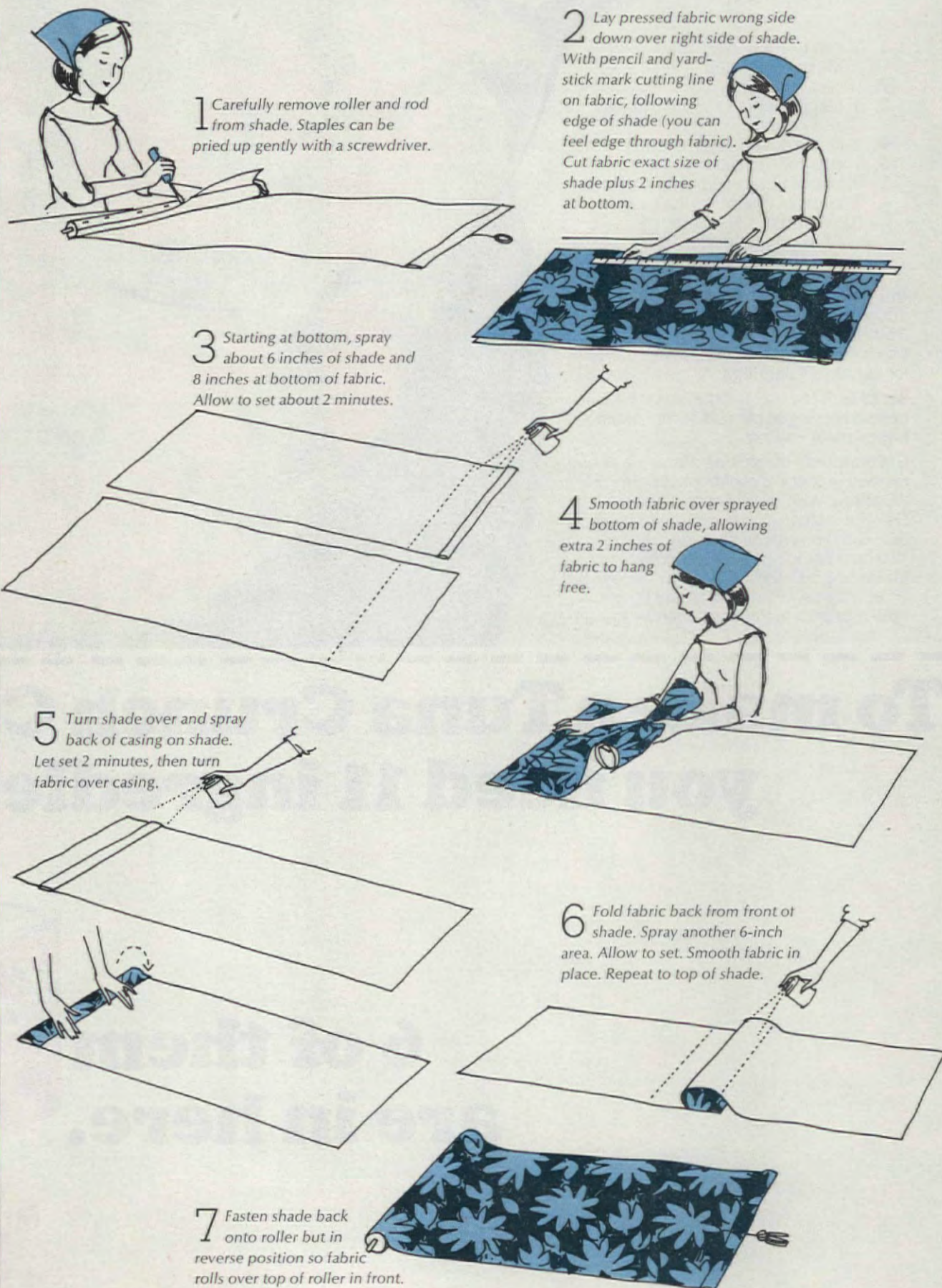
Here are the how-tos for the easy-to-make home projects you see in the apartment shown on page 70

HERE'S HOW TO COVER A WINDOW SHADE

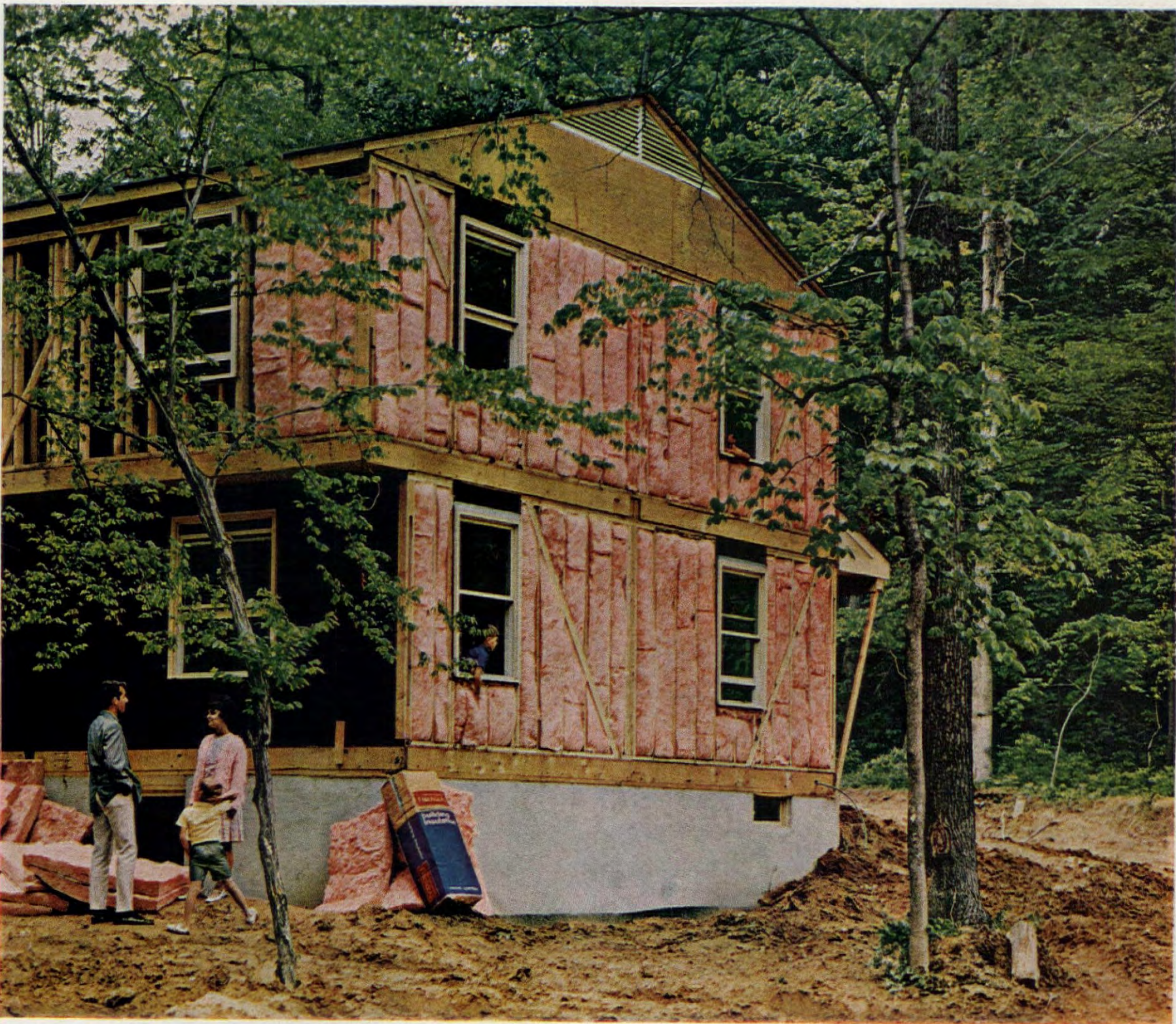
Note: the best bond is made with cotton fabric bonded to a cotton or linen shade. Spray-ment will bond cotton fabric to a synthetic shade but it is not advised for bonding synthetic to synthetic.

Materials:

Shade
Fabric to fit shade
1 can of Spray-ment adhesive (enough for a shade 24 inches wide by 6 feet long).



(continued)



This family can have an extra \$89* to spend on their new home every year.

(They're putting 6" of Owens-Corning Fiberglas in the ceiling and 3" in the walls to keep their heating bills down.)

Why don't you do it, too?

That \$89* savings can add up. Multiply it by the number of years left in your mortgage. Somewhere in the neighborhood of \$1800 in 20 years. Of course, the initial insulation will cost you a

little more—but in two or three years the savings will balance things out.

We tested homes all over the country to prove that 6&3 insulation works. It simply keeps heat in, drafts out, savings up. The result? A

more comfortable home.

See your builder and say "Owens-Corning 6&3 Fiberglas Insulation." He'll know. Or go to your building material dealer tomorrow. He can estimate how much 6&3 can trim your fuel bill.

*Write for full test information. Owens-Corning Fiberglas, Toledo, Ohio.

OWENS/CORNING
FIBERGLAS

World's Leading Manufacturer of Insulation

For women with more exciting things to do than clean house.

ONE-STEP RUG SHAMPOO.
Lifts away ground-in dirt at the same time it protects carpets, rugs, upholstery.

ONE-STEP WOOD PANEL CARE.

Cleans and protects natural wood finishes at the same time. Leaves deep wax shine without streaking or haze. With the fresh smell of lemon.



ONE-STEP FURNITURE POLISH.
Shines and protects at the same time! With the fresh, clean smell of lemon. Just spray and wipe.

ONE-STEP WAX REMOVER. Safely removes the toughest layers of built-up wax at the same time it prepares floors for fresh polishing.



TRY NOW! SAVE MONEY!

Armstrong

10¢

Good only upon presentation to retailer on purchase.

SAVE A DIME! ON ANY ONE.

Any size of
ONE-STEP CARPET SHAMPOO
ONE-STEP FURNITURE POLISH
ONE-STEP WAX REMOVER
ONE-STEP WALL PANEL CARE

10¢

TAKE THIS COUPON TO YOUR STORE.

MR. DEALER: We will redeem this coupon for face value plus 2¢ for handling when consumer and retailer have complied with terms of offer. Invoices proving purchase of sufficient stock must be shown upon request, and failure to do so may, at our option, void all coupons submitted. Cash value 1/20 of one cent. Offer expires February 28, 1969. For prompt redemption mail to ARMSTRONG CORK COMPANY, Box 1780, Clinton, Iowa 52732.

INEXPENSIVE DECORATING PROJECTS (continued)

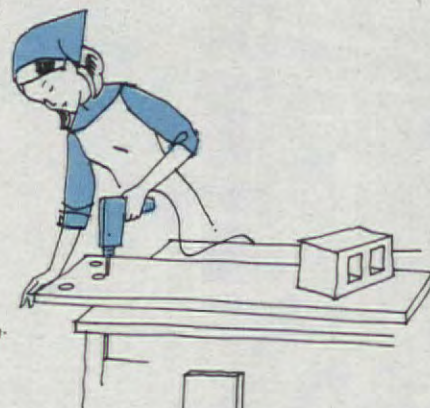
A ROOM DIVIDER CLOSET

Materials:

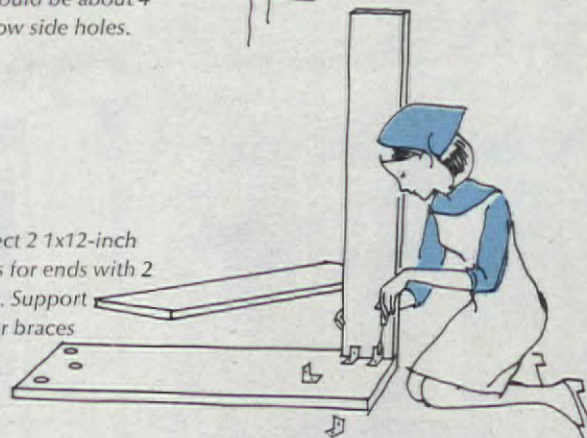
- 3 wood curtain poles, each 76½ inches long
- 2 1x12 boards, each 54 inches long, for end panels
- 2 1x6 boards 75 inches long
- 8 corner braces and screws
- 2 pieces heavy quilted fabric or felt, each 54 inches by 75 inches
- Bias binding (if felt is used, omit)

White glue
Paint

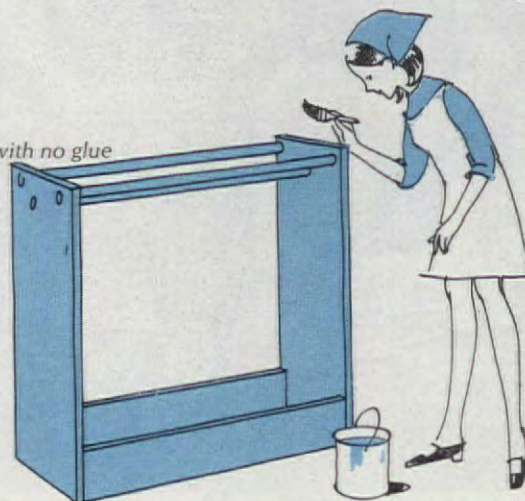
1 Drill 3 holes at top of end panels for poles. Center hole should be about 4 inches below side holes.



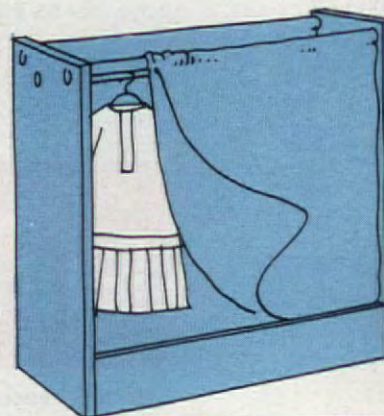
2 Connect 2 1x12-inch boards for ends with 2 1x6 boards. Support with corner braces as shown.



3 Insert poles with no glue or fasteners. Then paint.



4 Cut fabric to fit between wood end panels. Allow 2 extra inches to fall behind bottom wood strip and 4 inches to make casings for poles. Bind raw edges of quilted fabric with bias binding. Felt does not require binding. Make casings, hang fabric on poles, glue poles in place.



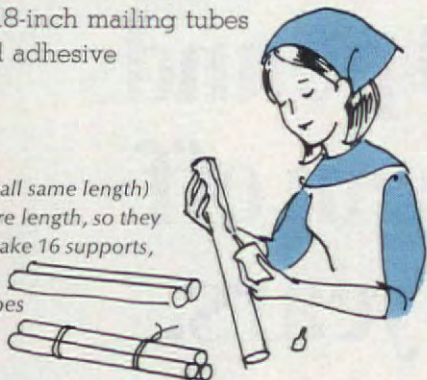
5 Finished divider closet.

OPEN-SHELF ROOM DIVIDER

Materials:

5 plywood shelves, each 18 x 48 inches. (These can be cut from a 4 x 8-foot sheet of $\frac{3}{4}$ -inch plywood.)
 24 $1\frac{1}{2}$ -inch diameter, 12-inch mailing tubes
 24 $1\frac{1}{2}$ -inch diameter, 18-inch mailing tubes
 Touch and Glue brand adhesive
 Paint or stain

1 Glue sets of three tubes (all same length) together along their entire length, so they form triangular supports. Make 16 supports, eight 12 inches long and eight 16 inches long. Tie tubes together with string at top and bottom till glue is dry.



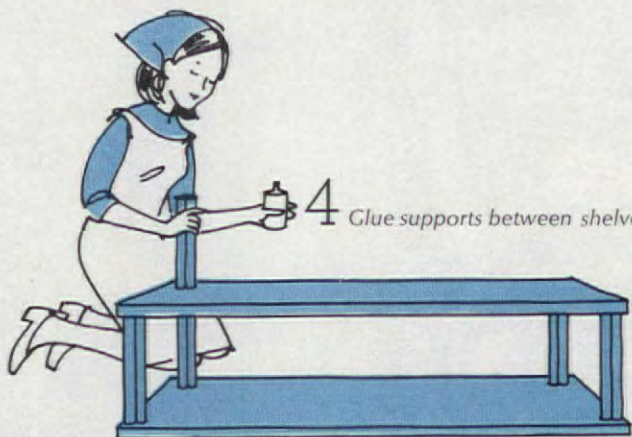
2 Paint tube supports; let dry.



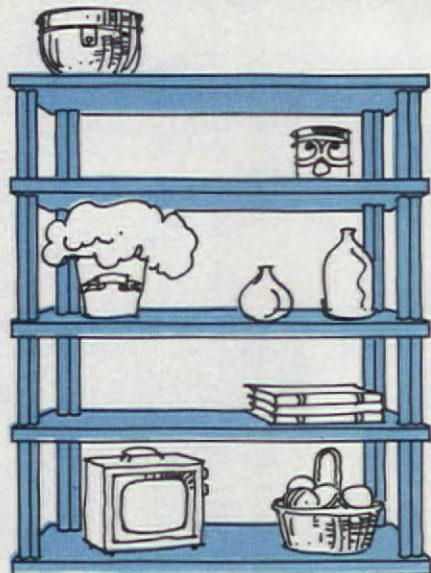
3 Stain or paint shelves.



4 Glue supports between shelves.



5 Finished unit.



Artist: Denny Hampson

For women with more exciting things to do than clean floors.

ONE-STEP WOOD FLOOR CARE. Now with the fresh smell of lemon. Cleans and polishes your wood floors with no buffing needed.



ONE-STEP FLOOR CARE. Now with ammonia! Gets floors clean as it leaves a long-lasting shine. Non-yellowing. Self-polishing.

BUY NOW! SAVE MONEY!		
<p>10¢</p> <p>Armstrong</p> <p>10¢</p> <p>Good only upon presentation to retailer on purchase.</p>	<p>CHOOSE ONE. SAVE A DIME!</p> <p>Any size of ONE-STEP FLOOR CARE ONE-STEP WOOD FLOOR CARE</p>	<p>MR. DEALER: We will redeem this coupon for face value plus 2¢ for handling when consumer and retailer have complied with terms of offer. Invoices proving purchase of sufficient stock must be shown upon request, and failure to do so may, at our option, void all coupons submitted. Cash value 1/20 of one cent. Offer expires February 28, 1969. For prompt redemption mail to ARMSTRONG CORK COMPANY, Box 1780, Clinton, Iowa 52732.</p>
TAKE THIS COUPON TO YOUR STORE.		

I took off 60 pounds and kept them off for over 14 years.

By Joanne Folk Chambers—as told to Ruth L. McCarthy



This picture was taken about 1951, when I was close to 180 pounds. Would you believe I was only 16 years old?



Now look at me today, at 122½ pounds. I not only lost that ugly fat, but I've kept my weight down for all these years.

Lots of people, I'm sure, will look at my pictures and say: "It can't be." But the fact is, all three are me. Joanne Folk Chambers. The girl who went from a fatty teen-ager, to "Miss Williston 1954", to Mrs. Henry Chambers, first-grade teacher and mother of two. You might say that I'm South Carolina's one-time loser and record weight-holder.

Fat had plagued me from childhood right into high school. In fact, I was so heavy as a youngster that my mother once thought I was deformed. After all, my brother and two sisters weren't fat. Nor was my mother or father. I was the only roly-poly.

Since I wasn't very popular, I'd just stay home and eat. I craved candy and sweets most of the time. Maybe because I felt sorry for myself so much of the time.

I remember shopping trips with my mother. They were miserable. We'd walk through the junior departments and Mother would point out all the cute dresses, in sizes 9 and 10 and 11, hoping it would spur me on to reducing. Once, she even bought me a beautiful light blue skirt and sweater, much too small for me, and hung them in my closet. It was supposed to be an inspiration to me. But it didn't work.

My father used another tactic. He was, and still is, Williston's funeral director. When someone died, I'd always ask what happened. And Daddy would say: "Heart attack. She was too heavy, Joanne." It made me think. But it didn't make me diet.

By my junior year, I had eaten myself right into the women's half-size dress department. I was nearly 180 pounds! What boy was going to ask me to the prom? This thought, along with a remark from a dermatologist (I was having treatments for acne), finally gave me the incentive I needed.

"Joanne," he said, "you have a pretty face. If you'd lose about 60 pounds, you could be Miss America."

Me, a beauty queen? I knew I had a long way to go to make the Pageant, but maybe I could at least get to the senior prom. The question was, how to get rid of those extra pounds.

My mother, as I said before, had never really been stout. But there was a time when she felt the need to take off about eight pounds. And she did it by taking a reducing-plan candy, containing vitamins and minerals. It was called Ayds. And it worked.

Perhaps it could help me—for this

time, I really wanted to help myself.

I made an appointment with my family doctor. He had once refused to give me reducing pills, so I didn't want to take anything without checking with



The beauty queen photo of me (above) was taken on the day I was crowned "Miss Williston 1954." I weighed about 120 pounds.

him first. He agreed to the Ayds. You see, they don't contain any harmful drugs.

How did I take Ayds? Just as the directions said. One or two before meals with a hot drink. The candy helped me curb my appetite. There was no starving myself. No skipping lunch or dinner. On the Ayds plan I ate regular meals, but I ate less.

By the time graduation week came, my world was rosy. I was not only down 50 pounds. I had a date for the prom. I was voted most poised and best personality. And I was accepted at the University of South Carolina.

College proved even more exciting. The local Jaycees wanted me to enter the Miss Williston Pageant. I could hardly believe it. Was I really thin enough to parade in a bathing suit? I decided I needed to shed more pounds, so I bought some more Ayds at the drugstore, and took them as I had before. The day they crowned me queen, I was about 120 pounds.

Dinners, teas, dances followed. The Watermelon Festival. The Maid of Cotton Pageant. I even went to Myrtle Beach as a runner-up in the Miss South Carolina Contest. Sometimes I think the dermatologist who said I could be Miss America must have had a crystal ball.

In the years to come, I married, moved to Williamston, became a mother, and all the while maintained my weight with the Ayds plan. Now, I teach at West Pelzer Elementary School, and always keep some in my desk. If I'm hungry at the 10:45 break, I have an Ayds with a cup of coffee and forget about eating till lunch. They've really been wonderful for me.

When my sister said I ought to tell my story, I laughed at the idea. But then I began to think of how Ayds had changed my life. And I thought of all the other people my story might help.

My young brother was the one who finally convinced me to do it. He was kind of cute about it. You see, he spends a lot of time on my father's farm, where he has about 75 registered cows who get tender, loving care.

"You know, Joanne," he said, "it seems to me that you believe in the Ayds plan as much as I believe in my cows. And if somebody wanted to take a picture of me with my cows, I'd let them. Because I believe in what I'm doing. So why don't you do what you believe in?"

That did it. I decided then and there to tell the world why I believe in Ayds.

Joanne Folk Chambers' Measurements

	Before	After	Now
Height	5'3½"	5'3½"	5'3½"
Weight	181	120	122½
Bust	*	*	36"
Waist	*	*	26"
Hips	*	*	36½"
Dress	22½	12	12

*Unfortunately, Joanne has forgotten most of her "before" measurements, except her "before" dress size and her "before" weight. Fortunately, the pictures tell the story.

BOOKS AND BOOKLETS

Since October is a breathing spell—a respite from the hectic days that marked the end of vacations (and of preparing the school-age for the inevitable) and a lull before the frantic holiday season sweeps in—we hope you'll find a few relaxing hours of reading from our selections this month.

BOOKS

Knitting With Stop and Go Needles (Would you believe red and green?) is an ingenious method devised by an authority on and practitioner of an ever popular and satisfying craft. The book demonstrates how the knitter can achieve creativity and individual expression right from the start, using basic stitches and procedures. Detailed photographs and line diagrams show how to cast on, knit, purl, and bind off, as well as illustrate a full range of other techniques—ribbing, cable, finishing, blocking; knitting with paillettes, sequins, ribbons. There is a complete, illustrated glossary defining abbreviations, symbols, and knitting terms, and a section on stitch gauge, basic equipment, and accessories. Many hand-knit pattern swatches are reproduced in color. This is a guide and reference book for everyone from beginner to teacher. The method is entirely new and strikes us as an easy way to get started on an enjoyable new hobby. By Charlotte McElwain, \$7.95, Reinhold.

The Seven-Ingredients Cookbook. Today with more and more people of all ages and tastes testing their skills in the kitchen, we can think of no better way to learn the basics of good cooking than this collection of recipes. (And it's a good refresher for the experienced cook who may think elaborate preparation is required.) There are hundreds of excellent dishes that need no more than seven ingredients, many of them commonly at hand in the kitchen. This is in no sense a short-order or short-cut cookbook—it includes, for example, recipes for homemade soups, homemade chicken and beef stocks, as well as homemade breads. It

stresses simplicity in the classic sense, using the proper cookware and tools and the freshest ingredients. By Anne Roe Robbins, \$4.95, Chilton.

What to Do When "There's Nothing to Do" was compiled by child-care experts as a mother's handbook for keeping young children happily and safely occupied while requiring neither her undivided attention nor cre-

ative talents. There are hundreds of play ideas, arranged by age group from babies to five-year-olds, all designed to stimulate a child's potential and emphasize his achievements—and most are inspired by ordinary household items such as milk cartons, macaroni, spools, old clothes. There are also sections on pets, books, records, and outings. One of a series of *Publications for Parents* on all phases

of child growth and development, it is much more than a book about play ideas. It is, in a sense, a good text on children's behavior and the ways they learn. By members of the staff of the Boston Children's Medical Center and Elizabeth M. Gregg, \$3.95, Delacorte Press.

Creative Paper Crafts. Paper—probably the most accessible and inexpensive of materials—can be used creatively. This handbook explores all the possibilities of working with paper, from simple folding and weaving or constructing montages and mosaics, to making window transparencies, mobiles, toys and table decorations, sculptures and dioramas. The text is clear and simple with step-by-step instructions, photographs, and illustrations that progress easily from two-dimensional projects into three-dimensional. They are designed to encourage the creative talent of everyone, whether child or adult hobbyist. This is one of the most comprehensive books on paper craft we have seen. By Chester Jay Alkema, \$7.95, Sterling.

These books may be ordered through your local bookstore.

BOOKLETS

Vinyl Floor Coverings are still long-wearing and easy-care, but now they're cushioned for comfort and come in textures, colors, and designs that accommodate every use, taste, or budget. This illustrated booklet explains how to choose them and offers many useful decorating ideas. Send 25c to Congoleum-Nairn, Dept. AH, 195 Belgrove Drive, Kearny, N. J. 07032.

The Bottom-Up Window Shade is one of the most versatile, contemporary—and least understood—ways to control privacy and light. This booklet explains functional and decorative uses for both standard and unusual windows. Free from Window Shade Mfrs. Assoc., Dept. JK, 230 Park Ave., New York, N.Y. 10017.

Twenty Prize-Winning Sandwiches are a far cry from peanut butter and jelly. You'll be delighted with these recipes that offer exciting innovations for lunch, brunch, or party fare. Send stamped, self-addressed envelope to Sandwich Contest Headquarters, Leaflet Dept. AH, 14 East Jackson Blvd., Chicago, Ill. 60604.



Now in Dark Dutch Fudge. The frosting that spreads easier, tastes creamier than your homemade.

In any flavor.

Betty Crocker brings you the first Ready-to-Spread Dark Dutch Fudge Frosting. Tastes as rich as real fudge. And it's homogenized. Homogenized so smooth, it spreads easier and tastes creamier than homemade. Try new Dark Dutch Fudge. One of the six delicious flavors that beats homemade.



The homogenized frosting.

BLUEPRINT ORDER FORM

To order blueprints for the authentically recreated Connecticut house on pages 78 and 79, use the coupon below. You will receive complete working drawings and a list of materials needed. Send to:

American Home, Dept. AHXP, P. O. Box 78, North Station, Yonkers, N.Y. 10701

Please send me the item(s) checked:

_____ one set of blueprints, BP 107, \$10 _____ three sets of BP 107, \$25

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Allow about three weeks for delivery. New York State residents please add sales tax. Sorry, we are unable to handle foreign, C.O.D., or Canadian orders. Send check or money order (no stamps, please). Indicate your zip code number.

WHEN YOU REMODEL THIS TIME, DO IT FOR KEEPS...with the lowest maintenance products you can find.

Bird solid vinyl siding, gutters and shutters that you'll never have to paint. And Bird JET roofing shingles that resist even hurricane winds. Read these eye-opening facts and send coupon for complete details.



2 BIRD SOLID VINYL GUTTERS NEVER NEED PAINT!

Gutters can be a constant problem. Snow and ice, wind and water do a job on conventional wood and metal gutters. But you'll never have to replace Bird solid vinyl gutters. They can't pit, rust, dent or corrode like metal gutters; won't rot, peel, blister and flake like wooden gutters. And you *never* have to paint them. White.

BIRD WIND SEAL® JET SHINGLES RESIST EVEN HURRICANES! 3

We roofed a house with Bird Wind Seal JETS, and with ordinary shingles. Then we backed a jet plane up to the house and let 'er rip! The ordinary shingles tore loose. The Bird Wind Seal JETS withstood even hurricane-force blasts. So if you're re-roofing, insist on the new Bird Wind Seal JETS — the superior shingles that cost no more to install than ordinary shingles. JETS are beautiful, too. They give your house a longer, bigger, more luxurious look. Handsome colors.



4 BIRD SOLID VINYL SIDING NEVER NEEDS TO BE PAINTED!

A dramatically beautiful siding that you'll never, never have to paint — because the color goes clear through. Won't show scratches like painted siding. Won't dent, pit, rust or corrode like metal. Won't blister, rot, flake or peel like wood. Can't conduct electricity or support fire. With or without foam polystyrene or fibreboard backing for insulation. A dream of a low maintenance siding, both horizontal and vertical. White, gray, green.

1 BIRD SOLID VINYL SHUTTERS STAY BEAUTIFUL!

And you can put them up yourself with just four color-matched screws. Molded in one solid piece, they hang straight and true. No slats to loosen and fall out. No wood to warp and rot. Never need painting. And they wash in a rainstorm or with a mild detergent. Various sizes. White, black, green.

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I'm thinking of ☐ remodeling ☐ building.

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Street _____

City _____

State _____ County _____ Zip _____

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**BIRD
& SON**
QUALITY PRODUCTS SINCE 1786



Arts and Crafts

(continued from page 12)

may expect you to undertake a rounded program including courses in such things as art history as well as in specific crafts techniques. In all cases, the cost is generally minimal. An extra charge is often made for supplies.

College and university courses. Many of these are outstanding—especially in the fine arts. Instructors, even for night-school courses, are likely to be competent artists.

YWCA courses. Consider the Craft Students League sponsored by the Y's West Side Branch in New York City. Though larger than other Y programs, it

is representative. It offers courses in oil painting, watercolor, and drawing, portraiture, calligraphy and lettering, ceramics, creative stitchery, jewelry, and enameling, lapidary, weaving, tapestry weaving; sculpture in clay, stone and wood; woodworking, bookbinding, and the silk-screen process. The fall and spring programs include 15 two- or

three-hour classes at a cost of roughly \$45 a course. The summer program offers eight three-hour courses at a cost of about \$35.

Museum courses. Thomas Coleman is a young resident of Portland, Oregon. He developed an interest in art in high school, decided he would like to be a commercial artist, and enrolled in the four-year day-school program offered by the Portland Art Association's Museum Art School. In his second year, he decided to concentrate on painting. Later he switched to ceramics. Last summer he and an associate went into full-scale production in their own pottery shop.

Coleman's experience is typical of what often happens. When you have a chance to experience a variety of arts you may find that your original choice was not your best.

As is true in other museum schools, a number of the Portland school classes are open to part-time students. Tuition for those enrolled in the painting, sculpture, and ceramics courses is \$135 per 16-week semester. Other courses are less. There are three afternoon classes a week.

Art center courses. An art center is a community-supported gallery and educational center. It is an informal, nonprofit organization of local people who share their interest in the arts and crafts by studying together, holding workshops, staging exhibitions, and generally trying to stimulate the cultural life of the community. Many of the centers have full-fledged arts-and-crafts schools.

At Rochester, Minnesota, courses are given in each quarter of the year for up to 80 students. The courses (and teachers) are rarely exactly the same in any two quarters but have in the past been offered in painting, sculpture, pottery, life drawing, jewelry, textile design, and printing. Most students are beginners. The cost per course is \$20.

COURSES BY INDIVIDUAL ARTISTS

Few artists give personal instruction in the way that thousands of people give piano lessons. But there are some leading artists and craftsmen who have their own small private schools.

For instance, Ida Grae, a leading West Coast weaver, teaches hand weaving and textile design in her Mill Valley, California, studio. The year-round workshop-school

With Cling Peaches & Blue Diamond Almonds

it's
good and
easy.



Chicken Peach Almondine

- 1/4 cup butter or margarine
- 4 chicken breasts (halved)
- 1/2 teaspoon salt
- 3 green onions sliced (include tops)
- 1/2 cup slivered Blue Diamond almonds
- 1/2 teaspoon tarragon
- 1/2 cup chopped parsley
- 1 can (1 lb. 13 oz.) Cling Peach halves
- 1/2 cup grated Parmesan cheese

Melt butter or margarine in skillet; add chicken and brown lightly; then place chicken in baking dish. To melted butter in skillet, add salt, onions, almonds, tarragon and parsley. Stir mixture and

pour over the chicken. Cover and bake in 350° oven for 45 minutes. Uncover. Add drained Cling Peach halves around the chicken. Sprinkle both peaches and chicken with Parmesan cheese and bake uncovered for 15 minutes longer. (Serves four)

CLING PEACH ADVISORY BOARD-CALIFORNIA ALMOND GROWERS EXCHANGE

offers five courses, each costing \$45 for 30 hours of instruction and practice weaving per week. Classes usually have from three to six students. Occasional seminars on such special subjects as natural yarn dyeing and linen and wool hand spinning run larger. Mrs. Grae also gives private hourly or one-day lessons at the workshop. College credit may be granted through the California College of Arts and Crafts.

The Tuscarora Retreat and Summer Pottery School is run by Dennis Parks near the old mining town of Tuscarora, Nevada. Parks is a prize-winning ceramist and former university professor. His four-week summer school is limited to 14 students—no more than five of them beginners. The cost is \$100 for tuition, plus \$140 for room and board.

SUMMER SCHOOL COURSES

Summer schools in the arts and crafts are multiplying. In 1965, *Craft Horizons*, a magazine published by the American Craftsmen's Council, listed 112 summer schools in its travel-and-study directory. Last year, it listed 153. Some of these, such as the Haystack Mountain School of Crafts at Deer Isle, Maine, are celebrated the world over.

Another famous summer school is the Penland School of Crafts in the North Carolina mountains at Penland. Founded in 1929, it now has studio space and accommodations for 100 persons, including a sizable staff. The school year runs from the first of June through September and is divided into seven two- or three-week sessions. Each session offers a variety of courses in the arts and crafts. Credit may be earned at the school through East Tennessee State University. Tuition is \$25 a week. Board and room run from \$40 to \$75 additional.

TO FIND OUT MORE ABOUT COURSES AND INSTRUCTORS

Painting instruction is relatively easy to find in most towns. Your town art museum or art center can head you in the right direction, or ask the board of education or chamber of commerce.

Instruction in other arts and crafts is not so widely available. But a reasonably complete national directory of fall, winter, and spring crafts courses is published by the American Craftsmen's Council.



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TIPS FROM OUR KITCHEN

A garnish of chocolate curls can add a glamor touch to a cake. If yours have been coming out less than perfect, try this trick.

Have the chocolate slightly warm—hold it in your hand for a minute or two—put it flat on the counter, dig down slightly with the blade of a vegetable peeler and shave thin curls in long, even strokes.

DON'T BE CHEATED IN HOME-REPAIR BILLS

Not long ago a friend of mine who had spent all his life in Manhattan apartments moved to Connecticut and promptly discovered that owning a house means you have to pay to keep it up.

"The gouger's got me," he announced one evening. "I'm the victim of a giant conspiracy. I call for a plumber, and the gouger turns up. I need a carpenter, and it's the gouger again. Last week a nice old man fixed the doorbell, but when I got the bill I realized he was just the gouger in another disguise."

"But look," I said, "how do you know you're being taken? Maybe they're charging perfectly fair prices."

"There are some things a man knows intuitively," he replied. "I can feel it right here." And he put his hand over his wallet pocket.

We did a little checking and it turned out he was getting honest prices from a couple of contractors and only a modest clipping from others.

"But the next gouging could be a

big one," he said. "And when you come right down to it, why should I get gouged at all?"

Which is, after all, a perfectly reasonable question. Let's address ourselves to it.

In the automobile-repair business there are more or less standard lists showing the costs of common repairs. If your 1959 Swivet needs its grundles reflinched, you can drive into any reputable garage and get the job done for \$73.96 without any arguments.

NO STANDARD PRICES

Unfortunately there's no blue book for home repairs. For one thing, there are very few standard houses; for another, it's often impossible to tell in advance how extensive a job will be. A plumber sees a damp spot on your ceiling, but unless he tears out a lot of plaster he can't tell if it's caused by one bad pipe joint which can be fixed in a few hours, or from general corrosion which might require all new piping plus a complete rebuilding of the ceiling. So when he says he doesn't know if the job will cost \$25 or \$1000 he isn't being deliberately vague—he really has no way of knowing in advance.

Nevertheless, it's vagueness that opens the door to the gouger. Most contractors are honest men, and there are a few out-and-out crooks. But keep in mind—the dishonesty quota is no higher in the home-repair field than in most other businesses. But the

gouger may be the type who pushes rates as near the limit of legitimacy as the traffic will bear. Or he may be one of those unbelievably bad businessmen whose records are so casual he really doesn't know exactly what your job cost. Human nature being what it is, however, you can be sure he'll take care not to gouge himself.

In any case, it's only common sense to protect yourself. And the time to do it is *before* the job starts so there will be no nasty surprises when the final bill arrives.

Let's begin by examining the two basic ways a contractor will charge you for a repair job:

1. Under a firm contract, he agrees to do a specific job at a predetermined price. This method is usually used for jobs that are easy to estimate—e.g., a new roof, a paint job, or new kitchen cabinets.

2. Under a cost-plus agreement, the contractor charges you his costs for labor and materials, then adds a specified percentage of the cost to cover his overhead and profit. Cost-plus is most often used when the extent of a job can't be figured accurately beforehand. The previously mentioned damp spot on the ceiling is a good example.

Sometimes a job is done under both methods. A carpentry contractor might agree to build your new porch for \$1100, but specify that if he finds water pipes in the wall where the door is supposed to go, rerouting the

pipes will be done under cost-plus.

These two methods may sound safe enough, but here are some rules to make them reasonably gouger-proof.

THE CONTRACT JOB

1. Put *everything* you want done in writing. This will avoid those unpleasant little extras that sometimes get tacked on. And it's also the only accurate way to compare competitive bids. Otherwise you could pick a contractor whose price is \$100 lower than anyone else's, only to face the bland post-job statement that, "Of course the bid didn't include repapering the wall after we repaired it."

2. For the same reasons, if you want to make changes halfway through the job, make sure they and their prices are in writing. What seems to be a small change may in fact involve a great deal of rework and money.

3. Include a clause in the contract that withholds a substantial portion of the final payment—say 20 to 25 percent—until the job is completed to your satisfaction. Some remodeling contractors have a bad habit of finishing almost everything, then disappearing for a couple of months, leaving you amid the debris. They are less liable to do this if it means a delay in payment for work they've already done. And if you want still more protection, try to write a completion clause into the contract that says if the job isn't done by a certain date, you can bring in another contractor

Is jogging as good for you



to finish and charge it to the original one you engaged.

Incidentally, contractors have various reasons for holding up the end of a job. On the sinister side, there's the contractor who, knowing that you are anxious to have the work completed, drags his feet toward the end. His feet will start moving again when you have agreed to pay for a profitable extra or two.

But more often, the contractor has other jobs going concurrently with yours, or he runs into unexpected trouble with the labor supply, lumber deliveries, etc. Regardless of what causes your particular delays, a completion clause gives you a strong bargaining position with the contractor.

4. Live up to your end of the contract. If, say, you arbitrarily hold back an agreed-on partial payment, you've put yourself in the wrong and your contractor may then be entirely justified in breaking his end of the contract without penalty.

A final word: On rare occasions your contractor may encounter a situation that only a clairvoyant could have foreseen, and which will raise the cost of the job considerably. Legally you *might* be able to hold him to the letter of the law, but practically it seldom pays. He could skimp on the remainder of the job to try to make up some of his loss, or forfeit what you owe him up to that point and walk off, leaving you to hire another man to finish the job—and pay the extra

cost anyway. Probably the fairest arrangement is to have your original contractor do the unexpected work at or near cost; that way neither of you gets badly hurt in the bargain.

COST-PLUS SYSTEM

Now let's have a look at how cost-plus jobs can be made gouger-proof.

Here again, the primary rule is, *get it in writing*; only this time the written agreement covers not what you'll be charged, but how. Here are the major factors involved.

Materials: When the job is finished, your contractor should present you with 1) a list of the materials he used, 2) their cost, and 3) copies of the bills sent to him by his suppliers. If there's any question about the price of an item, you can go back to the supplier and check it out.

Fine, I hear you say, but how can I be sure all that stuff really got built into my attic? The gouger may be putting some of it in his own garage.

Your best protection here is an estimate made before the job starts. Ask the contractor to list the materials he expects to use. If the final bill shows a big increase, you have a basis for asking why and where. But be reasonable if the discrepancy is small.

Another thing, a contractor almost always pays substantially less for his materials than you would. So be sure that your agreement specifies that it's the lower price to which he adds the markup. If your contractor wants

to buy at his price and charge you full retail, fine, as long as he adds no more markup. If there is little or no difference, you're paying full retail.

This is easy to check. Find out what this supplier would charge you, then compare it to the bills your contractor shows you.

Labor: Before the job starts you should know—in writing—how much you're going to pay for first-class mechanics and/or helpers. The former sometimes make twice as much as the latter, and the gouger has been known to bill helpers as mechanics and pocket the difference. And you should also make sure that the charge includes all the fringes—Social Security, union dues, etc.

Incidentally, if you haven't had any building work done in the past few years, prepare yourself for a jolt.

In some areas carpenters can cost you eight or nine bucks an hour, and plumbers more than ten. Sometimes you can shop around and find less expensive (usually nonunion) labor, but you won't necessarily pay less in the long run. The guy who occasionally does carpentry work for me gets \$50 a day, but he does more first-class work in that day than most carpenters do in two.


THE PLUS PART

This includes your contractor's overhead (insurance, office costs, etc.) and his profit. A very small contractor who does most of his own work and

has his office in his basement may charge as little as 10 percent, while a big operator with a showroom and a fleet of trucks might charge 20 percent. But the difference is seldom as great as it seems. The smaller guy will probably take longer to do the work, and his material costs will tend to be higher because he buys in small quantities. The big operator can bring in a large crew and finish quickly, and he probably pays volume prices for his materials.

Generally speaking, however, anything over 20 percent is just too much markup. And anything less than 10 percent is too little a cushion for the contractor. If something goes wrong on the job, he might be tempted to turn gouger to break even. In other words, while keeping a contractor from gouging you, don't expect him to gouge himself, either.

GET REFERENCES

By this time it may have struck you that despite the most elaborate precautions, a really determined gouger is able to find some way to get you. This leads to the final point: *Get references.* Look over a couple of your contractor's past jobs and talk to his customers. If the quality of the work looks good, and if the customers are happy with both job and price, you can be pretty sure that with the aid of the precautions we've just been over, you too will have a gouger-free job. 

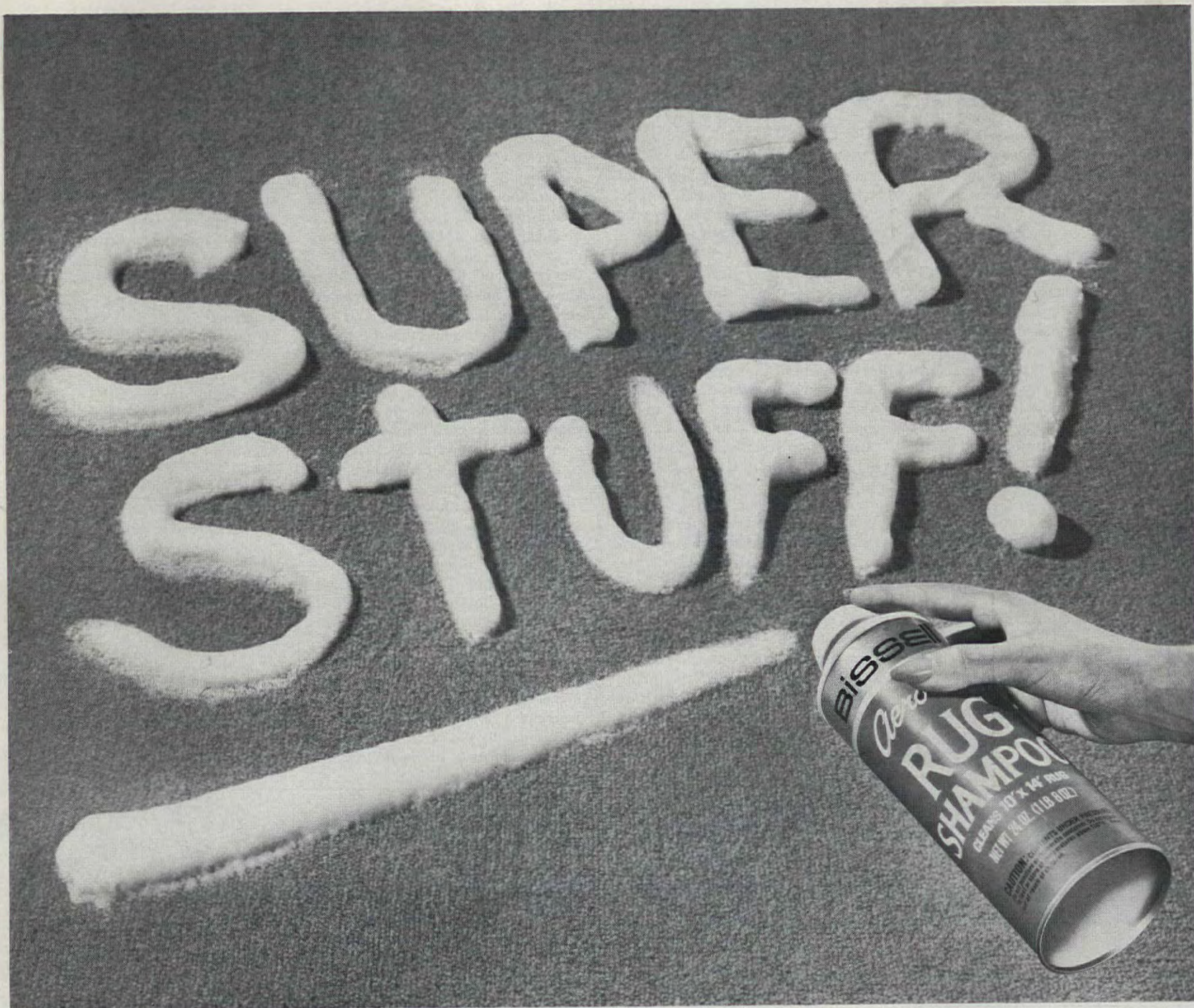
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By VIRGINIA T. HABEED

BUYER'S GUIDE TO IRONS

You want everything geared to making the job of ironing as painless as possible. A cheerful atmosphere, a sit-down ironing board all help—but your iron is the most important item of all. The better your iron works, the easier your job. Before buying your next iron, check these points:

WHAT KIND OF IRON DO YOU WANT?

Tops in convenience are the **spray-steam-dry irons**. They can be used for either steam- or dry-ironing; by pushing a button, they spray a fine mist on the fabric directly in front to dampen as you iron. Most will spray either on the dry or the steam setting.

The very popular **steam and dry irons** will steam- or dry-iron, but do not spray. Both of the above types are good choices for a modern laundry because of their ironing flexibility.

The **dry iron** is least expensive and least versatile. It will do a good job of ironing pre-dampened items and touching up permanent press. However, the effectiveness of steam with many of the newer fabrics has just about outdated the practice of dampening clothes before ironing.

For the frequent and infrequent traveler, a travel iron always comes in handy—in our opinion a second-iron must in most homes today.

WILL IT BE COMFORTABLE TO WORK WITH?

The handle. Pick the iron up. Does the handle fit your hand comfortably, does your thumb sit easily on the thumb rest and fingers curl around naturally? Is it of a heat-resistant material so it will stay cool while ironing? If the cord is attached to the side, is it placed for a right- or left-hand ironer (some can be moved)? Or is it two-way, projecting up from the center (a help in keeping the cord from dragging on the clothes while you're ironing)?

The weight. Three pounds is about the average for an iron today. Some people prefer a heavier iron—they're available; and some a lighter model—they come as light as two and a half pounds. Test a couple of irons—which weight feels best for you?

Control placement. Where is the temperature control? Is it easy to read and adjust while ironing? Turn the iron on and see if the controls tend to get hot when the iron does.

LOOK FOR FEATURES THAT WILL WORK FOR YOU

Soleplate features. There are many soleplate features to consider:

The material is the first and most obvious. Many irons now have Teflon-coated soleplates—starch will not stick and they're easier to keep clean. If you use a lot of starch, consider the Teflon seriously. Other soleplates are of stainless steel (highly recommended for its smoothness and high resistance to scratching), smooth chrome, and polished aluminum.

Button slots in the point are a great convenience feature common to every iron we've seen. Another feature, which we've seen on only one iron, is a slight slant of the point or toe of the iron so that the rest of the soleplate will tip up slightly when the toe is used to iron ruffles or pleats.

Steam vents. The number of steam vents in the soleplate is a much touted feature—they range from the teens to the fifties. Actually the number of steam vents is not the decisive factor in making a steam iron a good one. The steam coverage is determined by the force and channeling of the steam rather than the number of vents. Compare demonstrations of several irons to find the most effective steamer.

Fabric guide. The fabric guide, now available on many irons, is an excellent feature we advise you to look for. It uses numbers or symbols to guide you to the proper temperature for specific synthetic fabrics and finishes. One manufacturer has an additional indicator that tells you when the iron has actually reached the temperature you've set it for.

Water tank features. Unless you live in an area with very hard water, most irons today can be used with tap water—a convenience we think is worth looking for.

Look for a good-size tank capacity, at least eight ounces or more. The water should be easy to add and pour out when you wish. Some irons have a water window or see-through tank so you know when more water is needed.

Steam range. Since steam is being used more and more when ironing newer fabrics, look for a range of steaming temperatures rather than a set one-temperature steaming control.

Extras. These include conveniences such as a light, a wide heel rest to make the iron non-tippable, padded handle, a take-apart iron with replaceable parts, and attractive decorator colors (usually for handle and cord).

ABOUT TRAVEL IRONS

These are small irons with handles that fold flat. They generally come with attractive carrying cases and fit easily into any suitcase.

Travel irons may be dry only or they may be steam and dry (the steam and dry irons have a bulb for the water which attaches to the side of the iron for steaming).

The weight of the iron and the ironing area of the soleplate are features to investigate when buying a travel iron. Another feature that will be vital to overseas travelers is the

(continued)

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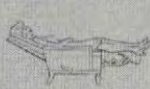
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BUYER'S GUIDE TO IRONS

(continued)

convertibility of the iron to a DC current or 220 volts (or it would be useless for foreign travel).

A new variety of travel iron is the steam-press valet—great for men. It's flat, mini-sized, made of two ironing plates that face one another. Pants creases, ties, collars, and cuffs get a quick touchup between the plates.

USE AND CARE TIPS

Iron the items that require the lowest ironing temperature first. Then you increase the ironing temperature for the clothes that require it. This eliminates the danger of burning something by using an iron that had been turned down to the proper temperature but had not cooled long enough to reach it.

Store your iron on its heel with the cord wrapped loosely around it.

If you're using the iron to steam, turn it on and let it warm up two minutes before beginning—this will help eliminate sputtering.

Empty any remaining water left in your iron after each use. Heat retained in the iron will then dry out the inside of the iron.

Let your iron cool completely after each use before storing it.

Do not iron over snaps, zippers, pins, or other metal objects as these may scratch the soleplate. For the same reason, metal stands are often not recommended for use with irons.

Before using a new iron, try it out on an old cloth at the steam setting.

Read your instruction book before you use your iron the first time. Not only will you find out how to use an iron properly, but you will find hints on how to get more from your iron.

PRICE TO PAY

Spray-steam-dry models may cost from just under \$17 to just under \$24; steam and dry irons from around \$12 to \$19; dry irons under \$9 to \$12; travel irons \$10 to \$12 (dry) and \$13 to \$17 (steam) and around \$20 (valet). After you have decided the type you want, choose carefully for quality. A few extra dollars when buying may turn out to be money saved in the long run. Don't forget to check on warranty and service.

Information about the following brands has been sent to us by their manufacturers: Dominion; General Electric; Hamilton Beach; Hoover; Knapp-Monarch; Montgomery Ward; Penney; National Presto Industries, Inc.; Proctor-Silex Corp.; Sears, Roebuck Co.; Son-Chief; Sunbeam; Toastmaster; Westinghouse; Universal.

A SCISSOR WARDROBE

Count your scissors: one pair, maybe two? Perhaps a pair of kitchen shears? Now is the time to save your time, patience, and fingers with a wardrobe of scissors to suit the shape and size of every job.

Once you have built up your collection be sure each is used only for its specific purpose. Every household should have one pair of:

- kitchen shears
- dressmaker bent-handle shears, large and medium sizes
- paper shears
- 6-inch sewing shears
- embroidery scissors
- manicure scissors
- children's blunt scissors
- Later add one pair of:
- flower-arranging scissors
- buttonhole scissors
- And some day include:
- small scissors with long, thin blades for decoupage and stencils
- folding scissors for traveling
- pinking shears
- extra-large dressmaker shears

The difference between scissors and shears is a matter of size and handles. Scissors range in length from 3 inches to 6 inches with ring handles of the same size.

Shears measure 6 inches or more with one ring handle for the thumb and a large handle for inserting

two or three fingers for better control and leverage.

Shears and scissors were invented by Italian shepherds in the third century B.C. and used for trimming sheep. The Romans used their shears for cutting myrtle hedges, and also the hair of noblemen.

Early Greek, Roman, and Egyptian shears were usually of one piece of iron or bronze bent into a "U" shape. The bottom acted as a spring and the arms as blades worked against each other by hand pressure.

The best shears, swords, and knives were made by skilled craftsmen, among whom were the famous Damascus sword makers of ancient Syria.

CARE OF SCISSORS, SHEARS

- Keep them clean and dry and occasionally lubricate screw with sewing-machine oil (wipe off excess).
- The points of shears and scissors are necessarily delicate. Guard them against damage to preserve efficient cutting ability.
- You can protect fine points with small corks.
- Don't strain your shears or scissors by using them to cut beyond their capacity, such as cutting heavy fabric with small, light shears.
- Don't cut objects for which scissors were never intended, such as wire, tin, or other thin metal.
- Avoid cutting over pins which will nick the blades.
- If pinking or scalloping shears tend to "tighten up" it may be that lint has gathered around the center bolt. Brush thoroughly with a stiff dry brush (e.g., toothbrush), wipe clean, then lubricate bolt.



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These ceilings give your room a lift while they hold down the noise.

The average ceilings in the average home are just that. Average.

But Armstrong makes ceilings that will lift any room out of the ordinary, because they look anything but ordinary. And they do a lot more than an ordinary ceiling does.

Like these three.

These are all acoustical ceilings. They actually absorb up to 60% of the noise that strikes them. So they'll make a room sound better while making it look better.

Just look at the ceiling on the left. Look! at the woven-fabric effect... at the deeply embossed surface. It's Madras Cushiontone® Tile. And you can staple or glue it right over your present ceiling.

The room in the center has the unique,

new look of Mini Plank™ Cushiontone. It goes up like any other tile. But the one-by-two-foot planks give you three ways to arrange the ceiling... three ways you can vary the look.

On the right is a Pinehurst Cushiontone Suspended Ceiling. It's a beautiful way to hide pipes and rafters. You simply hang a metal grid from your old ceiling and then drop in the panels. And though it looks like real swirled plaster, you don't have to worry about its cracking or peeling.

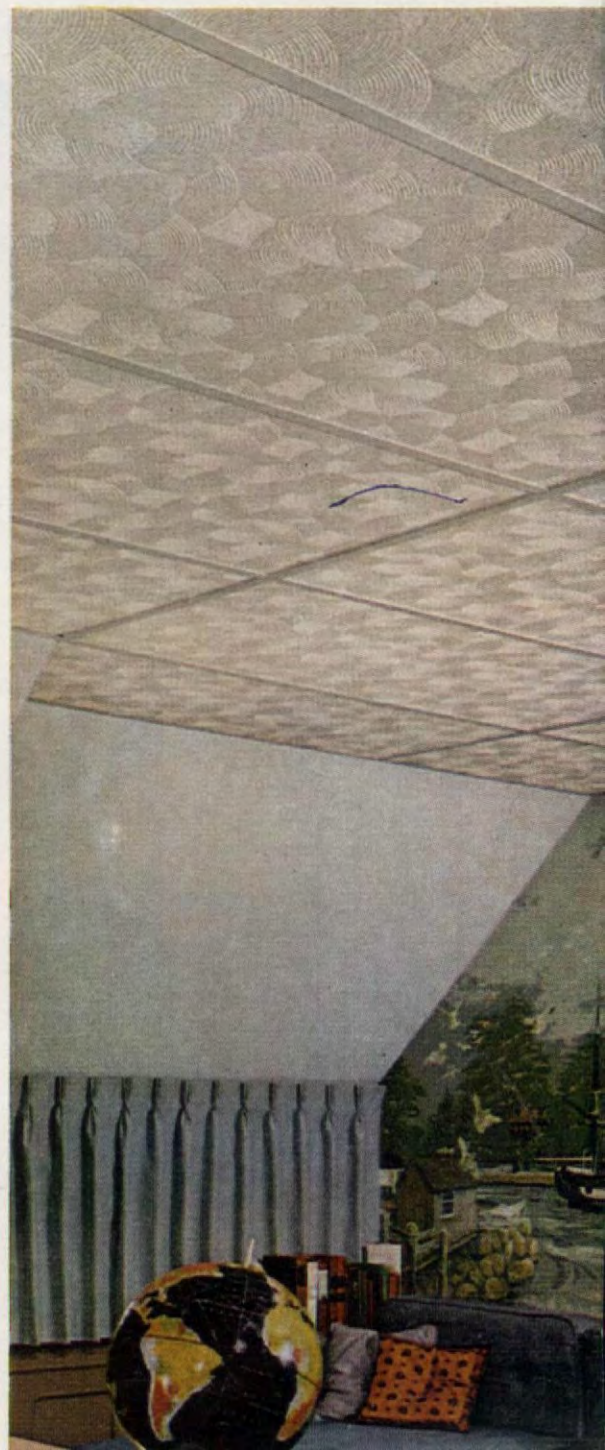
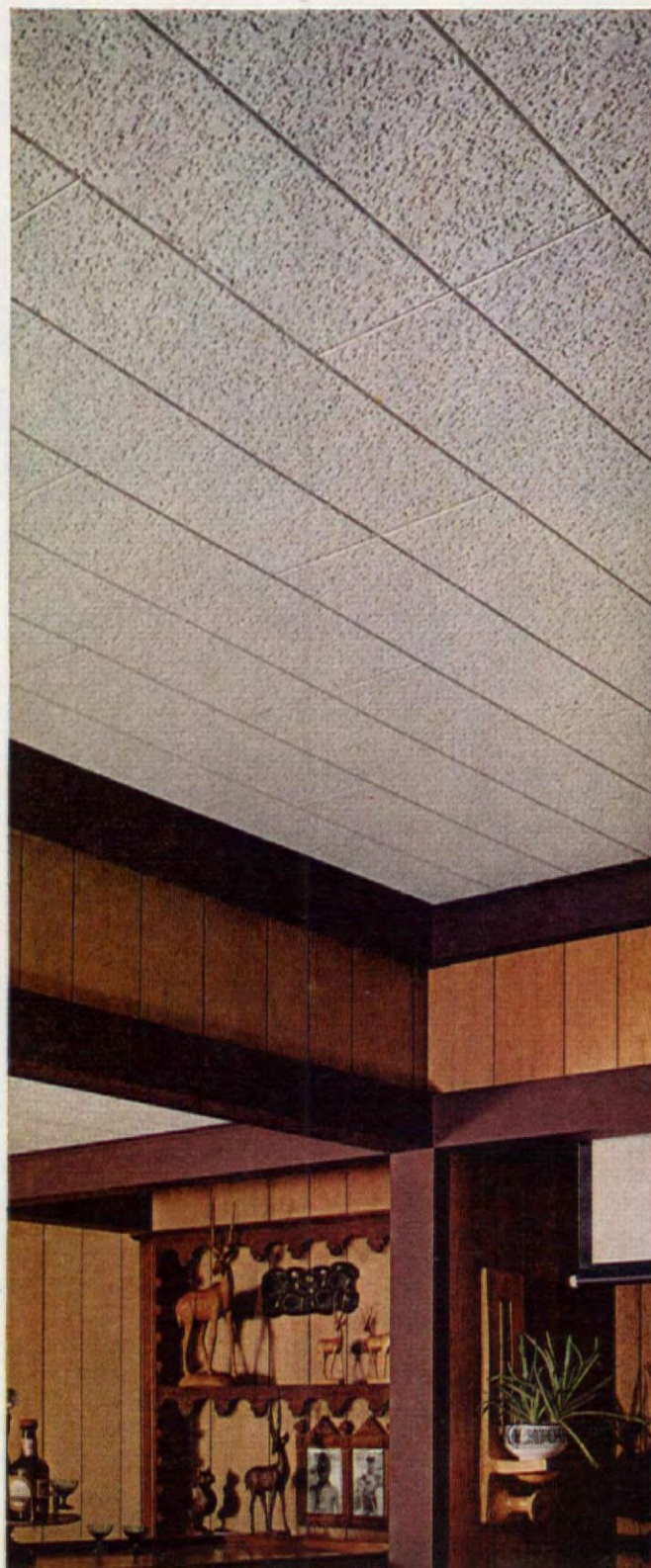
What do they cost? From left to right: \$42,

\$46, \$65. That's for all the materials to do a 12-by-14-foot room.

You can see these and other Armstrong Ceilings at your building supply dealer. All told, there are over 30 to choose from. And any one of them will lift your spirits.

Free color pictures! We'd like to send you a collection of colorful room settings showing the complete line of Armstrong Ceilings, plus a helpful do-it-yourself installation booklet. Write: Armstrong, 6810 Rand Road, Lancaster, Pennsylvania 17604.

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If the present profusion of laundry products confuses you, read on:

ABOUT DETERGENTS

• **Additives:** A big part of the detergent story is what the manufacturers are adding to the detergents. All detergents now have optical dyes added. These react to light in such a way that whites appear whiter and brights brighter. However, some of these work better with synthetics, some with cottons, some with colors. To help you know what you're getting, read the box carefully. The prominence and description of various washable items is a good clue to the type of laundry it is geared for.

The newest of news in laundry products is the use of enzymes to aid and abet the removal of soils and stains. These products are so new that most are only available regionally at present. Acting much like digestive enzymes, they help to break down the stains so they are more easily removed. They show promise in being particularly helpful in removing stains of a protein nature. Since these may be introduced as additives in detergents already on the market, do read the packages to see what product new forms of a familiar detergent may contain.

Bleach is another item you'll find added to some detergents. It is usually a mild oxygen bleach (called a perborate). In solution form, they are generally safe for all washables.

Bluing and borax, other laundry aids women commonly add to their wash, are also conveniently added to some detergents.

• **Cold and hot water detergents:** The newer washable fabrics combined with extra gentle washer action have made it possible to wash just about everything automatically. However, some items, such as permanent press and woolen knits, require warm to cold wash water. Thus cold water detergents—effective in cold, warm, or hot water—have been developed. These are also handy when other household demands have used up your hot-water supply.

• **Liquid and tablet detergent forms:**

Pretreating stained areas is an irksome but very necessary job. The special forte of the liquid detergent is in making this job a little easier and more convenient. You just apply the concentrated liquid to stained collars, cuffs, or spots before putting them in the washer (a concentrated granular-detergent-water paste could also be used). Though it's best to use the same detergent you used

impair the efficiency of the machine—even damage it. Thus, low, controlled-sudsing detergents are recommended for front-loaders; medium sudsers (regulated) may be used also. All varieties will do a good job in top-loading machines.

• **What to use:** Knowing these facts about detergents—and the facts about the makeup of your own wash load—you may want to keep one, two, or

two- to three-hour soak period (as opposed to the 10- to 15-minute limit for a detergent soak) is recommended—even overnight soaking is suggested for very stubborn stains.

• **Bleaches:** The two varieties of bleaches available, each have their own specific purpose in the laundry. The chlorine bleaches are very strong and effective. However, they can damage if not used properly and are not safe for all fabrics, finishes, and colors. (Some synthetics and fabrics with resin finishes may yellow when exposed to chlorine bleach—test if you're not sure.) Oxygen bleaches (such as the perborates sometimes added to detergents) are milder and generally safer for all laundry items when used in solution (do not sprinkle directly on garments as some dyes may be affected). These bleaches do need hot water to be fully effective. They will not remove stubborn stains as readily as chlorine bleach, but are helpful in preventing graying and dulling of clothes.

• **Fabric softeners:** These are a great boon for permanent-press and wash-and-wear items because they not only lubricate fibers, thus soften the fabric to the touch, but they also help eliminate static electricity and cut down wrinkling. Important to remember when using on towels and such—overuse of fabric softeners can affect absorbency—so measure carefully and wash occasionally without using a fabric softener.

• **Starches and water softeners, bluing, and borax:** Starches of the spray variety are a great boon to ironing; water softeners give a boost to detergents in hard-water areas—and recondition grayed clothes too; bluing and borax help give brighter and sweeter wash loads.

LAUNDRY TIPS

Be a picky sorter. Keep whites strictly to themselves. If you've recently added a bright color to your wardrobe, wash it separately first to test color.

Wash your clothes before they are too soiled to get really clean. This is an error very easily made with permanent press. Because it keeps a fresh appearance, the tendency is to wear it just once more.

Read and follow instructions. Hangtags, labels, washers and dryers, laundry products should all have use-and-care instructions. In fact, if there are no instructions on a product, we recommend you don't buy it!



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for spot pretreating when you add detergent for the washload (measure less since you've already put some in directly on the garment), you may use another type.

Measuring is an important step in laundering too. Using too much or too little detergent can both result in a less than sparkling laundry. Pre-measured tablets of detergent eliminate measuring errors.

• **Low, medium, and high sudsers:** Front-loading washing machines (and some top-loaders too) are suds sensitive. An overabundance of suds could

even three detergents on hand to use as needed. Whether yours is a one-detergent or a multi-detergent family, keep in mind that the detergent will work as well as you let it. Read the box carefully. Know when to use the product and how to use it

ABOUT OTHER LAUNDRY AIDS

• **Presoakers:** The enzyme detergent additives, which help remove heavy soils and stains, are also available in a presoak product. These would be particularly helpful with very stubborn soils and stains. In this case a

The Variable Annuity

(continued from page 54)

amount of money. The value of a variable annuity contract owner's interest in the fund is stated in units, which reflect changes in the value of the stocks held. These unit values are typically recalculated weekly.

The significant difference between a variable annuity and other investment plans comes into play at retirement. On reaching age 65, an investor in equities might assume that he would live to be 85, and, on the basis of that assumption, he might plan to live on the proceeds of the sale of one twentieth of his shares in each of the next 20 years. But if he lived to be 90, that source of income would be gone during these last five years. Or, at retirement, an investor might liquidate his holdings and apply the proceeds to the purchase of a conventional annuity. Still this would afford him no protection against inflation occurring during retirement years. Also, it would typically generate a substantial federal income tax liability in the year of retirement.

BENEFITS AT RETIREMENT

Under a variable annuity, the accumulated value of a contract is converted into annuity units at retirement and the value of such units is thereafter paid every month. Since the value of the annuity units will fluctuate with the changing values of the stocks held in the fund, the amount of the payments would increase if the value of the stocks held in the fund increased faster than the rate assumed in the contract.

Since some individuals would not care to have all their retirement income fluctuate with changing stock-market conditions, the contracts now being offered commonly allow a buyer to allocate a portion of them to the purchase of a conventional or fixed-dollar annuity.

While the cost of a variable annuity differs from company to company, the basic features of contracts now on the market are quite similar. A few states have not yet adopted changes in their insurance laws which are necessary in order for an insurance company to offer variable annuities.

Their success will depend largely upon the skill with which insurers are able to

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CORN SOUFFLÉ
 1/4 cup margarine or butter
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 1 can (17 oz.) Del Monte® Cream Style Corn
 Dash Cayenne
 Dash Salt
 8 oz. American cheese, cubed
 6 eggs, separated
 In saucepan, melt margarine; blend in flour. Add corn, seasonings. Cook, stirring till thickened. Add cheese; stir till melted. Remove from heat. Mix in beaten egg yolks. Cool. Beat egg whites till stiff, but not dry. Fold into corn sauce. Pour into 2 qt. soufflé dish. Bake at 350°F., 45-50 minutes. Serve immediately. 8 servings.

choose common stocks that will increase in value faster than the costs of living increase. If an insurance company judges the market badly, the billions of dollars in its general account will be of no comfort to the variable annuitant. He can look only to the value of stocks in the variable-annuity fund for his monthly payments except insofar as the insurer

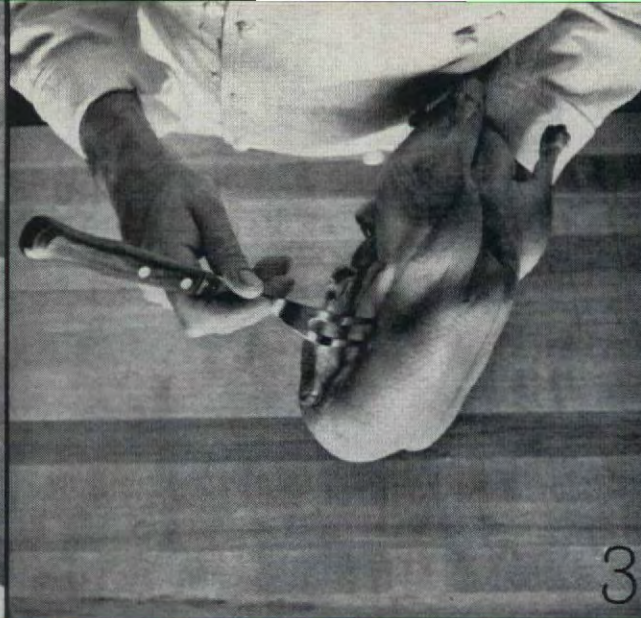
guarantees the mortality elements of the contract. On the other hand, if an insurer's judgment in the selection of stocks for its variable-annuity fund results in investment performance at least as good as that of the major stock-market price indices, its variable annuity contract owners may well be among that small class of retired persons to

whom inflation and a longer life will not bring economic hardships.

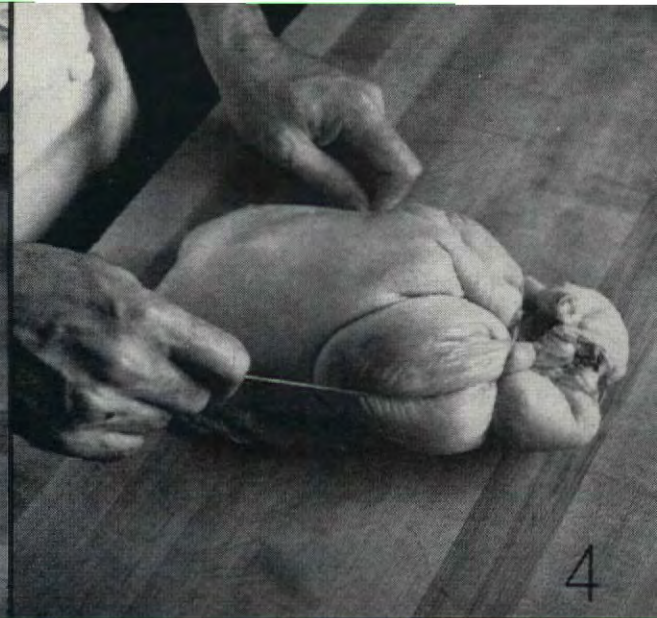
William A. Kern received his law degree at Yale and now serves as a member of the legal staff of the Lincoln National Life Insurance Company.



1



3



4



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COOKING LESSON NO. 12

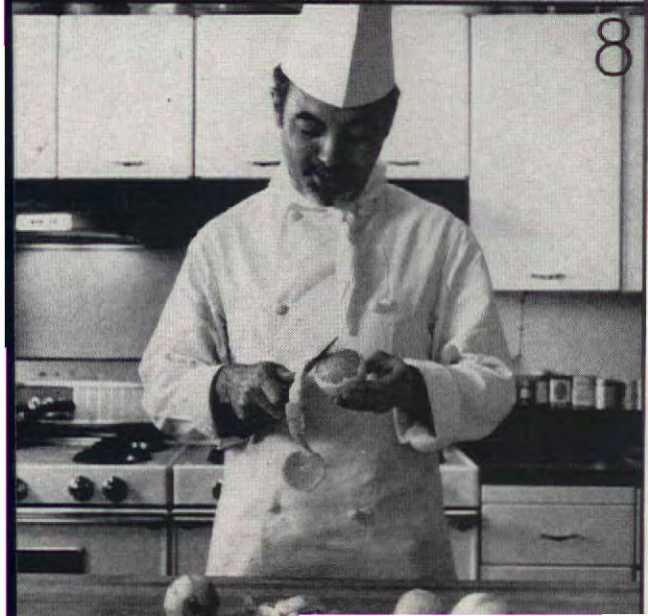
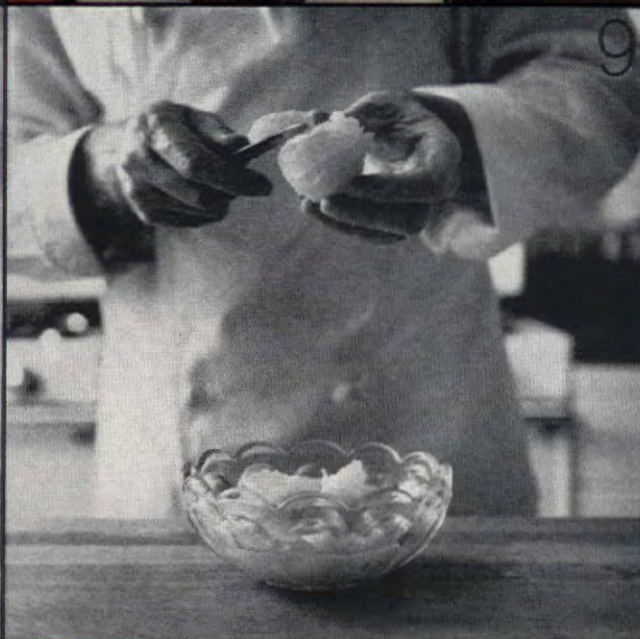
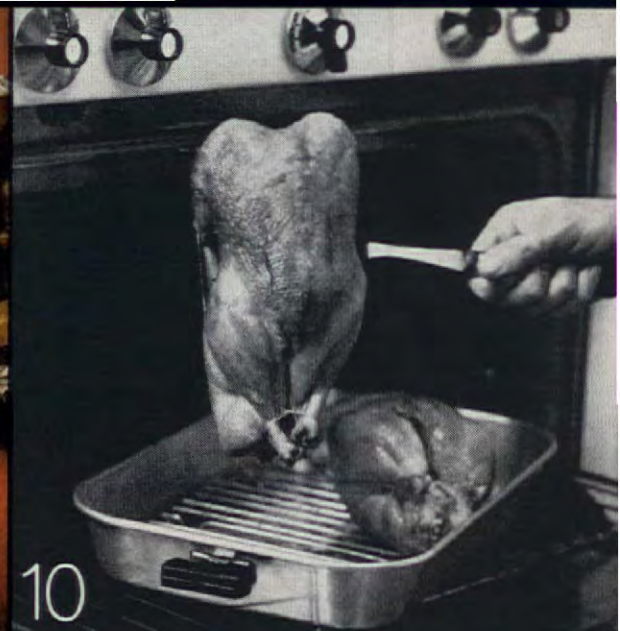
By Virginia T. Habeeb

DUCKLING BIGARADE

Of all the great duckling dishes found on the best menus around the world, Duckling Bigarade (or Caneton à l'Orange) is one of the most famous. The reason is its zesty sauce, made from a rich stock of duck and chicken broth, browned with caramel, laced with sherry, and flavored with slivers of orange rind. Spoon this sauce over a very crisply roasted duckling and garnish with orange segments. Serve with wild rice, a buttered green vegetable, a red Médoc or a chilled white Burgundy and you've a memorable meal any chef would be proud of. Contrary to popular opinion, duckling is not really hard to prepare. A few tricks on how to roast the duckling to a crisp golden brown, how to sliver the rind and section the oranges, and how to prepare the delightful orange sauce make this meal quite simple. With duckling, as with many other superb dishes, Chef Jacques Jaffry is a past master. Here are his easy-to-follow instructions, and on page 114 he shows how he carves a duckling.

Photographer: Harry Hartman Shopping Information page 133





DUCKLING BIGARADE

Makes 6 servings

- 2 ducklings (5 pounds each)
- 1/4 cup butter or margarine
- 2 medium-size carrots, pared and diced
- 1 cup diced onion (1 large)
- 1 stalk of celery, diced
- 3 cans (13 3/4 ounces each) chicken broth
- 2 teaspoons salt
- 6 navel oranges
- 3 cups water
- 2 tablespoons sugar
- 2 tablespoons vinegar
- 2 tablespoons cornstarch
- 2 tablespoons dry sherry or Madeira

1 After I remove giblets from cavities of ducklings, I pull out and discard all the loose fat from the neck and abdomen cavities. I cut off the wings at the elbows, cut the wings, necks, and giblets into 1/2-inch pieces.

2 After heating butter or margarine in a saucepan, I sauté the wings, necks and giblets until lightly brown. Then I add the diced carrots, onion, and celery and cook, stirring occasionally 5 to 8 minutes or until they are limp. Add the chicken broth. Bring to boiling. Reduce the heat and let simmer 1 hour.

3 To allow the fat to escape during the roasting, I prick the skin of each duckling at 1/2-inch intervals along the legs, back, and lower breast. Some prick the breast too.

4 Heat oven to 450° F. Dry ducklings with paper towels. Sprinkle the cavities with salt. Tie the legs together, then bring the cord along the sides and around the neck. Tie securely. Place ducklings, breast up, on a rack in a shallow, open roasting pan. Do not cover. Roast 25 to 30 minutes.

5 Reduce oven heat to 400° F. Pour fat from roasting pan. Turn ducks on their sides. Roast 20 minutes. Turn ducks on the other side. Roast another 20 minutes. Pour fat from roasting pan.

6 While ducklings are roasting, I prepare the oranges. Remove just the orange part of the skin in strips with a vegetable peeler.

7 Cut the strips into very thin slivers. Put into saucepan with water and cook 20 minutes. Cool under running water. Drain. Reserve until sauce is done.

8 Peel off all the white membrane from the oranges. Cut a thin slice at the top but don't cut all the way through. Continue cutting in a continuing spiral using a slight sawing motion.

9 Section the oranges. Hold the orange over a bowl as I do here to catch the juice. Cut on either side of the membrane and lift out each section. Reserve the sections and add the remaining pulp to the sauce that is simmering.

10 Now the ducklings have finished roasting on their sides. We turn them breast up and roast 20 to 25 minutes or until done. To test for doneness, lift duck with a 2-tine fork and let the juices run down. If they are clear and colorless, the ducklings are done.

11 Five minutes before the sauce has finished simmering, combine sugar and vinegar in a saucepan. Rotate the pan over the heat to dissolve the sugar. Bring to boiling. Cook until the syrup is golden. Remove from heat. Strain the sauce into the syrup. Discard vegetables, orange pulp, and duckling trimmings. Bring sauce to boiling, stirring with a wooden spoon to dissolve the syrup. Dissolve the cornstarch in the sherry or Madeira and stir it into the sauce. Simmer 10 minutes. Taste and correct the seasoning. Add the reserved orange slivers.

Untruss ducklings. Place on large platter. Garnish with orange sections and, if you wish, watercress. You may place some sections on the breasts and spoon on some sauce. Serve rest of sauce in sauceboat. Makes 6 servings.



FROM THE
WELL-STOCKED
REFRIGERATOR



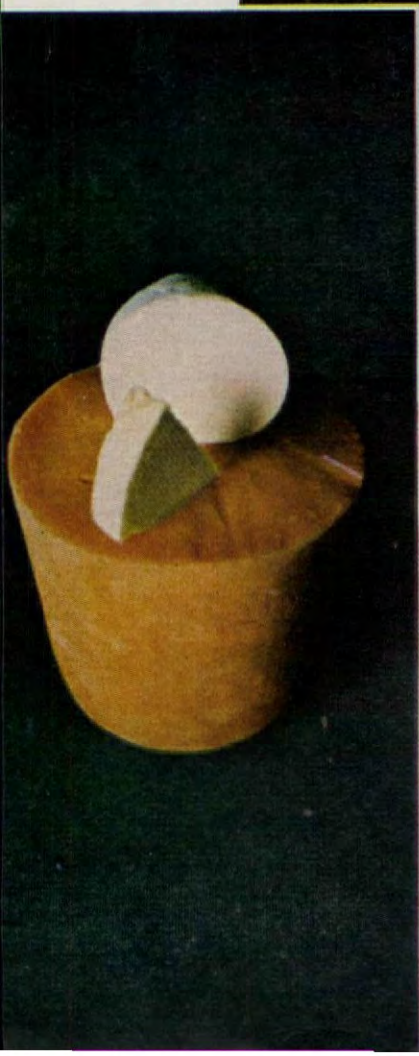
Starting at
the top and going
clockwise: Eggplant
Parmigiana,
Cheese Strata,
Cheese Quiche
Lorraine

CHEESE TO PLEASE

Layers of creamy mozzarella and Parmesan over slices of eggplant make for a delectable Eggplant Parmigiana. Sharp Cheddar and toast triangles are the ingredients for a nippy Cheese Strata. A mixture of Gruyère and Cheddar is the secret of the rich cheesy filling for our special Cheese Quiche Lorraine. These are just a sampling of the countless cheese dishes now temptingly possible from the huge selection of cheeses to be found in the dairy case of your supermarket. We suggest you keep a stock on hand—to round out your menu planning in hundreds of ways. For these and other tempting cheese recipes plus a glossary of familiar cheeses, turn to page 112.

Photographer: Norman Nishimura

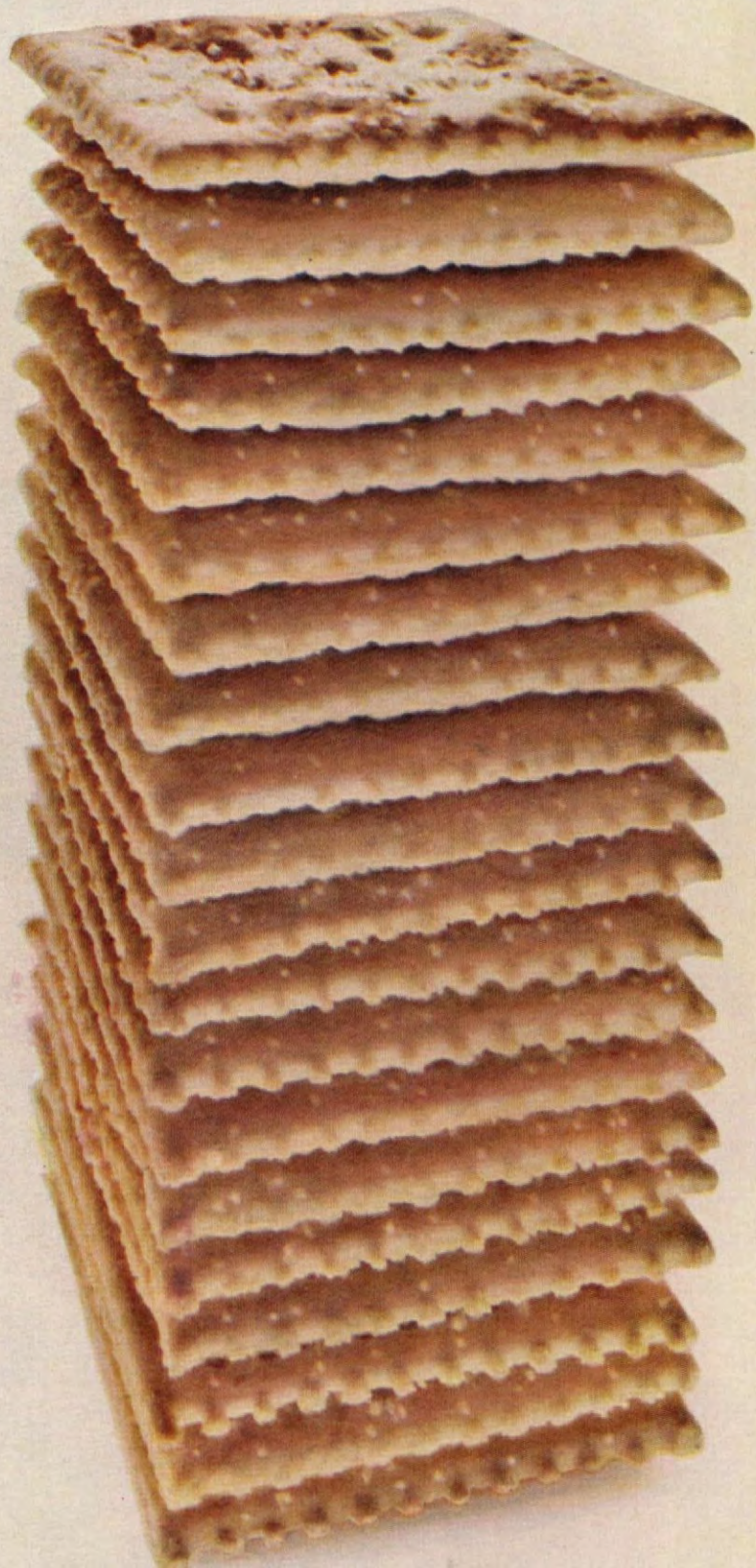
Shopping Information, page 133



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FETTUCINI ALLA PAPALINA— AN ITALIAN DELICACY

Fettucini alla Papalina, a first cousin to Noodles Alfredo, combines the goodness of hot, buttery noodles with a rich egg sauce and the flavorful savoriness of ham and mushrooms. It is truly a great and easy main dish, especially good for a luncheon, light supper, or a glorious last-minute recipe, especially if you have leftover ham. The noodles should be prepared *al dente*, cooked tender but still firm to the bite. If you wish, you may leave out the ham and mushrooms and turn it into a superb pasta accompaniment to light chicken or veal dishes. No matter how you prepare it or serve it, be sure it is piping hot. A cold, crisp salad and crusty bread are must go-withs.

- 1 Sauté mushrooms, ham, and onion in butter or margarine until vegetables are tender and ham lightly browned.
- 2 Add and stir grated Parmesan cheese into beaten egg yolks in top of double boiler.
- 3 Stir the cut-up butter or margarine, a piece at a time, into the egg-yolk mixture.
- 4 Pour the egg sauce over the noodles. Toss well to coat the noodles.
- 5 Spoon the ham-mushroom mixture onto the noodles. Sprinkle with cheese and parsley. Toss well and serve.



FETTUCINI ALLA PAPALINA

(Noodles with Egg Sauce)

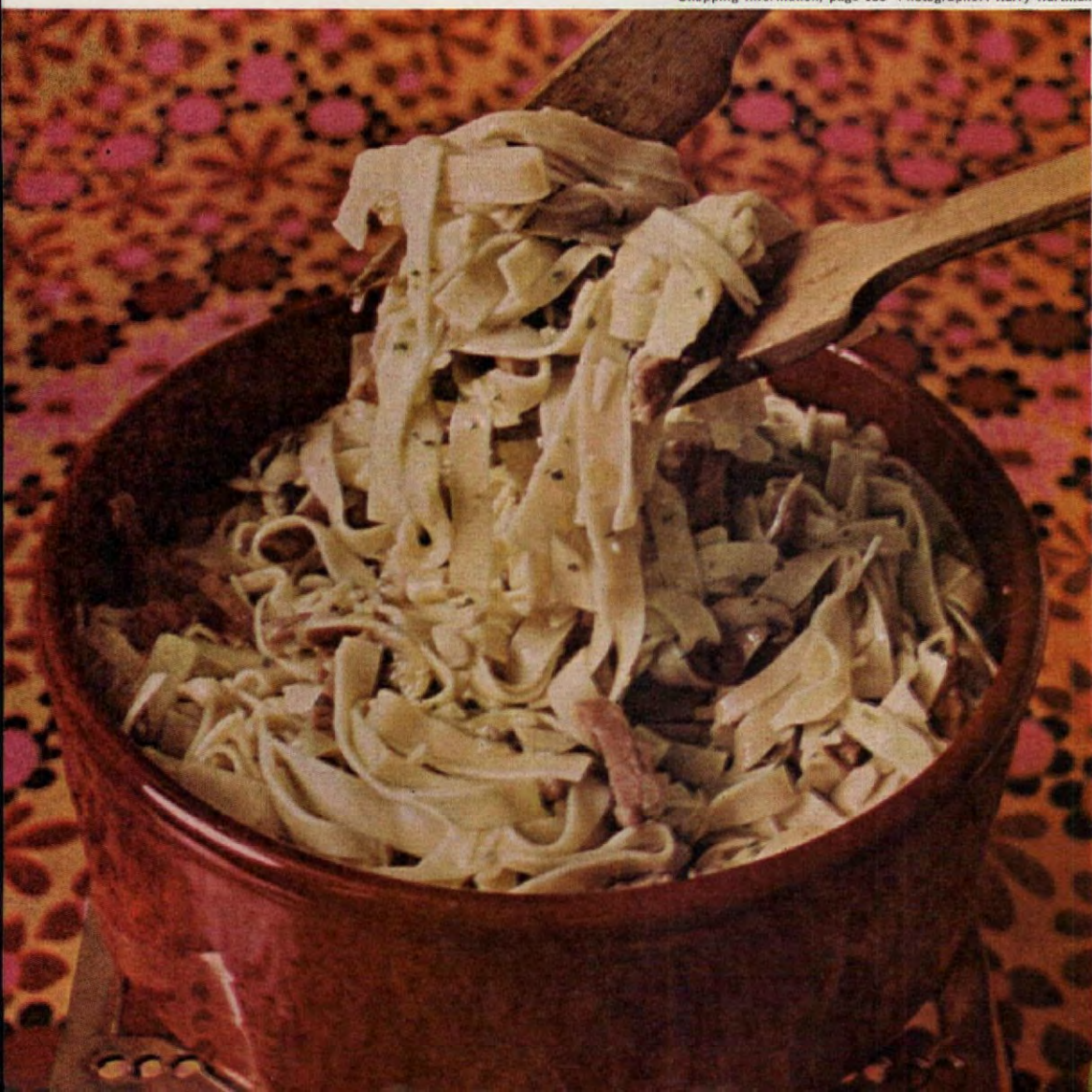
- 2 tablespoons butter or margarine
- 2 cups sliced mushrooms
- 2 cups julienne strips cooked ham
- ½ cup finely chopped onion (1 medium)
- 4 egg yolks
- ¼ cup grated Parmesan cheese
- 6 tablespoons butter or margarine
- 1 package (8 ounces) medium egg noodles, cooked and drained
- 2 tablespoons grated Parmesan cheese
- 2 tablespoons chopped parsley

Melt 2 tablespoons butter or margarine in large skillet; sauté mushrooms, ham, and onion 5 minutes or until onion and mushrooms are tender and ham is lightly browned. Keep warm.

Beat egg yolks in top of double boiler. Stir in ¼ cup grated cheese. Cut 6 tablespoons butter or margarine into small pieces; stir into egg yolk. Place egg mixture over hot, not boiling, water; stir constantly until butter melts and sauce is lightly thickened. (Boiling water will cook eggs too fast and sauce will be lumpy.)

Place drained noodles in hot serving bowl; pour egg mixture over; toss well. Spoon ham mixture over top. Sprinkle with 2 tablespoons grated cheese and parsley. Toss, serve immediately. Makes 4 servings.

Shopping Information, page 133 Photographer: Harry Hartman



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Controlled temperature.
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Take a poll of favorite desserts and chances are you'll come up with chocolate cake and whipped cream. Add a hint of mint and how can you miss with one of the great desserts of all time? For our Chocolate Mint Whipped Cream Cake, we've layered rich, moist chocolate cake with mint-flavored whipped cream and frosted it with our best chocolate frosting. Try it—it's a fabulous choice for any special occasion. Ask young Tony here. And don't even think about those silly calories!

WINNING COMBO: CHOCOLATE AND WHIPPED CREAM

CHOCOLATE MINT-WHIPPED CREAM CAKE

CAKE: 1½ cups sifted all-purpose flour, 1 teaspoon baking soda, ½ teaspoon salt, ¼ teaspoon baking powder, ½ cup softened butter or margarine, 1¼ cups sugar, 2 eggs, ½ cup sifted unsweetened cocoa, 1 cup hot water.

FILLING: 2 cups heavy cream, 1 tablespoon sugar, 3 teaspoons peppermint extract, Green food coloring.

FROSTING: 2 squares unsweetened chocolate, melted; 2 cups sifted confectioners' sugar; 2 tablespoons hot water; 1 egg; ¼ cup softened butter or margarine; ½ teaspoon vanilla.

MAKE CAKE: Heat oven to 350°F. Grease and flour three 8-inch layer-cake pans. Sift flour, soda, salt, and baking powder together; set aside. Beat butter or margarine, sugar, and eggs, at high speed in large bowl of electric mixer about 3 minutes or until light and fluffy. Combine cocoa and water. Add flour mixture alternately with cocoa mixture at low speed, beginning and ending with flour. Beat just until smooth. Pour into prepared pans. Bake 25 to 30 minutes or until cake springs back when lightly pressed with fingertip. Cool in pans 10 minutes; remove from pans. Cool on wire racks.

MAKE FILLING: Combine cream, sugar, peppermint extract, and enough food coloring to tint a pale green in medium-size bowl. Whip just until soft peaks form using rotary beater or electric mixer.

Place one cake layer on cake plate. Spread half the whipped-cream filling over layer. Place second cake layer over filling; spread with remaining filling. Top with third layer. Refrigerate 1 hour to allow whipped cream to become more firm.

MAKE FROSTING: Combine melted chocolate, sugar, and hot water in small bowl. Beat until smooth and well blended. Add egg, butter or margarine, and vanilla. Continue to beat until frosting is thick. Set bowl of frosting in ice water. Beat with wooden spoon until frosting is of spreading consistency. Frost sides and top of cake. Refrigerate until ready to serve.



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Our cheese tastes like aged Italian-style cheese. Our thin spaghetti is easier to wind.

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Spaghetti with Meat Sauce · Spaghetti with Mushrooms · Spaghetti with Meatballs.

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Cheese

(continued from page 106)

EGGPLANT PARMIGIANA

- 1 large or 2 medium-size eggplant, peeled and cut in 1/2-inch-thick slices
- 1 teaspoon salt
- 1/2 cup olive oil
- 1/2 cup chopped onion (1 medium)
- 1 clove of garlic, finely chopped
- 1 can (1 pound 1 ounce) Italian tomatoes, undrained
- 1/2 teaspoon basil, crumbled
- 1/2 teaspoon oregano, crumbled
- 1 teaspoon salt
- 1/4 teaspoon pepper
- 2 eggs
- 3 tablespoons flour
- 3/4 cup (3-ounce jar) grated Parmesan cheese
- 8 ounces sliced mozzarella cheese

Sprinkle eggplant slices with 1 teaspoon salt. Let stand 30 minutes to draw out excess moisture; pat dry with paper towel. Heat 2 tablespoons olive oil in saucepan. Sauté onion and garlic 5 minutes. Add tomatoes, basil, oregano, 1 teaspoon salt, and pepper. Cover; simmer 20 minutes.

Heat oven to 350° F. Combine eggs and flour in small bowl. Beat with rotary beater until smooth. Dip eggplant in egg mixture; drain slightly. Sauté in hot oil on both sides, using about 2 tablespoons oil at a time. Place a single layer of eggplant in shallow 2-quart baking dish. Cover with half the tomato sauce, half the Parmesan cheese, and half the mozzarella. Repeat a second layer of eggplant, sauce, and mozzarella. Sprinkle with remaining Parmesan. Bake 25 minutes or until thoroughly heated. Makes 6 to 8 servings.

CHEESE STRATA

- 8 slices day-old bread
- 1/2 pound sharp Cheddar cheese, grated (about 2 cups)
- 4 eggs, beaten
- 2 1/2 cups milk
- 1/2 teaspoon prepared mustard
- 1 tablespoon chopped onion
- 1/2 teaspoon salt
- Dash of pepper

Trim crusts from bread; cut each slice in half diagonally. Place bread crusts in bottom of well-buttered 1 1/2-quart baking dish. Sprinkle with half the cheese. Arrange bread triangles over cheese, overlapping them with triangle points up as pictured on page 106. Combine egg, milk, mustard, onion, salt, and pepper; pour over bread and cheese. Triangle points of bread will be above milk mixture. Sprinkle with remaining cheese. Cover; let stand 1 hour at room temperature. Bake at 325° F. for 1 hour or until knife inserted halfway between edge of dish and center comes out clean. Let stand 5 minutes before serving. Makes 6 servings.

WELSH RAREBIT

- 1/2 cup beer or ale
- 1 teaspoon Worcestershire sauce
- 1 teaspoon dry mustard
- Dash of paprika
- 1 pound Cheddar cheese, shredded (4 1/2 cups)
- Hot toast or English muffins

Combine beer, Worcestershire, mustard, and paprika in large saucepan. Let stand over low heat until hot. Add cheese; cook, stirring constantly until cheese is melted. Serve immediately over hot toast or English muffins. Makes 4 servings.

MONTE CRISTO SANDWICH

- 1 tablespoon butter or margarine
- 3 slices white bread
- 1 slice cooked ham
- 2 slices cooked turkey or chicken
- 2 slices Swiss cheese
- 1 egg
- 1/4 cup milk
- 2 tablespoons butter or margarine

Butter one slice of bread on one side. Place ham slice and sliced chicken or turkey on buttered bread. Spread butter on both sides of second slice of bread; place over meat. Top with cheese slices. Butter third slice of bread on one side. Place on cheese, buttered-side down. Remove crusts with sharp knife. Cut sandwich in half diagonally; secure with wooden picks. Combine egg and milk in small bowl; blend with rotary beater. Dip sandwich halves into mixture, coating thoroughly. Melt 2 tablespoons butter or margarine in small skillet. Sauté sandwich on both sides until golden. Remove picks. Serve immediately. Makes 1 serving.

COLESLAW WITH BLUE CHEESE

- 1 medium-size head cabbage, finely shredded
- 1/2 cup pure vegetable oil
- 1/2 cup vinegar
- 1/2 cup chopped onion (1 medium)
- 1 1/2 teaspoons salt
- 1/4 teaspoon pepper
- 3 ounces blue cheese, crumbled (about 1/2 cup)

Place shredded cabbage in large bowl. Combine remaining ingredients in small bowl. Pour over cabbage. Toss lightly. Cover. Refrigerate 3 hours or until thoroughly chilled. Makes 8 to 10 servings.

CHEESE QUICHE LORRAINE

- 1 unbaked 9-inch pastry shell
- 1 tablespoon butter or margarine
- 1/2 cup sliced green onions
- 1/2 cup shredded Gruyère cheese
- 1/2 cup shredded sharp Cheddar cheese
- 4 eggs, beaten
- 1 cup milk
- 1 cup heavy cream
- 1/4 teaspoon white pepper
- Dash of cayenne

Prepare pastry shell. Heat oven to 450° F. Cover inside of shell with piece of wax paper; fill shell with dry rice or beans (to keep shell from buckling as it bakes). Bake 10 minutes; remove rice or beans and paper; cool shell. Melt butter or margarine in small skillet; sauté onions 3 minutes or until tender. Sprinkle onions and cheeses over the inside of pastry shell. Combine eggs, milk, cream, pepper, and cayenne; pour into shell. Bake 15 minutes; reduce oven heat to 350° F.; bake 10 to 15 minutes longer or until thin-bladed knife or spatula inserted halfway between center and edge comes out clean. Let stand 10 minutes before cutting. Makes 6 servings.

CARE OF CHEESE

Cooking: Cook all cheese dishes at low temperature and for a short length of time or cheese will separate, string, and toughen.

Storage: Hard cheeses may be kept for several weeks. Soft cheeses should be used within a few days after buying.

Store cheese in the refrigerator. It may be left in the original wrapper.

Serve your family the foods served

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Cover cut surfaces tightly to keep the surface from drying out.

Serve cheese at room temperature except for cream, cottage, or Neufchatel which should be served chilled.

Freezing: Among the varieties that may be frozen are: brick, Camembert, Cheddar, Edam, Liederkranz, mozzarella, Muenster, Parmesan, Port du Salut, provolone, Romano, and Swiss. Some club, colby, and Gouda, and Lim-

burger cheeses will freeze well. Blue, Gorgonzola, and Roquefort may become crumbly if frozen.

Small pieces of cheese may be frozen in their original wrapper if it is airtight. Pieces larger than a half pound should be cut into smaller pieces and wrapped tightly.

Freeze cheese quickly at 0° F. or lower. Thaw, unopened, in refrigerator. Use as soon as possible after thawing.

GLOSSARY OF SOME FAMILIAR NATURAL CHEESES

NAME	ORIGIN*	CHARACTERISTICS	FLAVOR
Soft Cheeses			
Bel Paese	Italy	Grayish surface; creamy yellow interior	Mild to moderately robust
Brie	France	Edible, whitish crust; creamy yellow interior	Mild to pungent
Camembert	France	Edible white crust; creamy yellow interior	Mild to pungent
Cottage	Uncertain	Moist, delicate, white large or small curds	Mild, slightly acid
Cream	United States	Smooth, white, buttery	Mild, slightly acid
Liederkranz	United States	Thin brown edible crust; golden, runny interior	Hearty, tangy
Limburger	Belgium	Smooth waxy body; creamy white	Robust; highly aromatic
Neufchatel	France	Smooth, creamy white	Mild
Ricotta	Italy	White; moist and grainy, or dry	Bland; semisweet
Semisoft Cheeses			
Blue	France	White, marbled with blue-green mold; sometimes crumbly	Piquant, spicy,
Brick	United States	Light tan to orange; smooth, waxy body	Mild
Gorgonzola	Italy	Tan surface; light yellow interior; marbled with blue-green mold	Piquant, spicy Similar to blue
Monterey Jack	United States	Creamy white; smooth, open texture	Mild

NAME	ORIGIN*	CHARACTERISTICS	FLAVOR
Semisoft Cheeses			
Mozzarella	Italy	Creamy white; plastic-like consistency	Mild, delicate
Muenster	Germany	Tan or white crust; creamy white interior	Mild to mellow
Port du Salut (Oka)	Trappist Monks, France, Canada	Russet surface; smooth, buttery yellow interior	Mellow to robust
Primost	Norway	Light brown	Sweet caramel
Roquefort	France	White, marbled with blue-green mold; pasty, sometimes crumbly	Sharp, spicy, piquant
Stilton	England	White, marbled with blue-green mold; crumbly	Piquant, spicy
Hard Cheeses			
Asiago	Italy	Light yellow; granular; tiny gas holes or eyes	Piquant, sharp in aged cheese
Caciocavallo	Italy	Light tan surface; light interior; compact, flaky	Sharp, similar to Provolone
Cheddar (American)	England	Light yellow to orange; smooth, firm body	Mild to sharp
Colby	United States	Light yellow to orange; softer, more open texture than Cheddar	Mild
Edam	Holland	Creamy yellow; wax-red coat; softer but more open, mealy than Cheddar	Mild, nutlike
Gjetost	Norway	Golden brown; buttery	Sweetish, caramel
Gouda	Holland	Creamy yellow with or without red wax coat	Mild, nutlike; similar to Edam
Gruyère	Switzerland	Light yellow; tiny gas holes	Nutlike, sweetish
Parmesan	Italy	Light yellow; brown or black coating; granular, brittle body	Sharp, piquant
Provolone	Italy	Golden-yellow to golden-brown, shiny surface bound with cord; compact, flaky	Mild to sharp and piquant; usually smoked
Sapsago	Switzerland	Light green; granular	Sharp, spicy, piquant
Swiss	Switzerland	Off white; smooth with large holes or eyes	Sweetish, nutlike

* Origin indicates country in which cheese was discovered. Many of these foreign cheeses are now manufactured under the same names in the United States, and many are imported by these same manufacturers.

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crusty SPAMbake

New idea for dinner: you make it quick with SPAM and Kellogg's Corn Flake Crumbs.

- ½ cup KELLOGG'S CORN FLAKE CRUMBS
- 2 tablespoons brown sugar
- ¼ teaspoon ground cloves
- 1 12-ounce can SPAM
- 2 tablespoons prepared mustard
- Pineapple slices
- Melted butter

1. Combine Kellogg's* Corn Flake Crumbs, brown sugar and cloves.
2. Cut SPAM crosswise into eight slices. Spread both sides of slices with mustard, then coat generously with a flavor crust of Corn Flake Crumbs mixture. Place SPAM and pineapple slices individually in a foil-lined shallow baking pan; do

not crowd. Brush pineapple slices with butter.

3. Bake in moderate oven (350° F.) 20 minutes. Serve on heated platter, placing a SPAM slice on each pineapple slice. Add parsley, if desired.

Yield: 4 servings of 2 slices each.

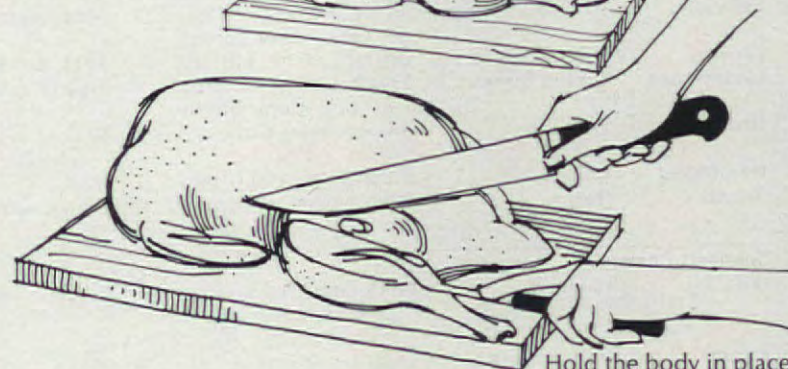


SPAM IS A REGISTERED TRADEMARK FOR A PURE PORK PRODUCT PACKED ONLY BY GEO. A. HORMEL & CO., AUSTIN, MINN., U.S.A.
*REGISTERED TRADEMARK OF KELLOGG COMPANY. © 1965 BY KELLOGG COMPANY.

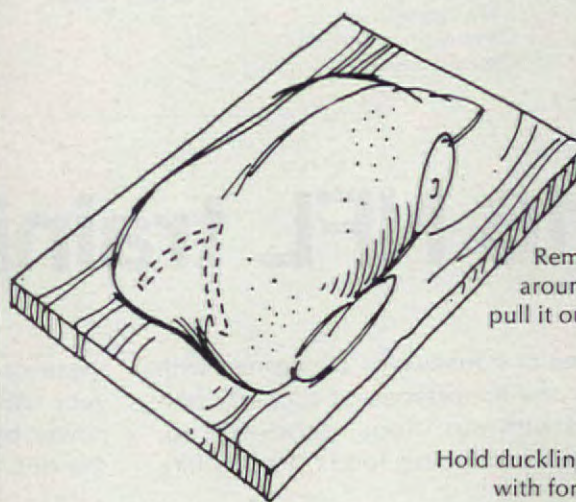
HOW TO CARVE A DUCKLING

Ducklings may be purchased whole or in parts. They usually weigh about 5 pounds and are available fresh, though are most often found frozen. Thaw the duckling in its original wrapper. In the refrigerator, it will take 24 to 36 hours; at room temperature it will take 12 to 18 hours. Cook it immediately after thawing. Step-by-step instructions for carving are shown below.

Hold leg of duckling firmly with fork. Cut through skin between leg and body.

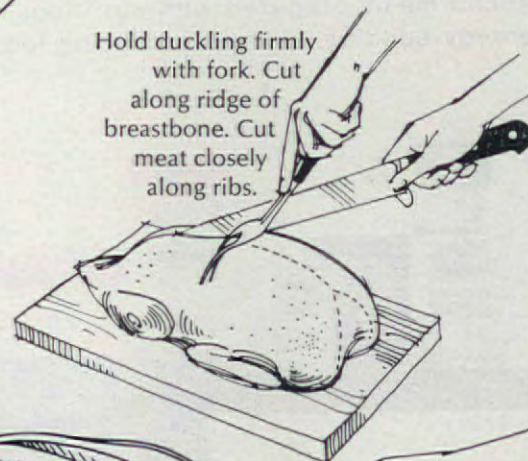


Hold the body in place with flat of knife blade and press leg away from body with your fork. Cut through joint joining leg to the back.

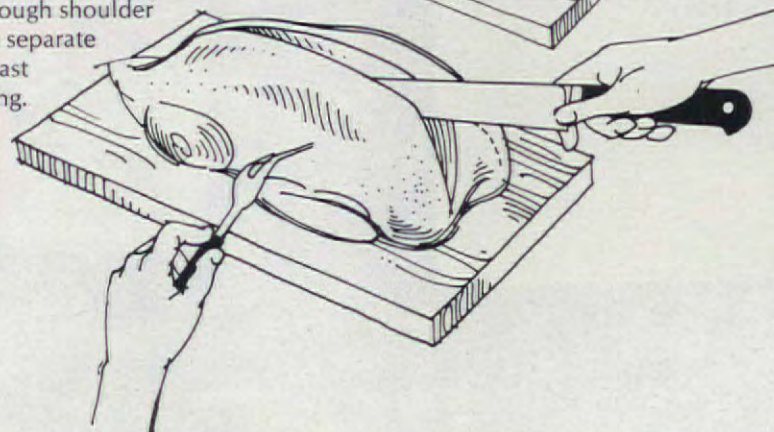


Remove wishbone. First cut around it with knife, then pull it out with the fork.

Hold duckling firmly with fork. Cut along ridge of breastbone. Cut meat closely along ribs.



Cut through shoulder joint to separate the breast and wing.



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A wonderful chicken dish! Escalloped Chicken and Noodles—generous chunks of chicken blended with egg noodles in a creamy chicken gravy, sprinkled with toasted bread crumbs for a golden topping.



spinach
soufflé

It's a tempting main dish. It's a tasty snack. Stouffer's Macaroni & Cheese to serve anybody, anytime, and fast!



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cocoa peanut logs

You make 'em crunchy and quick with Kellogg's Cocoa Krispies cereal

- 1 cup (6-oz. pkg.) semi-sweet chocolate morsels
- $\frac{1}{3}$ cup peanut butter
- 4 cups KELLOGG'S® COCOA KRISPIES®

1. Melt chocolate morsels with peanut butter in heavy medium-sized saucepan over low heat, stirring constantly until well-blended. Remove from heat.
2. Add Cocoa Krispies cereal, stirring until coated with chocolate mixture.
3. Press mixture firmly into lightly buttered 9x9x2-inch pan. Let stand in cool place, or refrigerate, until firm. Cut into log-shaped bars.

Yield: 36 log-shaped bars, about 3 x $\frac{3}{4}$ inches

Dessert Idea: Serve dishes of ice cream, any flavor, topped with generous spoonfuls of Kellogg's Cocoa Krispies cereal right from the package. Delicious!



© Kellogg Company

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CAKES— PLAIN AND SIMPLE

Whatever the occasion, there's a cake to suit it. Here are two favorites, simple to make, that can be a perfect family dessert, a not-too-sweet accompaniment for tea or coffee, or the finale of an afternoon of bridge.

APPLESAUCE CAKE

- 1 $\frac{1}{3}$ cups sifted all-purpose flour
- 1 teaspoon baking soda
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{2}$ teaspoon ground cinnamon
- $\frac{1}{4}$ teaspoon ground cloves
- $\frac{1}{4}$ teaspoon ground allspice
- $\frac{1}{4}$ cup soft shortening
- 1 cup sugar
- 1 egg
- 1 cup canned applesauce
- $\frac{1}{4}$ cup chopped pecans
- $\frac{1}{2}$ cup chopped raisins
- 2 teaspoons flour

Heat oven to 350° F. Grease and flour 9x9x1 $\frac{1}{2}$ -inch pan. Sift flour, baking soda, salt, cinnamon, cloves, and allspice together. Beat shortening, sugar, and egg in medium-size mixing bowl until light and fluffy. Add flour mixture alternately with applesauce, beginning and ending with flour. Scrape bowl frequently. Mix nuts, raisins, and 2 teaspoons flour together; fold into batter. Pour into prepared pan. Bake 40 to 45 minutes or until cake springs back when lightly touched with fingertip. Cool in pan 10 minutes. Loosen edges with spatula and remove from pan. If desired, frost with Orange Butter Cream Frosting.

ORANGE BUTTER CREAM FROSTING: Blend $\frac{1}{4}$ cup butter or margarine, $\frac{1}{2}$ teaspoon vanilla, and 1 cup sifted confectioners' sugar thoroughly. Beat in 1 cup sifted confectioners' sugar. Add 1 teaspoon grated orange rind and 2 tablespoons orange juice. Beat until of good spreading consistency.



LYNDA'S MARBLE CAKE

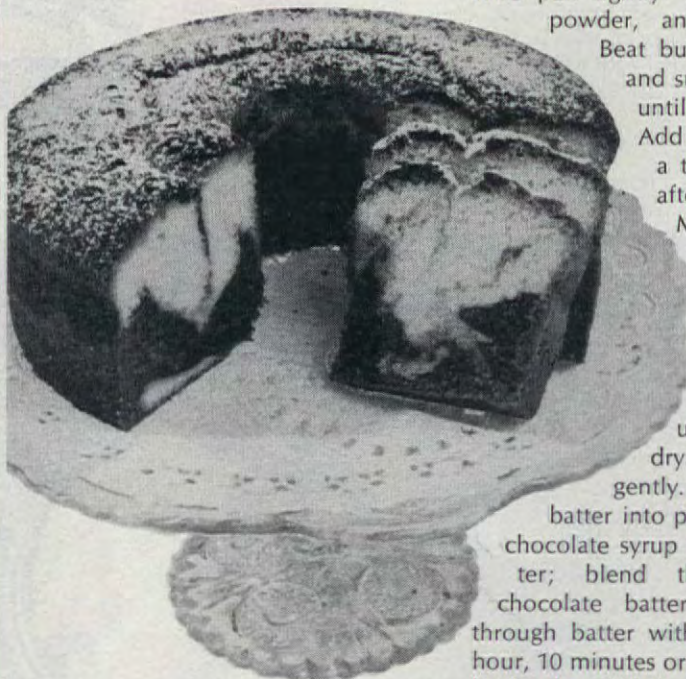
- 2 cups sifted cake flour
- 1 $\frac{1}{2}$ teaspoons baking powder
- $\frac{1}{2}$ teaspoon salt
- 1 cup butter or margarine

- 1 $\frac{1}{2}$ cups sugar
- 4 egg yolks
- 1 $\frac{1}{2}$ teaspoons vanilla
- $\frac{1}{2}$ cup milk
- 4 egg whites
- $\frac{1}{3}$ cup canned chocolate syrup

Heat oven to 350° F. Grease 9-inch tube pan lightly. Sift flour, baking powder, and salt together.

Beat butter or margarine and sugar in large bowl until light and fluffy. Add egg yolks, one at a time, beating well after each addition. Mix in vanilla. Add flour mixture alternately with milk, beginning and ending with flour.

Beat egg whites until stiff but not dry. Fold into batter gently. Pour half the batter into prepared pan. Add chocolate syrup to remaining batter; blend thoroughly. Pour chocolate batter into pan. Cut through batter with spatula. Bake 1 hour, 10 minutes or until cake springs back when lightly touched with fingertip. Cool completely in pan. Remove from pan.



Presto's dunkable coffeemaker.

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BE ORIGINAL with TUNA FISH and Lea & Perrins... the original Worcestershire



TUNA SALAD IN ORANGE CUPS:

Slice top $\frac{1}{3}$ from 6 oranges, scalloping edges. Remove pulp and cube. Toss cubes with 7-oz. can chunk tuna, $\frac{1}{2}$ cup sliced celery, $\frac{1}{2}$ cup cooked peas, 2 Tbs. chopped pimiento, $\frac{2}{3}$ cup French dressing, 1 Tbs. Lea & Perrins. Fill orange shells with mixture. Garnish with watercress. Serves 6.

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HOLIDAY's . . . 1968 Directory of Places to Stay, Restaurants and Entertainment is now available, with hundreds of advertisements of accommodations in vacation areas around the globe. Also, many hints on climate and clothes.

TRY PORK CHOPS

Here are two recipes that make something special out of these wonderfully versatile pork chops. No need ever for them to be dull! Both recipes can be made ahead of time and held in the refrigerator until you're ready to bake them. No fuss either, once they're in the oven. Try them both!

BAKED PORK CHOPS AND APPLES

- $\frac{1}{2}$ cup chopped onion (1 medium)
- 2 tablespoons butter or margarine
- 6 pork chops, 1-inch-thick each
- 1 teaspoon salt
- $\frac{1}{8}$ teaspoon pepper
- 3 medium-size apples, pared, cored, and sliced
- 1 cup water
- 3 tablespoons brown sugar
- $\frac{1}{2}$ teaspoon dry mustard
- $\frac{1}{4}$ teaspoon ground cloves



Heat oven to 375° F. Sauté onion in butter or margarine 5 minutes or until soft. Remove; reserve. Brown chops on both sides in fat remaining in pan. Sprinkle chops with salt and pepper. Arrange chops in baking dish. Cover with apple slices; sprinkle with onion. Add water, brown sugar, mustard, and cloves. Cover. Bake 1 hour; uncover, bake 15 minutes or until chops are tender. Makes 6 servings.

STUFFED BAKED PORK CHOPS

- $\frac{1}{2}$ cup chopped onion (1 medium)
- 2 tablespoons butter or margarine
- 1 clove of garlic, finely minced
- $\frac{1}{3}$ cup water

- $\frac{1}{4}$ cup bottled barbecue sauce
- 1 cup packaged corn bread stuffing mix
- 6 double pork chops with pockets
- $\frac{1}{4}$ cup butter or margarine

Heat oven to 375° F. Sauté onion in 2 tablespoons butter or margarine until soft. Add garlic; cook 1 minute. Add water and barbecue sauce; mix well. Stir in stuffing mix; mix well. Stuff pockets in chops loosely with stuffing mixture. Fasten pockets securely with wooden picks; lace closed with clean white string. Heat $\frac{1}{4}$ cup butter or margarine in skillet. Add chops; brown on both sides. Transfer to baking dish. Cover. Bake $\frac{1}{2}$ hour; uncover, bake $\frac{1}{2}$ hour or until chops are tender. Makes 6 servings.



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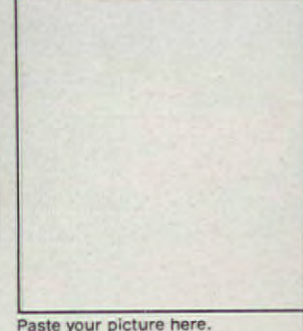
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COMPANY'S COMING TO BRUNCH

This is the season for football games, walks in the countryside, and a last weekend at the lake or shore. All around the country this is a beautiful time of year, and a perfect time to invite friends for a weekend visit. In order to make things as easy as possible for the hostess, whose job it is to keep the guests well fed, we suggest you fit this brunch into your list of weekend menus. This is a hearty, simple-to-prepare menu, that offers several new flavor combinations. Our poached apples are a perfect blend of tart apples and sweet maple syrup, and our cheese scrambled eggs with chives is an exciting way to present an old standby. Sour cream coffee cake is a favorite of ours—it has a particular richness provided by the sour cream, and we love the cinnamon and sugar layered in the middle. This brunch serves six generously, and is certain to become a favorite menu for you, whether for guests or just the family.

Apple Slices Poached in Maple Syrup*
Cheddar Cheese Scrambled Eggs* **Broiled Bacon and Sausages**
Cinnamon Coffee Cake*
Coffee



APPLES SLICES POACHED IN MAPLE SYRUP

6 firm tart apples, pared, cored,
and sliced into rings
1 cup maple syrup
½ cup heavy cream, whipped
Ground nutmeg

Place apples and syrup in large saucepan. Cover. Simmer about 10 minutes or until just tender. Cool. Chill. Serve with whipped cream and a dash of nutmeg. Makes 6 servings.

CHEDDAR CHEESE SCRAMBLED EGGS

12 eggs
½ cup milk
2 cups (8-ounce package) sharp
Cheddar cheese, finely grated
2 teaspoons chopped chives
1 teaspoon salt
¼ teaspoon pepper
4 tablespoons butter or margarine

Beat eggs in large mixing bowl until they are well blended but not foamy. Add milk, cheese, chives, salt, and pepper; blend well. Melt 2 tablespoons butter or margarine in 10-inch skillet over low heat. Do not let butter sizzle. Keeping heat low, cook half the egg mixture at a time. Cook about 5 minutes or until eggs are thickened throughout but still moist. Stir occasionally during cooking. Repeat with remaining eggs and butter or margarine. Makes 6 servings.

CINNAMON COFFEE CAKE

½ cup butter or margarine
1 cup sugar
2 eggs
1 cup dairy sour cream
2 cups sifted all-purpose flour
½ teaspoon baking soda
1½ teaspoons baking powder
1 teaspoon vanilla
½ cup chopped nuts
2 tablespoons sugar
1 teaspoon ground cinnamon

Heat oven to 350° F. Butter 9-inch tube pan. Combine butter or margarine and 1 cup sugar in large bowl. Heat until light and fluffy. Add eggs, one at a time, beating well after each addition. Blend in sour cream. Sift flour, baking soda, and baking powder together. Blend into creamed mixture gradually; add vanilla. Blend well. Pour half the batter into prepared pan. Combine nuts, 2 tablespoons sugar, and cinnamon. Sprinkle half the cinnamon mixture over batter. Spoon in remaining batter and top with remaining cinnamon mixture. Bake 50 minutes or until cake tester inserted in center comes out clean. Cool in pan 15 minutes. Remove from pan. Cool thoroughly on wire rack.



Look into **Contadina** for 8 great tomatoes in a rich, thick paste



MANICOTTI-CHEESE BAKE (serves 4)

½ lb. ground beef	½ tsp. pepper
½ cup minced onion	1 tsp. sugar
¼ cup chopped green pepper	1½ tsp. Italian seasoning
¾ cup CONTADINA® Tomato Paste	8-9 manicotti shells
2 cups water	2 cups (1 lb.) ricotta cheese
1½ tsp. salt	1 cup (4 oz.) shredded mozzarella cheese

Sauté meat, onion and green pepper. Drain off fat. Add paste, water, salt, pepper, sugar and seasoning. Simmer 15 min. Parboil manicotti in salted water 4 min. Drain on paper towels. Fill shells with combined ricotta and mozzarella. Place shells in shallow baking dish. Cover with sauce. Bake in oven (350°F.) 20-30 min.

FROM THE 8 GREAT TOMATO FOLKS



CONTADINA FOODS DIV. OF CARNATION CO., LOS ANGELES, CALIF.

THE CARE AND PLANTING OF BULBS

Whether you plant your bulbs in formal beds or naturalize them in a wooded landscape (see page 82), remember never to cut the leaves until they've died back. If you have to divide a crowded clump of bulbs, wait until the leaves have turned completely brown before disturbing them. If mice are a problem in your area use warfarin or red squill

to protect your planting. Place poison bait in runways where birds and pets can't get at it.

As for fertilizer, never use a high nitrogen kind. Used sparingly, a high-phosphorous commercial food is fine. Old-time gardeners, however, prefer to scratch a little bone meal into the soil just after the shoots appear in the spring.

A fistful (about half a cup) for a dozen bulbs is sufficient.

Tulips can be planted from mid-September through November if the ground is workable, in a fast-draining soil. Dig the hole six inches deep and set the bulbs with their pointed ends up. In heavy clay soils plant the bulbs four to five inches beneath the ground, in sandy soils, eight inches deep. Water well after planting.

Daffodils do not require large amounts of fertilizer. Feed at planting and flowering times only. Plant the bulbs six inches deep in loose, fast-draining soil. Work the soil in the bed for about 12 inches, since the roots grow deep in search of moisture. In sandy soils, water often after planting if it doesn't rain. Plant in October and November, earlier if the ground freezes by Thanksgiving.

Hyacinth bulbs are smaller than tulips and daffodils but have the same soil requirements. Plant them six inches deep and four inches apart. A light mulch of straw or leaves will keep the soil moist over the winter. Remove the covering at the first sign of spring. Hyacinths lend a formal touch to the landscape.

Crocuses are the heralds of spring, emerging from the ground as the last snowfall is melted away by the March sun. They're relatively inexpensive, so you can plant them by the hundreds. Give them a sandy, well-drained soil. Plant the corms three inches deep. For a large planting, dig a large bed to the correct depth, and set corms.

Grape Hyacinths (*muscaris*) look like tiny hyacinths. Plant them three inches deep and from one to three inches apart for a carpet of blue or white under your taller bulbs. They will grow in either sun or partial shade. Like all bulbs, they want a well-drained soil.

Scillas are divided into two types. Siberian squills open charming blue flowers in March. Set the bulbs three inches deep and from two to three inches apart. Plant Spanish bluebells in a rich sandy soil four to five inches deep. They flower in May.

Snowdrops (*galanthus*) do well in a cool, shaded, moist area. Plant them in the early fall three inches deep and three inches apart. Their tiny bell-like flowers appear in May. Over the years the bulbs will reproduce themselves, if they like the niche, and carpet the ground with foliage and flowers each spring.



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By STANLEY L. ENGLEBARDT

A HOME ORGANIZATION CENTER

Every once in a while, it's one of those days: your third-grade daughter forgets her milk money, your 12-year-old son forgets a dentist appointment, and it completely skips your mind that your husband is bringing someone home to dinner. Then it is you wonder how you can possibly be expected to keep track of all the miscellaneous information that Mother is supposed to carry in her head.

After all, today's industries and even today's retail stores can keep all their data on a small set of computer file cards and they never—well, almost never—forget a fact. What about a computer and data processor for the house, then? Actually, the day is not very far off when you will be able to program your entire day, from making breakfast right through selecting and cooking dinner. But until that time, you'll just have to go on remembering.

HOME INFORMATION CENTER

One thing you might think about, though, to help you get all members of a busy, active family to the right place at the right time, is a series of "home information centers."

The idea may sound complicated, and a little "cold" too—as though your family life were to be reduced to a series of interlocking wires and punch cards—but it's really quite simple. All an "information center" means is a place where all the information, names, dates, and odd facts a family needs to remember can be sorted out and prominently displayed. Basically, it's some paper, tacks, something to write with, and a soft board to display the finished reminders. What we did in our family was to build into our new house a "master" information center in the family room, near the phone. Then, to take some of the burden of remembering off the parents, and give the children some valuable training in organizing their own lives, we built simpler centers into each of their rooms too.

EIGHT-YEAR-OLD MODEL

For a little girl—even an eight-year-old has an amazing amount to remember—we decided on a very simple scheme. Most of the information that our Lynn had was of the one-shot variety, like a birthday party to go to, a Brownie meeting, or a field trip. So what she needed was an easy, yet appealing, way to display her information.

What we decided on was a 12 by 36-inch slab of pressed cork, bought at a nearby lumberyard and glued to the wall behind her desk. This was

all very easy. The only problem was making sure she would find the information center fun enough to want to use it. With this in mind, we then picked out a supply of four by six-inch index cards, about a dozen brightly colored pencils, and some pushpins with red and blue heads. The final step was to start her off by tacking on the board one card for each day of the week.

Now all Lynn has to do is to write herself messages—sometimes very elaborate ones with each letter in a different color—and tack them up in the right spot. Under Tuesday, "Brownies"; under Wednesday, "Skating with Susan"; and so on. She has a lot of fun doing it and she has yet to miss an appointment.

FOR A "PEANUTS" FAN

An information center for Lee, our 12-year-old son, presented a different challenge. Colorful pencils wouldn't do for someone this old, and he resists most forms of organization. But he did have a weak point.

Lee is a devoted "Peanuts" fan. This proved to be an advantage because among the myriad "Peanuts" items available today is an oversize calendar with ample room for recording day-to-day reminders. Once again we used a pressed cork panel next to his built-in desk, and now the "Peanuts" calendar is there, surrounded by cartoons, baseball schedules, and pictures of current heroes. But encouraged by Lucy, Linus, and Snoopy, Lee also jots down vital items and gives himself reminders about his upcoming book reports.

THE FAMILY CENTER

While these information centers serve the personal needs of the youngsters, the focal point of activity in our house—and the logical place for a family center—is in the kitchen-family room area. For the master information center here, we decided on two kinds of display: pressed cork panels for our constant information like train schedules; and a small blackboard for the changing data—phone messages, quick reminders, and so on. Handy to both is a supply of chalk, note paper, pencils.

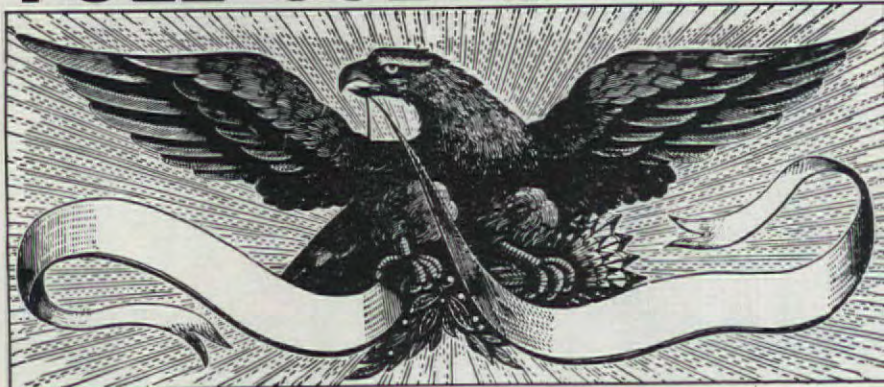
It's amazing what accumulates at our center. There's the reminder for me to get tickets for Lee and myself for the ball game, and the usual collection of birthday cards, children's art work, invitations.

As for the blackboard, the items here change daily and are all to the point. "Dad—Operator 6 in Norwalk has a long distance call for you." "Call Carol re PTA." "L & L—dental check 3 pm."

Our information center doesn't get dinner yet, or help the kids with their homework. It doesn't even remind us about the appointments that we forget to tell it about. Sometimes we even forget to go to meetings that it has prominently displayed. But it certainly is helping to make us all more organized.

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touch that you like. Some of our extras cost no extra money. Others will add just a fraction to the price. Simply because we feel that nothing should keep a sofa this basically fine from becoming the exact sofa you're after. The higher price on this sofa, or any other piece of furniture we make, buys something that only more money can buy. Whether it's the way we'll build this sofa to support the look you select. Or the way we'll take the extra steps to bring a wood to a finish that no shortcut method can match.

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Good Reading (continued from page 26)

read in school. He may become quite discouraged if he's having a difficult time with it. Some parents forget that learning to read isn't easy. You can help by reading funny and exciting stories to him so that he knows reading will be more enjoyable once he gets over the hump. If he's not interested in his beginning reader from school, get him a few others for supplementary reading that you know will appeal more to his interests.

When an older child (from about eight to 12) doesn't like to read, again, give him books that appeal to his particular interests. If that doesn't work, do some reading aloud. Get him started on a good book. When his curiosity is sufficiently aroused he'll go on with it himself.

Do the TV westerns take up too much of his time? Give them some competition with some of the fast-moving, blood-and-thunder western stories.

Remember the old cliché: Set a good example. If you love books, have lots of them around and show him how much you enjoy reading.

LINK EXPERIENCES WITH BOOKS

Children will derive more pleasure and learning from outings if they are followed up with books. At the same time you can use the experience as an incentive for reading. For example, you've treated the kids to a big day at the zoo. While they're still excited about all they've seen and want to explore it further, give them a beautiful book on wild animals. Your daughter becomes fascinated by wild flowers on a walk—a perfect opportunity for a new book on the topic.

When a child asks a question about something important, show him the answer can be found in a book.

There are many more ways you can couple experiences with books, and the advantage to your child is twofold. He'll get more out of the experience through the follow-up reading, and he'll get into the habit of turning to books when he wants to know more about something.

EXPANDING READING INTERESTS

Many children, even those who are good readers, limit their tastes to one type of book. For example, I remember that when I was about 10 I read only animal books—mostly horse books at that. If your daughter's like this, arouse her interest in other books by giving her a book with broader subject matter that incidentally has a horse in the story.

If a child reads only fact, show him some good fiction related to his interest. If it's science, for example, there are some excellent science-fiction books. Some children whose tastes are limited merely need someone to introduce them to other type books. They'll take it from there.

The girl who read only horse books at 12 may read only love stories at 15. Make sure she knows of the many good books, classics and contemporaries, that have love themes. Biographies, books on history, politics, are important at this age. A teenager may not realize that he will find these books fascinating until you encourage him to read them.

Historical novels are great favorites with teenagers and they can learn quite a lot from the good ones. (A new one which is excellent is *Nicholas and Alexandra*, by Robert May, about the last of the Russian Czars.)

Teenagers naturally will go on to adult novels, and you can help guide them to the best ones here too. You can lure them away from trash with good contemporary novels that are vital, exciting, and at the same time important thoughts. And don't forget the classics.

Teenagers need and are interested in books on personal problems, stories about people their own age who share the same problems and struggles involved in becoming adults. They may not seek out these books but they will read them if they're made available. Books on careers are important at this age too.

Just remember that your teenager will probably find the time to read good books if he's encouraged. Don't force, just expose him to good reading in some of the ways mentioned—and in some of your own.

SELECTING THE BEST BOOKS

There are book lists available through your local library,

and the librarian will help you pick out books for your children. You should also check children's book reviews in magazines and newspapers. There are even books about children's books. Don't forget books as gifts, and suggest this to friends and relatives when they ask for gift suggestions for the children. In this way, they will develop their own personal library, one that they will truly be proud of.

The books listed below are winners of American Library Association awards for the last five years.

For Children up to Eight (Caldecott medal winners):

1968: *Drummer Hoff* by Ed and Barbara Emberly

1967: *Sam, Banks, and Moonshine* by Evaline Ness

1966: *Always Room for One More* by Sorche Nic Leodhas and Nonny Hogrogian

1965: *May I Bring A Friend?* by Beatrice de Regniers and Beni Montresor

1964: *Where the Wild Things Are* by Maurice Sendak

For Children Over Eight (Newberry medal winners):

1968: *From the Mixed-Up Files of Basil E. Frankweiler* by E. L. Konigsburg

1967: *Up a Road Slowly* by Irene Hunt

1966: *I, Wanda Pareja* by Elizabeth Borton de Trevino

1965: *Shadow of a Bull* by Maia Wojciechowska

1964: *It's Like This, Cat* by Emily Neville

To order a helpful pamphlet send 40c for "Aids to Choosing Books for Children" to the Children's Book Council, 175 Fifth Avenue, New York, N.Y. 10010.



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By FOREST H. BELT

SAVING ON COLOR TV ANTENNA

If you're in the market for a color TV set, you'll be happy to know that many dealers offer generous discounts. The sets just aren't moving off the shelves as rapidly as before. But . . . to offset the discounts, more than one dealer has been known to push larger antennas than his customers need.

It is a fact that you may need a new outdoor antenna to see a first-rate color picture—even if you already have a black-and-white antenna. But you shouldn't buy more of an installation than you really need.

How sensitive an antenna you need depends heavily on two things: How far you are from the TV station transmitter and the lay of the land between you and it. Distance is the more important. The TV signal gets weaker as it travels farther and a more sensitive antenna is needed to pick up a signal strong enough to produce a good color picture. Flat countryside doesn't impede TV signals, while hilly ground does; if you live in hilly country, you'll need a

more sensitive antenna to get the kind of reception you want.

ANTENNA SENSITIVITY

The sensitivity of a TV antenna depends on its design and structure. All those metal rods are called elements, and usually, the more of them there are, the more sensitive the antenna. (And the more expensive.) That's why you see those long, multi-element arrays on the tops of poles and towers when you drive through the far suburbs. TV-antenna elements are in all shapes and arrangements, which make it confusing when you're trying to pick a model with just the right sensitivity for your location. You don't want to buy the most sensitive one if you live close in; that's wasting money and won't do a thing to help your TV reception. Nor do you want to buy too cheap a model if you live far out; that would prevent you from enjoying color programs as you could.

The sensitivity of an antenna is rated in decibels (db) of *gain*—that is, how much more signal this model picks up than the most simple one-element antenna could. Gain figures differ from one manufacturer to the next because of differences in methods of measuring. Nevertheless, if your dealer can quote gain figures for the antenna he wants to sell you, the numbers can give you some notion whether the antenna suits your case.

To understand the gain ratings, you

should know that TV signals are divided into three categories. Channels 2 through 6 are called *low-band* VHF (very high frequency). Channels 7 through 13 are *high-band* VHF. Channels 14 through 83 are UHF (ultra-high frequency). They are grouped this way because of the behavior of their signals. UHF won't reach out nearly as far as VHF, and high-band VHF doesn't reach as far as low-band. An antenna, then, must have more db's of gain for high-band VHF than for low, to pick up the usually weaker signal. The UHF section of an antenna is held to a practical limit because you can never pick up UHF stations as far away as you can VHF.

If you live where there are no UHF stations, a VHF-only antenna is all you need. There's no point in paying the extra cost of a UHF addition to the basic antenna. Combination antennas, which you'll need if you're in a locality that has both VHF and UHF stations, are called UV, all-channel, or 83-channel antennas; they are usually more expensive.

HEIGHT, DIRECTION

Another important factor in any TV-antenna installation is height. The higher your receiving antenna, the better your reception—particularly in suburban and fringe locations. With enough height, you might be able to use a less sensitive antenna model. Tall supporting structures may be expensive themselves, though, so you

should weigh the cost of this alternative against the higher price of a more sensitive antenna.

Good color-TV antennas are sharply directional. That is, they are most sensitive in a forward direction, but lose sensitivity rapidly to either side. Directionality is important in two situations: (1) where tall buildings or hills cause "bounce" signals from several directions, which makes ghosts in the TV picture, and (2) where you are about halfway between two stations on the same channel. An antenna with a narrow "lobe" of sensitivity will block out the signals it's not pointed at.

Directionality may be a mixed blessing, even though it is usually desirable. If you watch stations in different directions, the antenna may fail to pick up some when it is pointing at others. The handiest (but costliest) solution to that is a *rotator*. A motor that turns the antenna is controlled from a box at the set, and aims the antenna in whatever direction you choose. You don't want to buy a rotator unless you do have this geographical problem; they cost from \$30 to \$60.

TERRAIN, DISTANCE

Reception distances can be divided into four classifications: urban, distances up to 20 miles from a TV station; suburban, from 20 to 40 miles; fringe area, from 40 to 70 miles; and (continued)

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COLOR TV ANTENNA (continued)

deep fringe, anything over 70 miles.

If the distance to the stations you watch is near the limits of one classification or another, terrain becomes important; so does the height of your antenna mount. If the country between is rough and hilly, add a few miles to place yourself in the next

higher classification. Also consider mounting the antenna higher than normal (10 feet above the roof top is fairly common). If the country is smooth and level, and you're near the low end of a classification, you can probably get along fine with the next less sensitive antenna—if you don't mount it too low. For UHF, if you're more than 70 miles away, don't expect good color reception.

INSTALL IT YOURSELF?

Another way to save money on that new color set is to install the antenna yourself, if you're handy with tools. The dealer who sells the color set can sell you the antenna and installation material, or steer you to it.

Besides the antenna that suits your location, you'll need enough of the flat, two-wire lead-in (called 300-ohm transmission line) to reach from the

antenna to the TV set. And a five-foot or 10-foot pipe to mount the antenna on. And a supporting bracket to hold the pipe on the roof or on the gable end of the house. And some small supports (called *standoffs*) for the lead-in, to hold it away from surfaces and gutters; you'll need one for each 10 feet or so of lead-in, plus two or three for the mounting pipe. Finally, make sure you have the tools you need: a heavy screwdriver, an adjustable wrench, a drill and half-inch bit and maybe a hammer.

Mount the antenna as near the TV set as is practical, to keep the lead-in short so the signal isn't wasted overcoming its resistance. Install the support bracket(s); the package ordinarily contains detailed instructions. If you mount the pipe on your roof, buy a small can of patching tar to seal around the screws that hold the support bracket—you don't want a leak. If you mount the bracket on the gable or under an eave, be sure the screws bite into solid wood—a framing member rather than surface wood. If you must mount to brick, you'll need a masonry bit for your drill and expansion bolts to attach the support; be sure to drill the holes deep enough. A chimney mount can be purchased, too, with straps that wrap around the structure; but be sure your chimney is solid enough to withstand the strain.

With any kind of mounting, you will want to install a grounding wire for lightning protection. Attach a heavy (No. 8 AWG) copper or aluminum wire tightly to the mount, using one of the mounting screws or the bolts that clamp the pipe. Drive an eight-foot copper rod (available from electrical suppliers) into the ground and connect the grounding wire to it.

Before you mount the pipe in its support, assemble the antenna and clamp it to the top of the pipe. The days of complicated antenna assembly are long past. It's best not to buy an antenna that doesn't offer "snap-out" construction. With most modern antennas, the most complex part of assembly is slipping the mounting U bolts into position to clamp the array to the pipe.

You'll find all the elements have been folded close to the center boom for shipping; you simply unfold them, and snap them into position.

ATTACH LEAD-IN

Before you clamp the pipe into its support, attach the lead-in to the two terminals on the antenna—one wire to each. Preparing the end of the lead-in is sometimes a problem. Use a single-edge razor blade. Strip the plastic insulation from the two outer edges of the lead-in, exposing the two bare wires for about a half inch. Then pull them outward, exposing them completely. Finally, slit the insulation that is between the two wires for a distance of at least three inches so the two bare wires at the ends can be separated to reach the two termi-

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nals on the antenna. Fasten firmly.

Some twin-wire lead-in is constructed in a tubular fashion, with a hollow space between the two wires. When you mount the antenna on its pipe, arrange this type of wire upward in a loop and then down the pipe, supported by two or three standoffs; this keeps moisture from entering the lead-in, because the open hole points downward. With ordinary flat twin-lead, the loop isn't necessary, but the standoffs are. Use three on a 10-foot pipe.

Clamp the pipe tightly in its mount. Aim the antenna in the direction of the stations. The shortest elements are on the "front" end of the long boom; that end points toward the stations. On a combination antenna, the tiny UHF elements are mounted at the front end. If you use a rotator, follow the instructions with it for setting the antenna's direction.

Run the lead-in as directly to the set as you can. Support it with the standoffs—sparingly, yet enough that the wire doesn't sag. Avoid making sharp angles with the lead-in. Turning corners abruptly can cause loss of the signal carried by the wires, especially for UHF stations.

Keep as much as you can of the lead-in out of the weather. A good way to do that is by running it beneath the floor—in the basement or crawl space. Drill a half-inch hole for entry into the house or into the basement. Direct the hole upward, so rain can't run down the lead and into the house. If you make entry through a window, put a standoff support below the windowsill, so the lead-in forms a "drip" loop before it enters.

To protect your new color set from static lightning discharges, install a lightning arrester just outside the point of entry. You can buy one at the same place you buy the antenna and lead-in. Clamp the lead-in into the arrester and then run a copper or aluminum wire from its grounding screw to the same eight-foot rod you grounded the antenna mount to. Keep the grounding wire as short as you can.

A half-inch hole in the floor behind the set next to the baseboard is inconspicuous and is large enough to accept either type of lead-in. If you have more lead-in than you need to reach the set, don't coil it up on the

floor behind the set; that, too, can interfere with reception. Cut the wire to length, leaving just enough slack to move the set for cleaning.

Prepare the end of the lead-in wire as you did for connecting to the antenna, and attach the bare wires to the VHF antenna terminals at the rear of the set. If you're using an all-channel anten-

na and expect to receive UHF stations, prepare two special lengths of lead-in: each exactly $3\frac{1}{4}$ inches long, and with the two wires twisted together at one end. Connect the bare wires at the other end of one of these "jumpers" to the left-side screws of the two terminal strips—one wire to the UHF and one to the VHF. Connect the other jumper to

the right-side screws, the same way. With the antenna lead-in connected to the VHF terminal screws, these two special jumpers connect the UHF signal to its tuner without affecting the VHF signals.

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DECORATING CLINIC

Question: What is your opinion about having clear vinyl slipcovers made for my new living room furniture? I would hate to see it get dirty.

Answer: We think there's nothing as cold and uninviting as plastic slipcovers. A far better solution: A good-looking set of fabric covers. Leave them on six months of the year. Have your upholstered furniture professionally cleaned once a year and then relax and enjoy your home.

Question: We live in a rented house and want to buy new furniture for the den but the walls are in such poor condition that we are discouraged. Is there an inexpensive solution? We only expect to stay here three years.

Answer: Create a new background by covering walls with felt, which is particularly good as it cuts cleanly and easily, comes in 6-foot widths and a wide range of colors. Cut the fabric into the lengths you need. Then face the edges of each panel with double-faced tape and apply to the wall. This method will not mar the existing walls and when you do move you can simply peel the fabric off. Cover seams with glued-on grosgrain ribbon or braid.

Question: We are building a new home and I want to decorate each room in a different style: Mediterranean, Colonial, Modern, and French Provincial. I have never seen this done and would like to know if it is a proper thing to do.

Answer: Mixing periods is fine. However, you have chosen too many to work well under one roof. Since there must be a thread of unity in the overall look, we suggest you confine yourself to fewer styles and mix them in each room. For informality and variety, use contemporary, upholstered furniture with Spanish and French country pieces for a happy mix.

Question: Must we have padding under our wall-to-wall carpet? I hesitate to do this as it means shaving down all the doors in the house.

Answer: The proper padding under a carpet adds immeasurably to its life and appearance. It acts as a buffer between the carpet and the hard floor and feels luxurious underfoot.

Question: My sister-in-law still has her new lampshades wrapped in cellophane after three months. I heard this wasn't good but she insists that everyone she knows does it.

Answer: The fabric looks great during the day but has a peculiar yellow cast in the evening.

Answer: Fabric looks quite different in daylight and artificial light. The lighting in your living room is not the same as in the store where you viewed the fabric. This accounts for your mistake. If at all possible it is advisable to take a sample of the fab-

Question: We would like to use our den as a guest room. I cannot consider a daybed or sofa sleeper as I recently purchased a new sofa for that room.

Answer: If you have a space 18 by 48 inches you're in luck. That's all the room you need for a single bed that folds into a streamlined cabinet. Use it alone or in combination with matching storage pieces. Or, you may purchase the bed only and build your own cabinet around it.

Question: I love the look of wallpaper but my budget dictates that I use it sparingly. Any suggestions?

Answer: Even a few rolls of wallpaper can have great impact in a room. For example, a dining room will gain dimension with one wall papered in a black-and-white grillwork pattern. A bright sprinkling of flowers on the ceiling with cutouts of the flowers pasted on a painted frame outlining the windows adds charm and gaiety to a teenage girl's room. Or use a washable plaid paper under a chair rail in a boy's room. For foyers or living rooms look at the wide selection of wallpaper moldings, which resemble paneling. Many are prepast and you can hang them yourself.

Question: How can we inexpensively frame our travel-poster collection?

Answer: Now available is a do-it-yourself picture-frame kit. It contains two interlocking aluminum sections, cardboard backing, and a wrench for assembling. You purchase two kits to make one frame. The sections range from 8 inches at \$3.25 to 32 inches at \$6.25, and by using different combinations you can assemble 210 different-size frames.

Question: Can we revive or cover the faded tile in our bathroom?

Answer: Both paint and wallpaper can be applied over existing tile. If you consider painting, consult your local paint store as they can best advise you how to apply paint for a lasting effect. Wallpapering over tile requires an experienced paperhanger.

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

TWO WAYS TO KEEP FROM GOING FROM FIT TO FAT.



1 Swing a little. Today's dances are great shaper-uppers.



2 Swing over to DEL MONTE® Calories Reduced Fruits. For dessert, salads, snacks. Less than 1/2 the calories of regular (heavy syrup pack) fruit. And all the flavor you expect in DEL MONTE Quality Fruits. Try all five: Fruit Cocktail, Peaches, Pineapple, Pears, and Apricots.

Support Your United Fund.

Answer: Contrary to all that public opinion, cellophane will ruin a shade if left on too long. It compresses the frame and loosens the fabric. Dirt will creep in and leave irregular and very prominent lines that can never be removed. And, aesthetically it is, of course, all wrong to see a lampshade wrapped up as if in a department store awaiting delivery.

Question: When I shopped for my new sofa fabric I carried my drapery and carpet samples with me to be sure I selected the right color. To my

ric into your home and look at it under day and evening light. To help your immediate problem, we suggest you try using soft pink bulbs in all your lamps.

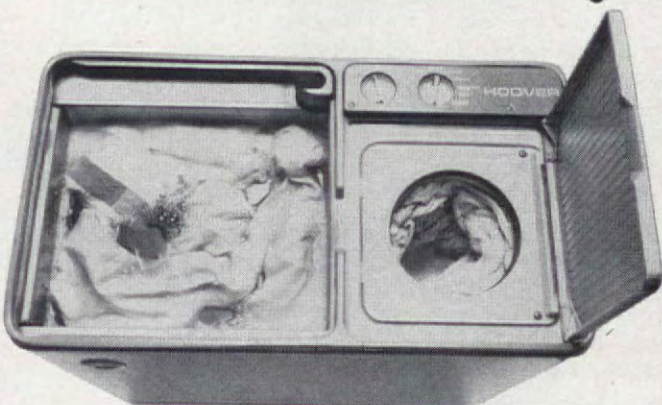
Question: What is a dimmer control? How is it installed? Is it expensive?

Answer: A dimmer control is a device that, when wired to your lighting fixture or lamp, brightens or dims the intensity of light. It can be used in any room, costs about \$10, and is easily wired into any light switch.

Hoover's Wheelaway Washer.

It's like a compact car. But for clothes.

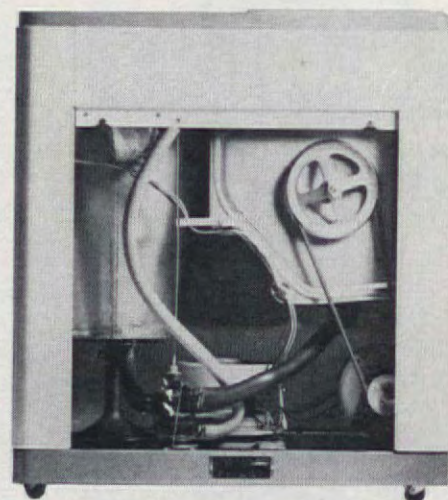
WHEEL UP TO ANY FAUCET. Upstairs. Downstairs. Bathroom. Kitchen. This washer works wherever there's a sink and an outlet. It maneuvers easily. Hooks up in seconds.



THE 6-MINUTE LOAD. 4 to wash. 2 to spin dry. You can spin-dry one load while you're washing another. And the Hoover washer spins many things dry enough to iron.



PARK IT IN A CLOSET. Even a small closet. The Hoover Spin-Drying Washer is less than 30" wide by 17" deep. So it's ideal for apartments, mobile homes. For anyone who thought they didn't have room for a washer before.



A VERY SIMPLE APPLIANCE. Very few moving parts come inside this washer. So there's less to wear out. Little that can go wrong. Maybe some day you'll have to replace a belt. You can do it yourself. In a couple of minutes.



WHAT DOES HOOVER KNOW ABOUT WASHING CLOTHES? A lot more than you'd imagine. In fact, Hoover is one of the world's largest selling brands of washers. We've made over 7 million since 1945.

TRY A TEST-RUN. Go to your nearest Hoover Dealer. Ask to see the Spin-Drying Washer in action. Once you see how clean it gets clothes, we bet you'll drive one home.



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1908-1968



Governor Carver



Paul Revere



Governor Bradford

Colonial... to mix or match!

At home in any home, Colonial is properly a decorator's delight.

And you are so decorator-right if *your* chair is Nichols & Stone!

In popular finishes, at better furniture and department stores.

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It's your guarantee of the authenticity of design, sturdiness of structure and fine finish that have made Nichols & Stone chairs famous for more than 100 years.
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Enclosed is 25¢ in coin for your 38-page booklet
"How to Choose The Right Colonial Chair"

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SPECIAL-ORDER READY-MADES

Have you ever longed for home furnishings that are uniquely yours and tailored to your own special needs—without paying custom-made prices or using a decorator? A dream? No indeed. More and more ready-made merchandise can be adapted to suit your individual requirements. In fact special-order ready-mades are becoming the rule rather than the exception in home furnishings today. Don't let store sales personnel deprive you of these benefits just because they would rather sell what is shown than write a special order. Ask specifically to see what is offered and look carefully at the tickets attached to each item. They will always show what variations of style, size, and color are available.

Prices for these home furnishings are just a few dollars more than for the same item ready made. And all prices are considerably below what it would cost you for custom-made because the manufacturer can plan his production and buy his materials in quantity—at savings that are passed on to you. Each order, however, is handled individually—in the same way a custom-made item would be manufactured.

Although many furnishings are available you will not have as wide a selection in some items as you do with ready-mades or conventional custom-mades where choice is limitless. If, for example, you want a chair leg changed, you may have a choice of three or four. With custom-made furniture you can select any style technically possible.

Here are a few of the many ways that home furnishings can achieve a custom look.

FURNITURE

That "almost right" sofa you saw in a store can be made a foot shorter to fit your wall, or with a tufted back instead of a loose-pillow back. Six inches are usually used for sofa length variations and if the sofa shown is eight feet long it will be available in lengths from 60 inches to eight feet.

Finishes and changes in construction can be customized in upholstered furniture. If the finish on a sofa or chair frame is not what you want, ask to see the other finish choices. Some manufacturers offer three or four additional finishes (including painted colors) for upholstered furniture frames. Standard wood finishes are often the same price as the floor sample—painted or antiqued finishes cost a little more.

Many times you can specify the filling for upholstered furniture. If a piece of furniture is shown with a

foam cushion you can generally substitute a down or Dacron foam filling at a slight charge.

Furniture styles too are adaptable. If the sofa or chair that you like is shown with a loose-cushion seat or back you can often special order it with a tufted seat or back or a tight cushion. Among the many other variations are skirts on pieces shown with exposed wood frames, and wood-frame arms where the sample is shown with upholstered arms.

DRAPERIES

Have you ever settled for ready-made draperies even though they really didn't fit your windows? Or have you ever found just the right color or fabric only to be told that your size was not available in that particular ready-made drapery? Most of us have, but now you can forget about these problems. Special-order, made-to-measure draperies that will end the need for compromise in creating attractive and well-fitting window treatments are available in most stores across the country—at prices only slightly higher than ready-mades.

Basically there are two types. One offers ready-made styles (as shown by the samples in the store) made to the exact length that you need to fit your window. Widths are the same as standard ready-mades.

The other offers complete versatility—made-to-measure draperies in a selection of fabrics, colors, and designs much larger than what most stores carry in stock. Prices are approximately 10 to 15 percent above comparable styles in ready-mades and much lower than custom prices through the store's own selection and workroom.

Take exact measurements for the length and width and do a sketch of the shape and style of the window area to be covered, then make your selection in the store from the wide range of samples shown. The sales person will adjust the measurements to include an allowance for overlap and return. You can consider many types of accessories, trimmings, and variations in treatment. Pictures or actual samples of the various types are shown in the store so that you can specify the exact style you want. A few made-to-measure manufacturers also offer bedspreads to match so that you can plan a coordinated ensemble. For a complete window treatment, several manufacturers offer a choice of Roman shades, café curtains, or fabric-laminated window shades to mix with or match their draperies to give a custom look.

BEDSPREADS

Several manufacturers offer bedspreads in a variety of fabric patterns and colors which you can order in any number of styles from a catalog or sample book, the same way you'd order wallpaper. You will find throws with square or rounded corners, fitted spreads with a choice of kick pleats, scalloped or plain coverlets

with pleated or gathered dust ruffles. You may have a choice of quilting, hand guided or machine in several designs.

If within a reasonable variation, the manufacturer will make up spreads to fit your particular bed—especially helpful if you have one of those charming old-fashioned bedsteads with unearthly dimensions.

Keep the bedspread style you want in mind when you measure your bed. For a throw measurements are taken overall: the length, from head to foot plus the drop to the floor; the width includes the width of the mattress plus the drop on both sides. Fitted bedspread and studio cover measurements should also include the size of the mattress.

FLOOR COVERINGS

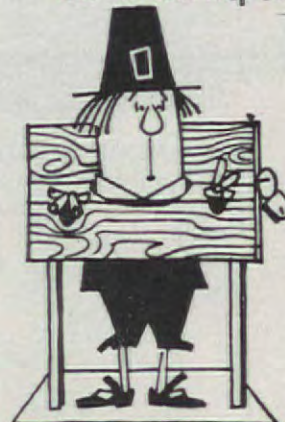
Many manufacturers now offer floor coverings in the same way—you choose the color, size, and design from a wide range of possible variations to achieve an individualized look.

Some manufacturers will make area rugs from any of their carpet styles. For example, if you see a broadloom carpet that is just the right color and design, ask if it can be made to the size you need as an area or room-size rug if you don't want wall-to-wall carpeting. Some manufacturers whose broadloom carpeting is available this way also offer a wide color selection of fringes to be used all around the rug or at the ends.

Colors are also becoming more widely available in many ready-made floor-covering lines. Some manufacturers will match any color you give them so you will be able to have the right color for your room at prices that are close to ready-made.

Area or accent rugs are available in a wide range of size and design. Some manufacturers offer a wide color choice from which you can create your own scheme rather than use the stock combinations. You can also get a special size made to order even if the size you need is only a few inches larger or smaller than the standard stock sizes.

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FREE TO GIVE

RED CROSS BLOOD PROGRAM



Wouldn't it be great
to have a friend in the
carpet business?

Now you do. **Armstrong.**

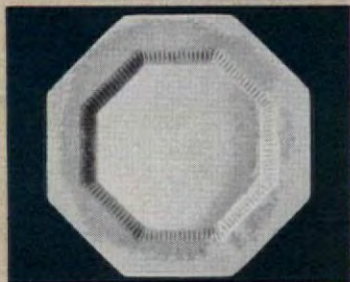
Meet the Lancaster Line[™] of carpet. Now the Armstrong floor people are the Armstrong carpet people, too. And we've made carpet buying easier. You just choose the color. We've done the rest. No fiber worries. These are all Arm-

strong Approved Fibers. No budget worries; these carpets are affordable. And after all, isn't that what friends are for? Call this special number toll-free and find out who sells the Lancaster Line[™] near you: (800) 243-1890. In Conn. 853-3600.

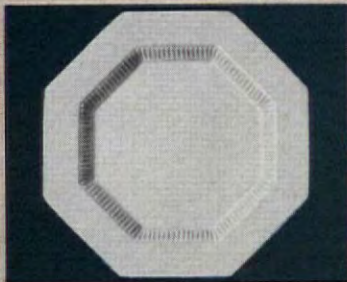
CARPET BY
Armstrong

The first dishwasher detergent for dry-hards.

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



Test proves fortified Electrasol's superiority against Dry-Hards. Plate with Dry-Hard paste of blueberry pie, oatmeal and egg baked on for ten minutes at 330°F came out looking this way when washed in another leading dishwasher detergent.



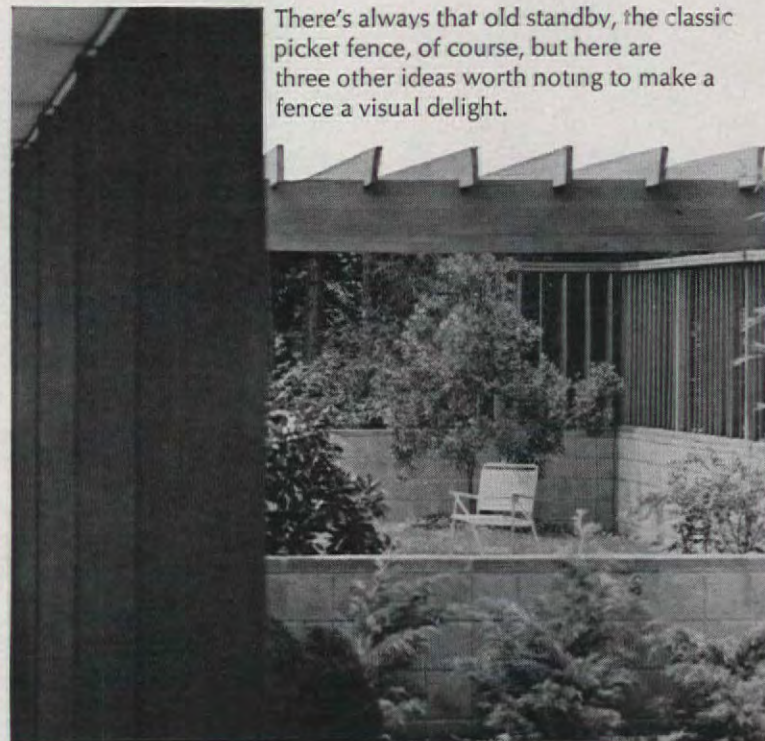
Same Dry-Hard plate—but cleaned in Electrasol, fortified with 20% more active cleaning ingredients than other leading brands. Try Electrasol. It removes Dry-Hard soils, prevents them from drying into spots on dishes, glasses and silverware.



EL ECONOMICS LABORATORY, INC., St. Paul, Minnesota



OLD AND NEW FENCING IDEAS



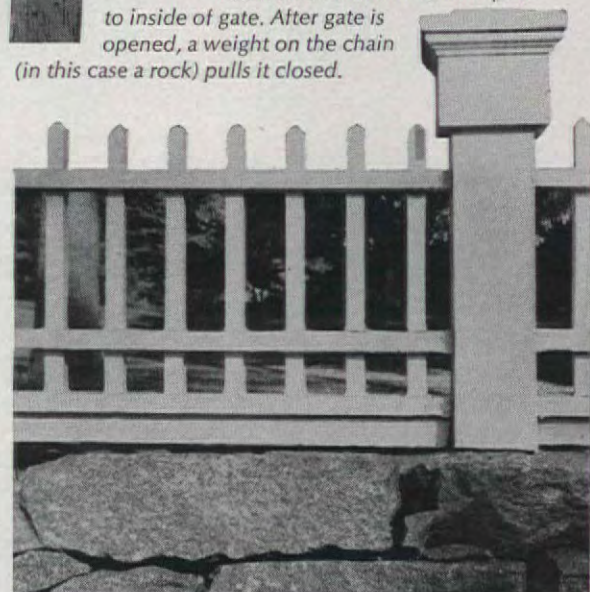
There's always that old standby, the classic picket fence, of course, but here are three other ideas worth noting to make a fence a visual delight.

Contemporary has its own charm. Simple low wall of concrete block encloses a quiet garden. Wooden trellis diffuses sunlight and louvers above wall give privacy.



The self-closing gate is simplicity itself. Slack chain links extra post to inside of gate. After gate is opened, a weight on the chain (in this case a rock) pulls it closed.

The sturdy effect of stone was achieved with half the amount of masonry. Upper part of wall is lightweight wooden fence that doesn't obscure view.



Photographer: Taylor Lewis

SHOPPING INFORMATION

IN NOVEMBER: MEALS ALL OVER THE HOUSE

Mealtime is family time. And have-friends-in time. With the holiday season fast approaching, you'll want to see our ideas on entertaining, with company menus and recipes. We'll also be showing personality kitchens which reflect the individuality of their owners. And if you thought meals had to be in the same old place, wait till you see meals served all over the house—in the family room, the living room, in fact, any place you can find a spot for a table.

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

TROUBLE-FREE DECORATING

Pages 64 to 69: The Conran Design Program was planned and executed under the direction of Macy's, New York City. It will be available throughout the country in all of Macy's affiliates: Macy's, California, Kansas, Missouri; Bamberger's, New Jersey; Davison's, Georgia, South Carolina; LaSalle & Koch Co., Ohio, and other fine stores.

DECORATED FOR UNDER \$800

Page 68: Wicker chair, Fran's Basket House. Sisal carpeting, Alison T. Seymour Inc. Floor lamp, Keystone Lamp Mfg. Corp. **Page 69 (top):** Black and white sheets, Fieldcrest. Table lamps, Keystone. Carpet, Scandinavian Marketing. **Center:** Quilts, Barclay Home Products. Rug, Regal Rugs at Macy's. **Lower left:** Checkerboard cardboard table, Paper Trends. **Lower right:** Bedspreads, India prints, Karavan Trading Co. Carpet, Scandinavian Marketing.

LESSONS FROM A FIRST APARTMENT

Page 72: Rug, Dinameau. Karastan. Sofa bed, Simmons. Yellow lacquer Parsons tables, Founders. Wicker chairs, green basket, yellow ball, Azuma, N.Y.C. Yellow and white pillow, Design Research, N.Y.C. Red owl pillow, Alliance for Progress. Lamps, Luxo. Candy jar, Bonniers, N.Y.C. Campaign chest, Furniture In The Raw, N.Y.C. Poster, Poster Originals, N.Y.C. Curtains, Owens-Corning Fiberglas. **Page 73:** Director's chairs, Telescope Folding Furniture Co., Inc. Tablecloth fabric, Saturn, Cohama. Standing paper lamp, Bonniers. Poster, Poster Originals. **Page 74:** Bedspread, Bloomcraft. Window shades, Breneman. Curtains, Scranton Corporation. Rug, Arietta, Bigelow. Wall lamp, Baton, Lightolier. White chests, The Door Store, N.Y.C. Armoires, Thomasville. **Page 75:** Yellow skillet, stool, Design Research. Striped fabric, by Astrup, at Jensen Lewis, N.Y.C. Hanging fixture, Bonniers.

PLANNING YOUR LAUNDRY

Pages 80, 81: Red freestanding washer and dryer, Frigidaire. Stacked washer and dryer, Westinghouse. Washer-dryer combination, General Electric. Vinyl wall covering and window shade fabric, Raintree, Kirk Brummel. Window shade, Al Burkhardt Custom Shade Co. Kitchen carpet, Center Isle, Congoleum-Nairn. Chairs, Hamilton Cosco.

DUCKLING BIGRADE

Pages 104, 105: Silver serving dish, Leeds vegetable dishes, Bristol glasses, S. Wyler Inc., N.Y.C.

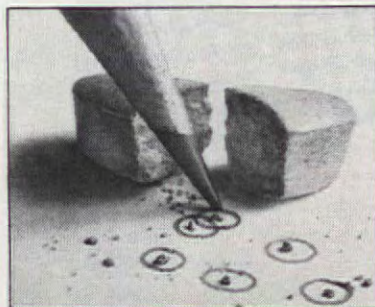
FETTUCINI

Page 108: Black wrought-iron trivet, Hammacher Schlemmer, N.Y.C.

All vitamins have vitamins. Only one vitamin has Biogard.

Check the back label on children's vitamins. You'll discover a remarkable thing. They all seem pretty much the same.

But they're not. Check the front label on Zestabs™ Chewable Vitamins or Zestabs with Iron. You'll see a difference. It says, "protected by Biogard™."



That's a very big difference. Because Biogard means the vitamins are protected for full potency. Each tiny vitamin particle that needs protection has been individually coated. Sealed. The potency is

locked in until the vitamins are released in your child's system.

Biogard also protects the delicious fruit flavor of every Zestabs tablet.

That's especially important in vitamins with iron. Because most kids hate the taste of iron. But with Biogard, every bit of iron is coated. So in Zestabs with Iron, there's no iron taste. There's only the cherry flavor.

The moral is this—chewable vitamins for children are not all the same. Biogard makes the difference.



N

NEWS AND NOTES

A note of thanks to all of you who have written comments, both pro and con, on facts of interest found in monthly News and Notes. (It's



always good to hear from our reader family.) If you have not received an answer, it's because there was no return address.

Seems that we keep hearing of new and unusual ways to entertain. Here's one we have not mentioned in quite a spell. It isn't new and is not unusual, but it seems to be coming back . . . the progressive dinner. If you haven't tried it, it might be fun for your next get-together. It's a several-course dinner, divided among several hostesses and served at different homes. Be sure to plan the menu together and divide up the duties according to menu requirements. Three or four couples are best, a larger group could become unwieldy. One hostess provides the cocktail hour and first course (if any) or hors d'oeuvres. Next hostess, the entrée, vegetable, and salad; and the other, the dessert and coffee. Some couples or gourmet clubs like to divide the costs. Sounds like fun, especially if friends do not live too far apart.

It's really hard to believe it's Trick or Treat time again. How about Popcorn Balls this year? But vary

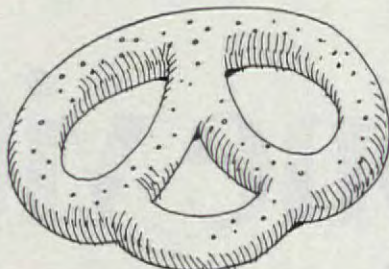


them by adding raisins and peanuts in honor of the season.

Why is it called a hamburger when there's no ham in it? This typically American dish had its origin in Russia. As far back as medieval times, the robust people of the Russian Baltic provinces consid-

ered it a delicacy to eat raw, red beef, seasoned and chopped fine. Sailors from the seaport of Hamburg, Germany, became fond of this dish and introduced it at home. The Hamburgers developed a liking great enough to immortalize the dish with their name.

And about pretzels, how did they start? They were created by a monk about 610 A.D. in a monastery in Southern France or Northern Italy. With ends of dough left from bread making he devised a twisted form to represent children's arms folded in prayer. The new goodies



were given, hot from the oven, to children who remembered their prayers well. The name pretzel was taken from the Latin "pretiola," a little prize or reward.

Our news from the food world: From Armour and Company, Golden Star Self-Basting Turkey is processed by injecting creamery butter deep inside the breast, legs, and thighs. No basting necessary. Available from 8 to 22 pounds.

Sprinkle Sweet is a granulated table sugar replacement from Pillsbury. Has three calories per teaspoon. It is packaged in individual packets of 50 per box or in bulk. Special recipes are available free from Sprinkle Sweet Recipes, The Pillsbury Company, P.O. Box 916, Dept. 134 A.H., Minneapolis, Minnesota 55460.

From Betty Crocker, Pizza Spins, pizza-flavored corn snacks. The 4.5-ounce package sells for about 43c. Also Ready-to-Serve Puddings, in five flavors, vanilla, chocolate, lemon, butterscotch, and chocolate-fudge. Each can contains 4 half-cup servings or enough for a 9-inch pie. If you don't use the complete can, it has a snap-on plastic lid for refrigeration.

A new electric beauty appliance, from Sunbeam, is a complete complexion care kit. It has five attachments—two complexion brushes, a

body brush, a cold/hot pack, and a facial massager. The Facemaker kit costs less than \$40.

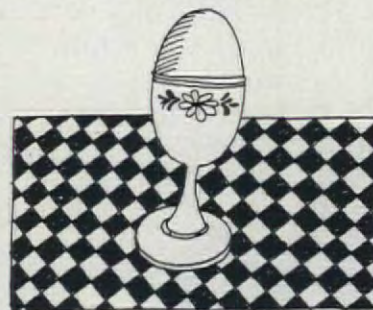
More helps for food storage—Tupperware has a new Pak-n-Stor container with a movable divider—a good idea for storing assorted leftovers, or packing a sandwich-salad lunch. Plastic storage covers are now available to fit 2½-quart, 1½-quart, and 1½-pint Pyrex ware mixing bowls.

Here's a natural from Congoleum-Nairn—their new line of "spice" carpeting, 100 per cent Cumuloft continuous filament nylon, comes in 14 spicy colors, including luscious names such as Allspice, Bay Leaf, Cardamom, Curry, Ginger, Mint, and Paprika. We mention this here because of the strong influence food has in so many areas of our lives.

We like the idea incorporated in the new Universal blender of a recipe file in the base. With all of the great quickie blender recipes right at fingertip, the convenience of blender use gets a big plus!

Westinghouse tells us about their new ranges: A warm and thaw compartment specifically designed to thaw frozen foods, warm cold foods, or keep hot foods hot; a Canopy design series with controls raised above heat and splatter area to convenient eye level use.

Planning a brunch? Investigate Salton's new automatic egg cook-



er. With this handsome addition to the buffet, guests can poach, soft or hard cook their eggs to order.

Here's a special kiddie treat we think you'll enjoy trying. Combine one 6-ounce package of butterscotch-flavored morsels, ½ cup peanut butter, and 1 tablespoon shortening; melt in top of double boiler over hot (not boiling) water. Stir in 1 cup miniature marshmallows. Pour into 1½-oz. paper cups. Press a peppermint stick into each cup. Chill. Peel off cups to eat.

Virginia P. Haskel

You can buy Burlington House Draperies at these stores:

Los Angeles, Calif.
Broadway Dept. Store
The May Co.
Oakland, Calif.
H. C. Capwell Co.
San Francisco, Calif.
The Emporium
Denver, Colorado
May-D & F
Bridgeport, Conn.
D. M. Read Co.
Hartford, Conn.
G. Fox & Co.
New Haven, Conn.
*The Edward Malley Co.
Norwich, Conn.
Reid & Hughes Co.
Washington, D.C.
*The Hecht Co.
Jacksonville, Florida
May-Cohens
Miami, Florida
Burdine's
Chicago and Peoria, Illinois
Carson Pirie Scott & Co.
Indianapolis, Indiana
*Wm. H. Block Co.
H. P. Wasson & Co.
Davenport, Iowa
Petersen-Harned-Von Maur, Inc.
Louisville, Kentucky
Stewart Dry Goods Co.
Baton Rouge, Louisiana
Goudchaux's, Inc.
New Orleans, La.
*Krauss Co., Ltd.
Baltimore, Maryland
*The Hecht Co.
Boston, Mass.
Jordan Marsh Co.
Grand Rapids, Michigan
Wurzburg Co.
Lansing, Michigan
F. N. Arbaugh
Kansas City, Missouri
The Jones Store Co.
St. Louis, Missouri
Famous Barr Co.
Stix, Baer & Fuller Co.
Manchester, N.H.
*Machinist's
Binghamton, N.Y.
Fowler, Dick & Walker, Inc.
Brooklyn, N.Y.
Abraham & Straus
Buffalo, N.Y.
Adam, Meldrum & Anderson Co., Inc.
*Hens & Kelly, Inc.
New York, N.Y.
Gimbel Brothers
Rochester, N.Y.
Sibley, Lindsay & Curr Co.
Syracuse, & Rochester, N.Y.
E. W. Edwards & Son Co.
Charlotte, N.C.
J. B. Ivey & Co.
Greensboro, N.C.
*Thalhimer's Greensboro, Inc.
Akron, Ohio
The M. O'Neil Co.
Cincinnati, Ohio
John Shillito Co.
Cleveland, Ohio
*The Higbee Co.
The May Co.
Columbus, Ohio
*The F. & R. Lazarus Co.
Dayton, Ohio
The Rike-Kumler Co.
Oklahoma City, Oklahoma
*John A. Brown Co.
Portland, Oregon
Meier & Frank Co., Inc.
Allentown, Pa.
*Hess's
Greensburg, Pa.
*A. E. Troutman & Co.
Philadelphia, Pa.
*Gimbel Brothers
Strawbridge & Clothier
Pittsburgh, Pa.
*Gimbel Brothers
Kaufmann's
Memphis, Tenn.
Goldsmith's
Nashville, Tenn.
*Cain-Sloan
Dallas, Texas
Sanger-Harris
Seattle, Washington
The Bon Marche
Charleston, W. Va.
The Diamond Department Store
Charleston & Wheeling, W. Va.
*Stone & Thomas, Inc.
Green Bay, Wisconsin
*H. C. Prange Co.
Milwaukee, Wisconsin
*Gimbel Brothers
Milwaukee Boston Store Co.
*Also carry Made to Measure.

How can a drapery be that smart? Well, what looks like a smooth marshmallow frosting on the window side of Burlington House thermal draperies is really an acrylic backing that can help keep a room warm in winter and cool in summer. Because it absorbs sound, it also can help keep a room calm and quiet all the time. What does it do for an encore? It washes. Tumble dries. Needs no ironing. It's made of a glowing combination of Avisco® rayon and cotton in a wide range of colors and patterns. And it's made the way all Burlington House draperies are made—with big pleats that never become unpleated, deep hems, mitred corners, blind stitching. The cost is from about \$10 to \$20 for a pair of single width, floor to ceiling length draperies—minus whatever you save on heating bills and air conditioning.



**This drapery helps keep the cold out and
the heat in and the heat out and the cold in.
And it knows when to do which.**



Burlington House

a Division of Burlington Industries, 666 Fifth Avenue, New York, New York 10019

TALL or BIG MEN



FAMOUS BRANDS GO KING-SIZE

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We specialize in tall and big sizes only. Popular, New Turtleneck Knit Shirts, Sweaters. Also ARROW, MCGREGOR, MANHATTAN No-Iron Sport and Dress Shirts; Jackets; bodies 4" longer, sleeves to 38". Slacks with longer inseams and with higher rise 182 SHOE STYLES 10-16; Widths AAA-EEE

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Send for FREE 96 page full-color catalog.

Please rush your new 96 page Full-Color KING-SIZE Catalog of Apparel and Footwear for Tall and Big Men exclusively.

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The KING-SIZE Co. 5198 KING-SIZE BLDG BROCKTON, MASS.



Occasional Table

with hand-rubbed Salem maple finish is unbelievable at this tiny price! Where will you find a bargain like this: solid wood, two-tier, three-legged table which looks like an antique, and will please the most discriminating person fond of fine things? 24" high 14" diam. it will fit right in beside a favorite chair, for lamp, knick-knacks, planter, candy dish or ashtray.

\$12.95

Pa. Res. Add 6% Sales Tax • Sorry no COD'S

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TAYLOR GIFTS

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Grandpa & Grandma Cushions

Show doting grandparents there's a special place in your heart and home for them! Corduroy cushions declare "Reserved for the World's Greatest Grandmother!" (or Grandfather). Foam-filled and 14½" square. 2261-6, Grandmother, \$1.98; 2262-6, Grandfather, \$1.98 ppd.

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MAGAZINE

RACK

ALL SIZES COMPLETE OR IN EASY KITS

These large handsome wall racks prevent "magazine mess." Magazines will not "slouch" or bend. Each is held upright. Each is visible for convenient selection. Beautiful in the home. Perfect in office or reception room. Complete racks in satin smooth honey tone pine or maple, mahogany, antique pine or walnut finish.



OR IN KITS for easy home assembly. Pre-fitted, drilled, sanded, etc., ready for finishing. Simple instructions.

For 30 magazines, 23" x 27" (Ill.) \$17.95. Kit \$10.75 Postpaid. For 45 magazines, 23" x 40" (Taller) \$28.95. Kit \$18.75 Postpaid. For 60 magazines, 45" x 27" (Double Width) \$34.50. Kit \$21.50 Postpaid. Finished Racks Shipped Exp. Chgs. Col. On kits Add 10% West of Miss.

BEAUTIFUL NEW FREE CATALOG - 700 PIECES Finished and Kit Furniture in Friendly Pine

Include Zip Number **YIELD HOUSE** Dept. A 10-8, North Conway, N.H. 03860

CURTAIN CHARM with Bedsread Fringe



UNBLEACHED MUSLIN
80" wide per pair
45", 54", 63", 72" long
\$1.00 pr
81", 90" long plus 4" fringe 12.00 pr

BLEACHED MUSLIN
74" wide per pair
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MATCHING VALANCE
Unbleached muslin
9" long plus 4" fringe 3.00
x 80" wide
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9" long plus 4" fringe 4.00
x 80" wide

The inspiration for these curtains came from a Colonial museum in Vermont. They have that wonderful rare feeling of pre-revolutionary New England. They look attractive with antiques, reproductions, and Empire period furniture. In washable bleached and unbleached muslin with a matching knotted 4" fringe. Write for brochure showing full line of Country Curtains in many sizes and fabrics. Add .50 to each order for handling and mailing.

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EARLY AMERICAN LADDER BACK CHAIR

AN OLD TIME VALUE \$9.95



FULLY ASSEMBLED
Height 42", Seat 17½" w., 14" d. x 17½" h.
Direct from workshop to you.

An incredible price for a ladder back chair which features such hand workmanship, such built-in value, such a beautiful hand-woven fibre rush seat. Handmade of solid native hardwood for generations of use... lowest-priced chair with this desirable seat.

Unfinished, ready to paint, stain, wax or oil... \$9.95
Natural Finish (blonde)... \$10.95
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Antique Finish: Moss Green, Venetian Red... \$14.95

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For matching Arm Chair, add \$3.00 to above prices.

Prompt shipment. Express charges collect.
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Jeff Elliot Craftsmen

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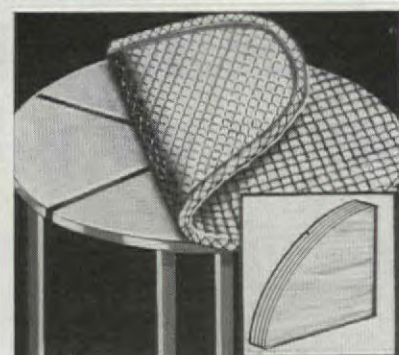


TABLE TOP ENLARGER

When guests pour in and more space is needed, don't panic. Just put our table top enlarger on your card table and seat 8 people comfortably. 46" diameter enlarger is made of heavy kraftboard and comes complete with elasticized, quilted, washable vinyl cover. Enlarger folds to ¼ of its size and arrives in its own handy carton for easy, compact storage.

\$9.95 postpaid

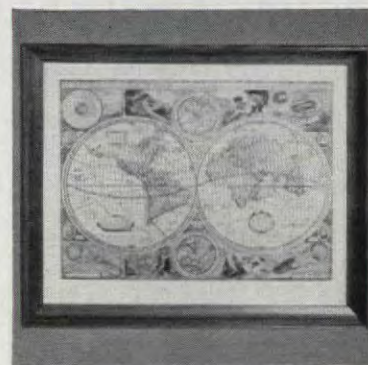
FERRY HOUSE Dept. AH108 Dobbs Ferry, N. Y.

By ANN McLAUGHLIN

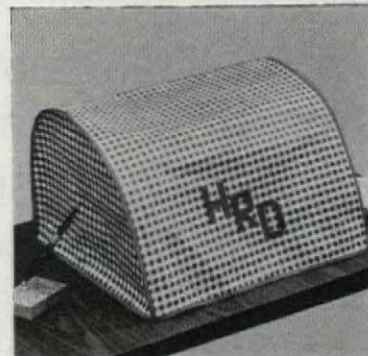
SHOP YOUR

AMERICAN HOME MARKET PLACE

ANTIQUE MAPS and their reproductions are popular today. They make fine wall hangings for a child's room or for the study. Shown is one of a set of four colorful reproductions that includes a map of the world, the Americas, Europe, and Africa. Each is 16x24". \$3.35 for the complete set. Order from World Art, Dept. AH10, Westport, Conn. 06880.



CHECKMATE for typewriters is a gay slipcover made of wipe-clean black-and-white plastic lined with flannel. Binding and three initials are appliquéd in fire-engine red. A wonderful gift for the house or for young ones at school. \$1.98, standard-size typewriter. \$1.59 for portable. Order from Vernon Products, Inc., AH10, 560 South Third, Mt. Vernon, N.Y. 10550.



MINIATURES FROM SPAIN. Roll-top desk (23¼x4x4") and chair are made of lacquered pine. Desk top really rolls, has pigeonholes and slide-out shelf. \$3.29. Matching piano (not shown) is 4½x5½x2¼". With music box the piano is \$7.95. Without, it is \$5. Stool comes with each piano. Order from Miles Kimball, Dept. AH10, 126 Bond St., Oshkosh, Wis. 54901.



MAKE HIS MARK with the tie tack hand wrought in sterling silver. Have his three initials made into a pin that gives a neat look to his shirt and tie. This is a lifetime gift that costs very little. In sterling silver, \$4.95. In impressive 14K gold, only \$12.95. Order early for Christmas. Order from Holiday Gifts, Dept. AH10, 7047 Pecos, Denver, Colo. 80221.



A HAPPY DAY is a birthday for anyone, no matter the age. To celebrate it, use this revolving music box made of white ceramic touched with gold. It stands on a pedestal and is decorated with two kissing angels and a fake cake. It plays "Happy Birthday." Display it during the party. 5" high. \$5.98. Order from Down's, Dept. AH10, Evanston, Ill. 60204.





Order merchandise from the Market Place by sending your check or money order to the company mentioned. Unless otherwise stated, postage is included in the price. Anything not personalized may be returned within seven days for a full refund. Please add sales tax where necessary.



AN EXACT REPRODUCTION of a French lavabo is the perfect accent for your foyer or entrance hall. It is made of white ceramic and has grape clusters in bas-relief on both reservoir and basin. Overall height is 17". Spigot is solid brass. Suitable for real or almost-real greenery. \$9.98 plus 50c postage. Order from Foster House, Dept. 410-39164, Peoria, Ill. 61601.



MINI-PRICE for the best wire whisks in captivity. With these three miracle workers you will produce the creamiest scrambled eggs, the lightest omelet, and the smoothest sauce. Imported from France, these are the fine kitchen aids that have been made for centuries. \$1.25 for three. Country Gourmet, AH10, 545 South Fourth Ave., Mt. Vernon, N.Y. 10550.

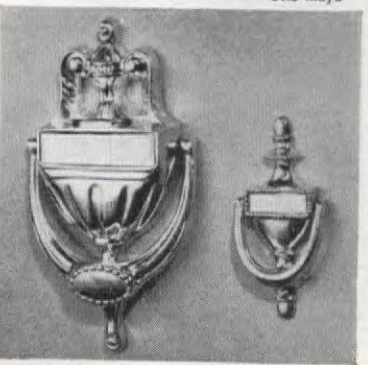


ORDER AND GOOD LOOKS. Get a self-contained office for the house. This one is beautifully made of hardwood and walnut veneer. Note the deep file drawer, pull-out typewriter shelf, slide-in plastic covered desk, and storage drawers. 50x20x43". \$179.95. Exp. coll. Order from Ephraim Marsh and Co., Dept. 590, Box 266, Concord, N.C. 28025.



Clio Maya

THOUGHTFUL GESTURE. For room-mates or husband and wife who fall asleep at different hours, the clip light is a boon. While your partner snoozes, you can read a book or magazine in comfort minus the feeling of being selfish. Clamp and shade are red. Electric cord is standard. \$1.49 plus 15c postage. Gracious Living, D-232, Berkeley, R.I. 02864.



EVERY DOOR in your house or apartment should be decorated with a small, highly polished brass knocker. 3 3/4" long, it comes marked with a first name or apartment number. \$1 complete. For the entrance to the house attach larger size (6 1/2") engraved with initials or last name. \$1.98. Order from Walter Drake, AH75, Colorado Springs, Colo. 80901.

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Beautiful Original Oil Painting Reproduced as 48" x 26" Decorator Mural for Your Home.

Murals this massive size—OVER 4 TIMES THE SIZE OF THIS FULL PAGE—sell in art stores for \$10.00. Now yours on special sale for only \$2.99. Giant art murals this size are the rage of decorators. Imagine the dramatic new beauty this exquisite horse painting by Famous Artist, Franklin Follett, will add to your home or office. You must see it in large full scale to appreciate the color and beauty. Act now while supply lasts. Offer may not be repeated. Each mural is a giant 48"x26". You must be delighted or return for full refund. Send only \$2.99 postpaid.

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one time only! Fabulously beautiful "Golden Wood" full-color landscape by famous artist Olsen Linnart 48" x 26" Limited First Edition on heavy art stock. Regular \$10. value yours free with order! Great gift idea!

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Enrich your home with this big, beautiful old-time clock that our grandparents saw hanging outside the professional watch repair shop. Exact replica now comes to you in the modern version featuring weathered white dial, big black numerals, molded composition in charcoal gray. Giant 18" high, 14" diameter, 2 1/4" thick. Guaranteed timekeeper. Electric \$10.95, 8 Day Key Wind \$14.95, Battery Operated \$17.95—Postage Free.

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WORLD ART Dept. 10AH Westport, Conn.

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Fabulously beautiful antique maps in full color (hand-drawn by skilled cartographers) on heavy vellum stock, ready to frame and hang. Set of 4 rare decorative pieces with rich engraved look adds elegance to your home or office. Special limited edition... will not be sold in stores. You receive twin hemisphere map of world, map of Americas, Europe, Africa. Most popular 16"x24" size with lovely borders.

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Giant Mural of 50 Famous Sailing Vessels includes first ship to sail around the world (17"x21") on parchment paper. Reg. \$5 value, yours FREE.

Please rush me set of four rare Antique Maps for only \$3.00 on money-back guarantee (if not 100% satisfied). Also include giant mural FREE. (Save! Order 2 sets of 4 antique maps for only \$5.50 pld. Extra sets make perfect gifts.)

WORLD ART GROUP, Studio 10AH, Westport, Conn.

New Fur Look Fabulous Fake! Leopard Coffee Coat

"looks like real fur—no one will ever know!"

You're a jungle goddess—a millionaire's wife—the talk of your next party in your fantastic leopard hostess gown! It's an exotic housecoat or duster, and so warm and cuddly. This is the spectacular fake-fur fabric you've seen in the fashion magazines, the best shops, and it's yours at a low price you don't believe. So soft, so sleek; it's like caressing a leopard, and no one can say for sure it's not real! Dressy black corduroy collar, cuffs, piping. New A-line back, 2 oversize pockets, brass buttons, 100% drip-dry flannel. Sizes S, M, L.



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A white marble statuette of Aphrodite. Imported from Greece, it is an excellent reproduction made with marble recently quarried from an ancient mine. The goddess of love and beauty is pleasingly graceful and will highlight a shelf or table arrangement. 10" high. \$3.95 plus 75c postage.

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Enrich your home with exquisitely beautiful Silver—jam and relish dish—priced far below its true worth. Intricately pierced silver dish—5 1/4" diameter, genuine crystal insert, durable and dishwasher safe. Great gift for Weddings, visiting, etc.

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Scarab serving spoon—intricately detailed by famous designer and silversmith of Wm. A. Rogers.

For over 5000 years the Scarab is believed to perpetuate life, happiness and love. Offer will not be repeated. Order now while supply lasts.

Complete 3 Pc.—Wm. A. Rogers Set only \$2.00, Gift Box—add 50c postage & safe handling.

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SAVE UP TO 80¢ PER SET
SPECIAL PRICE—ALL 3 SETS—ONLY 50¢

MONEY-SAVING OFFER: You'd expect to pay up to \$1.00 each for these sets at our regular retail prices. But, to introduce our shop-by-mail service, you can have them almost as a gift. ACT TODAY!



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Huge selection of hard-to-find items. Colonial furniture, early colored glass, pewter, dinnerware, hand-forged latches and hinges, chandeliers, candle holders, clocks, fire-tools, switch plates, much more!



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Colonial Shaker Table Kit \$17.95 Postpaid

An authentic copy you will be proud to own. Now, with Cohasset Colonials, you can assemble your own Early American reproductions. All parts accurately crafted and sanded ready to finish; stain included. This graceful maple table is easy to assemble. Dove-tailed legs fit snugly in the post. Top 18", ht. 25". Send check or money order today.

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Cohasset Colonials
BY HAGERTY

498 Ship St., Cohasset, Mass. 02025

CROSS-STITCH ROSE VIGNETTES



This cross-stitch embroidery kit makes it so easy to give a special present you've made yourself. Kit includes two easy-to-work rose designs stamped on linen, embroidery floss in true-to-nature colors, directions and two vignette frames 5 1/2" x 7 1/2". Great wall hangings for your home too. \$5.95 plus 50¢ postage per kit.

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Miracle Mist furniture polish actually repels dust!

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A fake it is, but you'll be amazed how like the real thing! All-cotton robe is realistically printed on both sides, neatly tape bound; hand washable in cool water. Conversation piece for den, dorm or couch. From West Germany; about 51 x 61".

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AN ELEGANT EFFECT is achieved when you hand emboss your name and address on fine white note paper. This newest of all hand embossers is finely machined and easy to use. Each of the three lines holds up to 24 letters or numbers. \$7.95. Add \$1 for a fourth line. Postage is 35¢. Order from Postamatic Company, Dept. AH118, Lafayette Hill, Pa. 19444.



TO THE COLLECTOR of pillows be sure to give the kit that contains an 8x10" natural color Belgian linen case printed with the design of two kittens in a basket. Included are multicolor crewel wool for embroidery, making tassels, and cord for finishing. \$1.95. plus 35¢. Pillow form \$1.60. Order from Classic Corner, Dept. AH10, 12A Water St., Bryn Mawr, Pa. 19010.



ANTIQUE MANUAL. Here is the only accredited antique dealer's handbook with the prices currently asked for old glass, silver, china, metal, pewter, and antique furniture. It has 376 pages that describe and illustrate the value of over 32,000 items. A must for the amateur collector. \$7.95. Order from Taylor Gifts, Dept. AH10, 211 Conestoga Rd., Wayne, Pa. 19087.



AN OLD FAVORITE is the smart little chest you can stand on your dressing table or on his bureau. It has a clear, tilting mirror set between two spindle posts, two plush-lined drawers, and handsome hardware. 12 1/2 x 5 3/4 x 14 1/2", it is made of solid cherry wood. \$14.98 plus 50¢ postage. Order from Foster House, Dept. 410-84525, Peoria, Ill. 61601.



VICTORIAN LOVE SEAT. This is an exact copy of a piece once very popular in Southern Colonial houses. Made of hand-carved solid mahogany, it is covered with beautiful fabric that is "biscuit" tufted. 51 1/2 x 28 3/4 x 34", \$179.95. Exp. coll. Send 50¢ for fabric swatches and catalog. Order from Magnolia Hall, Dept. AH10, 726 Andover Ave., Atlanta, Ga. 30327.



THE FOUR SEASONS in America are beautifully illustrated in the paintings of Gerald Hazzard. Executed by hand in brilliant colors, each of the seasons creates a nostalgic effect. Hang them with or without frames. Each painting on heavy paper is 18x24", \$1.98 plus 25¢ the set of four. Order from World Art Group, Dept. AH10, 606 Post Road, Westport, Conn. 06880.

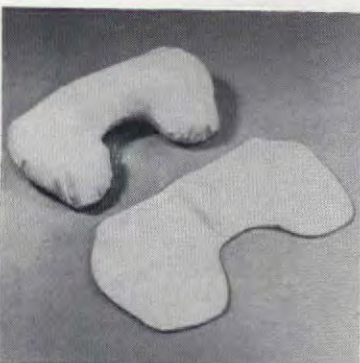




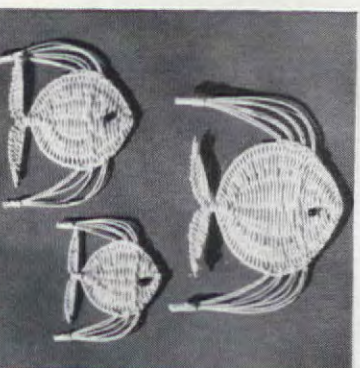
CLEVER CONVERSION. Send one of your tablespoons to Julius Goodman where it will be transformed into a hand-pierced piece perfect to use for serving fruit or vegetables in their juices. Have one or two pierced to give as wedding gifts. It costs \$3.50 to pierce one spoon. Order from Julius Goodman and Co., Dept. AH10, Box 195, Memphis, Tenn. 38101.



A GIFT FOR HIM is not easy to find so this masculine ashtray is excellent for the Christmas list. Hand carved of beautifully grained oak, it is rubbed to a satin-smooth finish. About 5" in diameter, it improves with use and needs little care. Buy one or a pair for his office or study. \$2.74 each. Order from Bon-a-fide, AH10, 1 Park Ave., New York, N.Y. 10016.



IT'S A BEAUTY, this cosy neck pillow that will help you to sleep well even with your hair in rollers. Curved to fit the back of the neck, it helps muscles to relax and keeps pressure of rollers from the scalp. Pillow is vinyl foam and comes with two lovely removable pink satin covers. \$5.47. Order from Better Sleep Co., Dept. AM, New Providence, N.J. 07974.



NURSERY MOBILES made of natural color rattan will amuse the children. The three mythical fish have a jolly expression that will make them laugh. Hang them as is or spray them in gold or bright colors. Versatile, the fish can hang or stand. Sizes: 8, 6, and 5". \$1.98 plus 35c postage. Order from Foster House, Dept. 410-68189, Peoria, Ill. 61601.

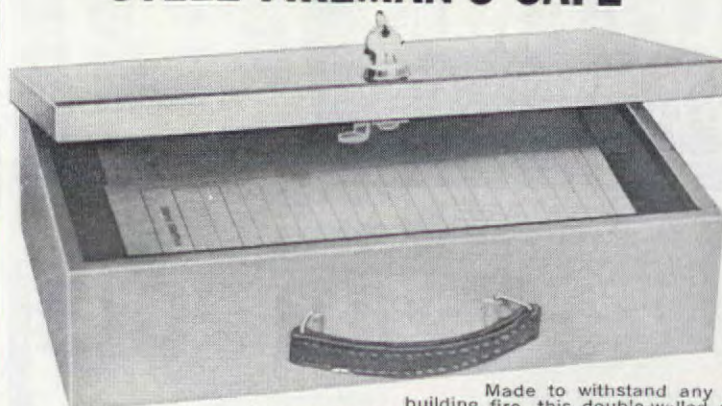


THE LAST WINDJAMMER is the Eagle, a Cadet training ship of the U.S. Coast Guard since 1946. Order kit that makes a fine model 22x14 1/2". The topsides are white, green below water line. Other parts are carved pine hull, spars, masts, decks, sewn sails, fittings, rigging, and plans. \$20.95. Preston's, AH10, Main St. Wharf, Greenport, N.Y. 11944.



GOOD REPRODUCTION. For a favorite niche this painting of Renoir's is an excellent choice. The Little Shepherd is one of his famous masterpieces. It is serene in subtle blue, green, gold, and flesh tones. Silk screened on artist's canvas, it is 18x22 1/2". \$6.95 plus 45c post. Order from Lambert Studios, AH56, 336 Central Park West, New York, N.Y. 10025.

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Made to withstand any household or building fire, this double-walled chest of steel features Johns-Manville asbestos lining, is about 14" long by 9" wide and just under 4" high. A heavy barrel lock with two keys protects contents from theft. The lid has a full length piano hinge like industry standard makes any more. You get five valuable paper folios... for insurance, cash reserves, social security records... children's health certificates... personal family records... priceless photographs... stocks and bonds. Baked enamel outer finish makes chest attractive and luggage-style handle makes it easy to carry this 8 1/2-lb. UNDERWRITER'S Safe.

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3 Gourmet Whisks \$1.00

Genuine wire whisks, 8", 10", 12" will be your own cooking secret for perfect cakes, omelets, and gravies. Whip in air for lightness and velvety smoothness. Triple tinned overlapping loops are extra heavy quality. For perfect omelets, sauces, cakes, puddings, etc. With hanging loop. They're so decorative.

\$1.00 for 3 — add 25c postage

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Quaint trio perched in an old tree trunk, to crewl, in shades of brown, olive, gold and rust will give the embroideress many hours of pleasure. Pillow kit includes yarn, cord, backing, fabric and easy-to-understand instructions. Only \$8.25 ppd. 100% Belgium linen size 15" x 15".

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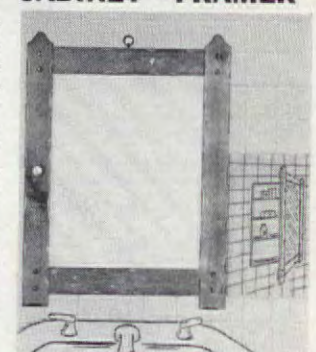
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CRESCENT HOUSE 135 Central Pk. Rd., A-10
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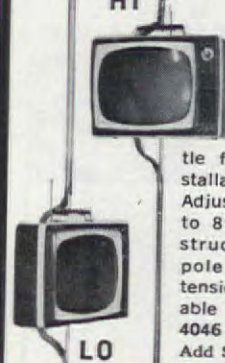


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Handy Dandys are sturdy, plastic caps that snap into 1 1/2" pegboard and hold quarter twist baby food jars. Ideal for storing all kinds of small parts and things. Keep your workshop neat. 10 for \$1.00; 36 for \$3.00; 72 for \$5.00; 500 for \$32.50. Handy Dandys only. No jars. Shipping paid anywhere USA. Send payment with order—no C.O.D.

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Here is a truly remarkable new end table. Holds over 100 magazines flat, wrinkle free, and readable—no more bent or crushed issues! If you want to be extra neat, each magazine can have its own shelf. Hand crafted of rich grained pine, 23" H. 16" W. 21" D. In satin polished honey tone or maple, antique pine or walnut finish. \$19.95 Exp. Chg. Col. COMPLETE KIT: Ready to assemble and finish. Simple instructions. \$14.50 Ppd. Add \$1 ea. West of Miss.



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100 MAGAZINES

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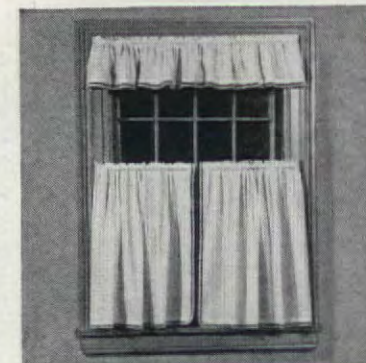
THIS LITTLE SERVER is useful for many things. You can use it for condiments, jam, or jelly or you can use it as an individual, covered soup bowl. Your special petite marmite or onion soup will stay piping hot in one of these. Made of translucent white porcelain, it is decorated with gold. \$1.50. Order from Miles Kimball, 126 Bond St., Oshkosh, Wis. 54901.



DO YOU FORGET such important things as parking meters, appointments, or the time to take medicine? You'll become a whiz at memory work with this timer-key holder imported from Switzerland. It can be set for five minutes to two hours. Called Memory Tickler, it is 1½" in diameter. \$5.50. Alexander Sales, Dept. AH10, Mt. Vernon, N.Y. 10550.



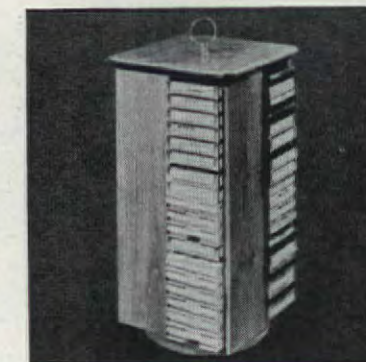
SNOW DRIFTS are no whiter than beautifully laundered, bleached muslin. Spark up the windows with these tiebacks that have white crochet edges. 74" wide the pair, they come in 20", 25", 30", 36", and 40" lengths. \$6 for a pair of curtains. Matching valance is 9 x 80", costs \$3. Order from Country Curtains, Dept. AH10, Stockbridge, Mass. 01262.



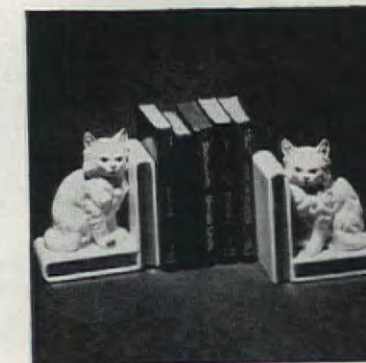
ANTIQUE DOLL KIT. These little muslin dolls are exact copies of popular pre-Civil War patterns. Made of muslin printed in brilliant colors, kit contains patterns for three dolls. Cut them out, sew them, then stuff with cotton or chips of foam rubber. Each is 8" high. \$1.95. Order from Artisan Galleries, Dept. AH10, 2100 North Haskell, Dallas, Texas 75204.



FOR STEREO BUFFS, the portable Susan that holds 12 tapes in 12 separate compartments. It can stand on a table, a shelf, or off in the corner of a room. 22"x10½", it comes in four finishes; maple, honey tone, antique pine, or walnut. Brass ring is decorative. \$18.50. In kit form it is \$12.25. Order from Yield House, AH10, North Conway, N.H. 03860.



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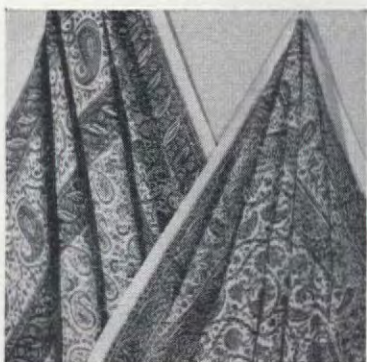
A FAVORITE PAIR for anyone's house is the mirror and shelf that hang by antique gold- or ebony-color, 18" link chains. Colonial-style mirror is 12x15", \$7.95. Matching shelf is 7½" deep and comes in three widths: 18" for \$7.95, 24" for \$8.95, and 30" for \$9.95. Order from Crescent House, Dept. AH10, 135 Central Park Road, Plainview, N.Y. 11803.



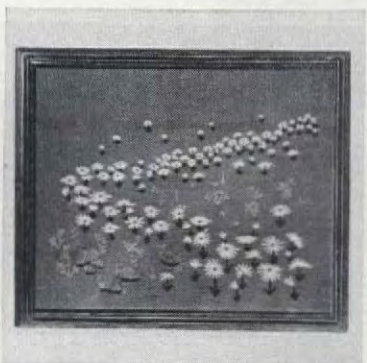
BARK ORIGINAL. The artist hand presses tree bark to the size on which he wants to create his painting. The pressed bark shown here is 22x45". With hand-ground colors he works out his subject and fixes the colors for permanence. The result is a handsome mural suitable for a large area. \$4.95 plus 35c. World Art Group, AH10, Westport, Conn. 06880.



GOOD PROTECTION for expensive bird feed is the sunflower feeder. The see-through hopper holds two pounds and is protected from the elements by the bright yellow top. Overall size is 6x9" and it comes with a sturdy six-foot metal pole that is easy to insert into the ground. \$2.98 plus 35c. Order from Foster House, 410-75671, Peoria, Ill. 61601.



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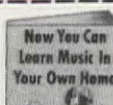
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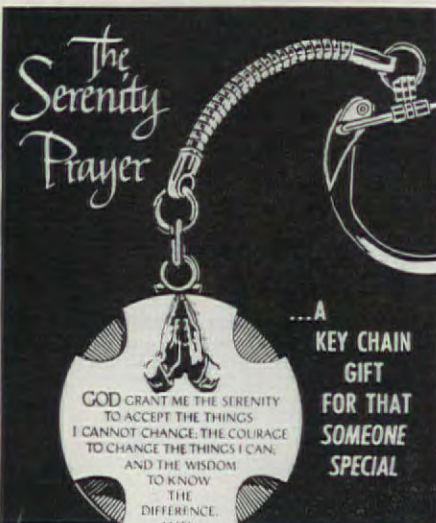
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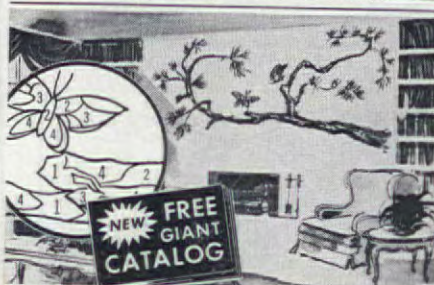
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Also available: BETSY ROSS FIDDLE BACK stainless steel. Complete 50-piece service for 8, \$29.95; 75-piece service for 12, \$44.95.

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Memo
Board
\$3.98

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(Then competition started)



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Brand names are what manufacturers call their products. They put their names right on the package so you can see who they are. They work hard to make these products better. Offer brighter developments. Innovations. Consistent quality. This is how they try to outdo other brands. And they let you know about these improvements through advertising. But if they don't live up to these claims it's good-bye to their reputations. That's how competition works.

Nationally advertised brands are what we take for granted. But we'd soon know the difference if they weren't around.

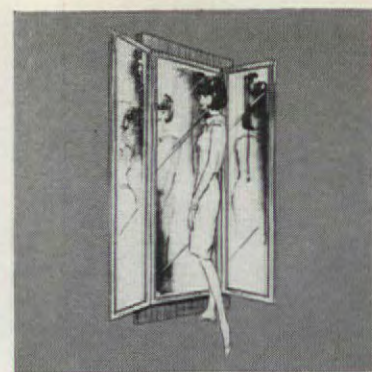
When brand names compete, products get better.



Ever notice?

BRAND NAMES FOUNDATION INC.

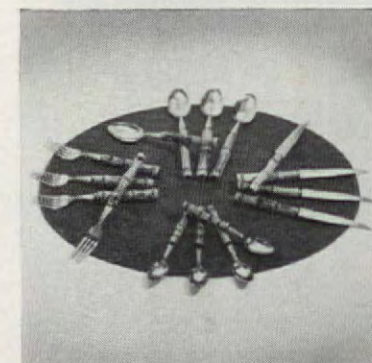
FOR THE WOMAN WHO SEWS or takes pride in her grooming a triple-panel mirror is a must. Here is a fine quality one that is 56x32" opened, and 56x16" closed. Mirrors are electroplated and framed with narrow gold color molding. It can stay open or both wings can be folded. \$17.95. Exp. coll. Order from Yield House, AH10, North Conway, N.H. 03860.



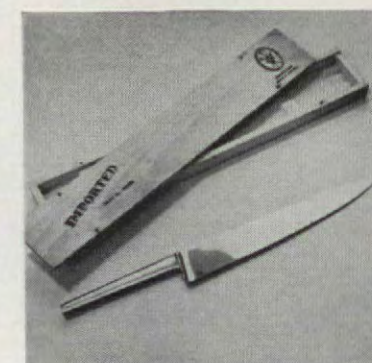
FASHION WISE, the owl costume ring is fun to wear and gay to contemplate. The gold-plated metal is deeply etched and set with sparkling rhinestones. Round jade-green colored stones form the big wide eyes. The ring is adjustable to fit any finger size. The tiny price tag is \$2.98. Order from Harriet Carter, Dept. AH10, Plymouth Meeting, Pa. 19462.



BAMBOO ISN'T NEW, it's a proven standby. Use a set for informal meals to save polishing your good silverware. This service for four consists of forks, knives, soup spoons, and teaspoons. The honey-tone bamboo handles are fitted with stainless steel. Knives are serrated. \$7.98 plus 50c postage. Order from Helen Gallagher, 410-59857, Peoria, Ill. 61601.



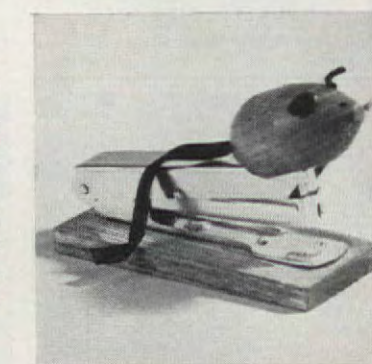
SWORD MAKER'S GEM. Give the man of the house this carving knife made in Austria by a famous sword maker. Fashioned like a chef's knife, the classic design complements all silverware. Store it in the heavy, unfinished wooden chest that will delight him. Knife is 10" long. \$19.50 plus 50c postage. Order from Vislo Values, AH10, Great Neck, N.Y. 11022.



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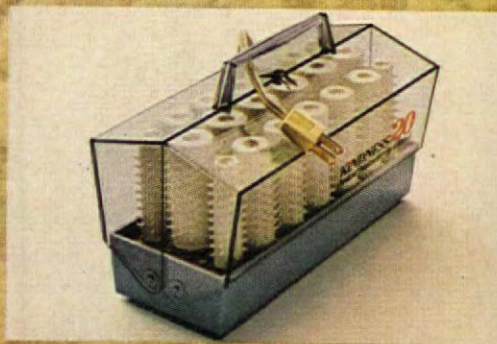


THE UNIVERSAL GIFT is this appealing mouse stapler. It is perfect for Dad's office, the study at home, a favorite teacher's desk. Designed to fit the standard style, it is made of smooth brown wood. Tail, ears, and smug moustache are leather. It has a winsome expression. \$1.98 plus 25c. Order from Bon-a-fide, AH10, 1 Park Ave., New York, N.Y. 10016.



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