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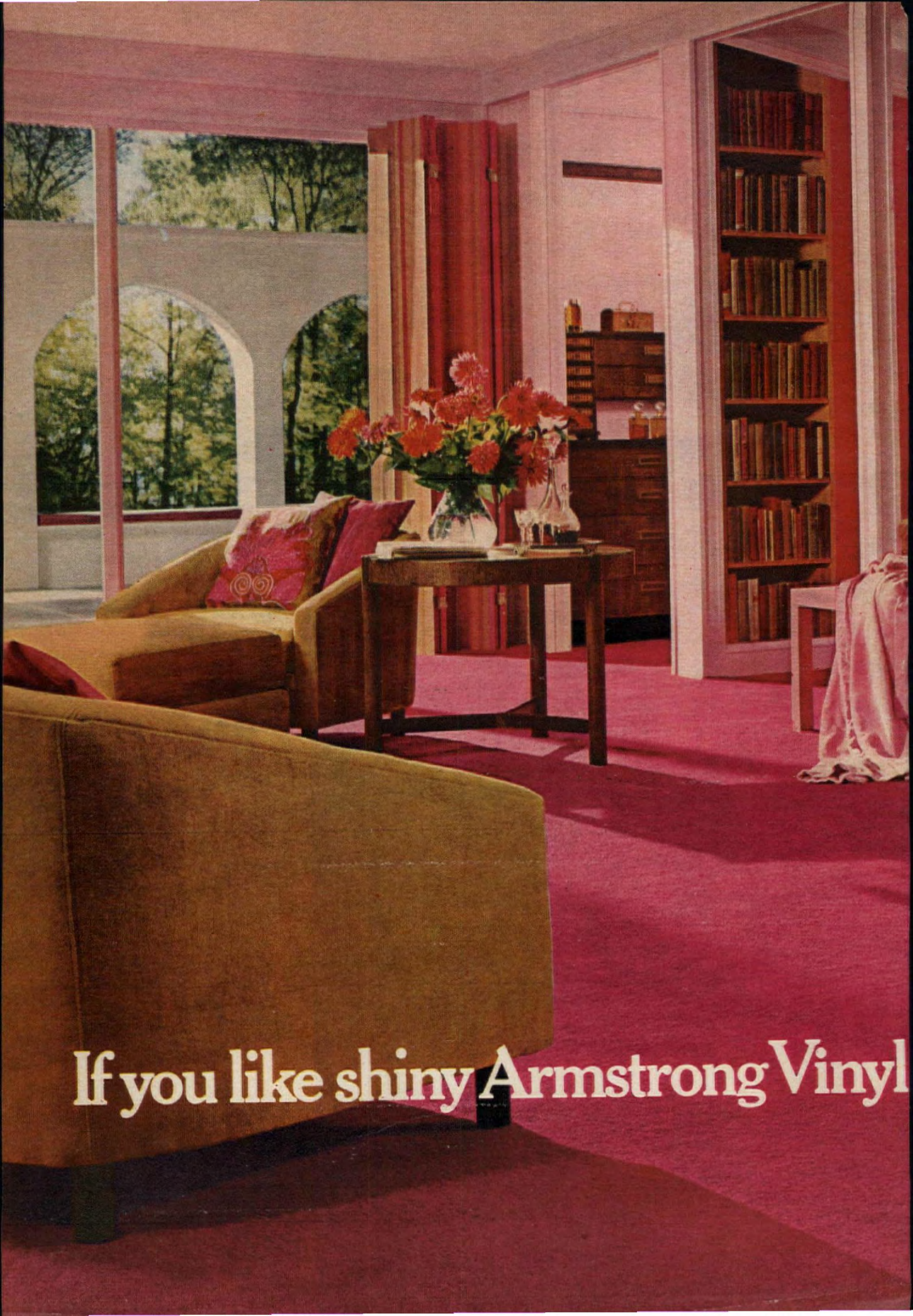
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# American Home

MAY, 1970 VOL. 73, NO. 5

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**COVER:** This super-planned remodeled kitchen, one of three on pages 96-99, gives a Massachusetts family the easy sociability they always wanted. Photographer: Richard Meek.

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## THIS MONTH IN AMERICAN HOME

For the past four years, we have dedicated the May issue of AH to the subject of home improvement and remodeling—a particularly apt subject for the season of renewal. This year with new housing starts at an all-time low, with mortgage rates at an all-time high, making more of what we have seems more important than ever. After all, nearly 80 percent of you who read this magazine already own a home—more than the readers of any other consumer-service magazine. Undoubtedly many of you are wishing for a more efficient bath or kitchen, for more space and style. Relax. Solutions follow for making where you are a better place to be—the surprising examples for updating houses, apartments, and good news for remodeling baths, kitchens and floors. As Barbara Plumb, our new editor of architecture and environment suggests, the renovation of a friendly old house is best achieved after all its faults have been lived with. So if you cannot buy or build a new house, this is the year to fix up the one you have.

Vera Hahn, our interior design editor, says that there is an extra money-saving bonus built into many well-designed pieces of furniture today: multifunction. One piece serves many purposes. That is the point of view of her double-duty decorating story you find on page 91, and the furnishings she selected are available in department and furniture stores everywhere. You will be enjoying them even ten or more years from today.

Frances Crawford, our food editor, and her staff have a low-cost food special prepared this month, designed to help you remodel your food budget. In addition to the good advice you will find beginning on page 104, Frances feels we should remodel our eating habits. Good eating and nutrition do not mean just roasts and steaks. Fish, cheese, eggs, chicken, ground beef and variety meats are more economical sources of protein than steak, and can be prepared just as appealingly.



Barbara Plumb interviews Houston architect Clovis Heimsath, whose updated Victorian house is on page 80.



Vera Hahn on assignment in Columbia, Md., is obviously pleased with the house decorated for this issue. See page 91.



Frances Crawford (center), Jane Uetz and Jacques Jaffry, prepare low-cost foods (page 104) for photography.

*Fred Schmitt*

Editor





# Thou shalt not steal!

However strong the temptation to make off with the nearest Chesterfield coupon, resist it. Nothing is really worth stealing—although the Chesterfield coupon comes close.

It's so redeemable, for heaven's sake. You can redeem Chesterfield coupons for cash; for over 1000 gifts from the Chesterfield Catalog; or for trading stamps. One coupon equals 4 stamps, and that's just the beginning.

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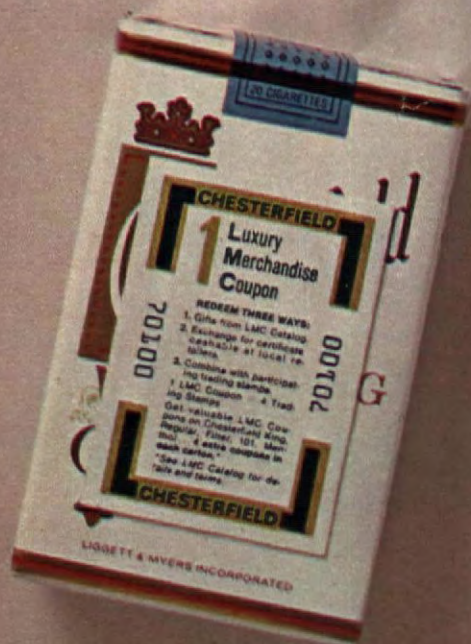
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Before you're another day older.





"I want these houses to speak out against the sham of current American domestic architecture," says Houston architect Clovis Heimsath of the structures pictured in his book, "Pioneer Texas Buildings" (right). His own Victorian house appears on page 80 of this issue. The houses do speak—eloquently. Photographed by Heimsath's wife Maryann, the humble and pragmatic homes, barns and crossroad stores of rural Texas rise from the land, beautiful in their functional simplicity. The text of the book, subtitled A Geometry Lesson, with geometric diagrams of the basic structures, is informative, simple and appropriately spare.



Good news, all you "car occupants" out there—or in there. This summer, thanks to Auto Tape Tours, you will be able to take pretaped guided tours in the comfort of your own car. Visitors to Grand Teton, Great Smoky, Glacier and Rocky Mountain National Parks and two others in Canada will find all the equipment for rent. "The portable guide directs the gaze to sights that should not be missed," announces one brochure. "Sound effects of the wildlife, information about park facilities and mood-setting musical interludes are also included." No deodorant commercials though, so you should be able to tell that you're outdoors and not at home in front of the television set.

When race time comes to Louisville, it would take less stamina to go out and run the Kentucky Derby yourself than it takes to celebrate it. May is the month of the Derby, that long, long party cum horse race when the juleps and beaten biscuits flow like water—when in fact everything but water flows like water—as for four or five days the city is at play. Consider the Whitehouse Derby Festival, for example, an invitation to which is worth weighing as well as reading. Uldine and Robert Whitehouse's invitations to their Derby Festival have come to read rather like brochures for a resort hotel. Fishing is said to be continuous, as are horseshoes and shuffleboard. For three days activities include golf, square dancing, go-cart races, fashion shows, box-lunch auctions, carnival midway attractions, to say nothing of one's choice of music, 30s swing to 70s folksongs, and enough food and drink to sustain guests all the way through. The Whitehouses are rested up from last year and are ready to do it all over again, this time as a Mexican fiesta.



Artichokes—New York artist Henry Koehler (above, with his wife Audrey) paints them, collects them and not at all incidentally eats them. It was his fondness for the spiky vegetable that prompted the whole thing. Now he owns artichokes worked in wood, alabaster, silver and gold plate. He even has artichoke motifs on his cuff links and on his slippers. He's short of artichoke prints, though. Old botanical book plates are rare; if you know of any, Mr. Koehler is longing to hear from you.

# Lifestyle





Kenneth Brown

Marguerite Stix (left) and her husband Hugh have turned their passion for shells into a business. They sell seashells, not by any seashore, but through such stores as Cartier's and Brentano's in New York. A sculptor, Mrs. Stix designs jewelry and accessories with an artist's eye for the integrity of each rare specimen. Now she has done a line of fabrics featuring designs of—guess what? And are you surprised to learn that the Stixes' beautiful book about the subject is entitled "The Shell"?

Now women can trim hips and get hip in, of all places, Philadelphia, where Mrs. Simon Gaynor has started the Institute of Awareness at the YM-YWHA. The Institute offers 10 courses, one of them in physical fitness, but the others, taught by psychologists and professors, are studies such as Psychology: Human Dynamics In Individual And Group Processes and Developing Your Personal Potential. Teaching methods are hardly conventional—psychologist Matti Gershenfeld speaks of "participatory learning," which may involve studying sculpture blindfolded, listening to poetry in the dark and humming in class. The idea is to help women to get back into the mainstream. One course, Planning New Life Styles, is aimed at reentering the job world. By the time the Institute finishes with its ladies, the job world should be very delighted to have them back.



House-hunters have it made—if they are an inch and a half tall. San Francisco architect Roy Killeen and his wife Jackie (below) put out a line of authentic model houses and historic buildings like the one, the little one, at left. Printed in color on heavy paper, these mini-mansion model kits are exquisitely exact and easy to assemble—even a grown man can do it. As a team, the Killeens have also written 101 Secrets of California Chefs, full of recipes they succeeded in wheedling from great California restaurants. They plan more books—the next on Greek cookery is to be published this month—and have settled on 101 as the number of projects they are some day going to complete. When the Killeens say, "Sorry, but I have 101 things to do," they mean it.



Jerry White





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Whether she is watering her plant (above) or serving her guests, Christine's hands are a beauty plus. Chris protects them with gloves when working around the house or restoring her Early American finds, uses hand lotion often and knows the value of a good manicure.

THE GOOD-LOOKING HOMEMAKER  
By Constance Bartel

## BEAUTY IN HAND

Lovely Christine Roth is a busy working wife who makes time for a beauty routine. Because she likes the natural look, Chris can't afford to neglect her assets. And she doesn't. This career-minded young homemaker wears her surfer-blonde hair long and has a "health" cut at the Louis-Guy D' salon in New York so it grows in properly. For that well-groomed, sun-bleached look all winter, Chris gets a sunbursting treatment by Miss Constance at the same salon. Sunbursting lightens the top front of the hair, the same way the sun does, and looks natural.

Chris and her husband Dick recently moved to New York from Philadelphia and they are still decorating their new apartment, their third in the three years they have been married. Through all the painting, scraping, polishing of brass and refinishing of antique finds, Chris has protected her hands—and the result is clear to see. Her hands are still a beauty asset.

Like Chris Roth, you can add to your beauty by making a point of pretty hands and taking care of them.

The basics of hand care are these: Protect hands against dryness by using moisturizing creams and against wetness, dirt, nicks, scratches, calluses, raw weather by wearing gloves. Exercise and massage your hands—and, of course, give them a good manicure regularly.

The greatest favor you can do your hands is to cultivate the glove habit because your hands, along with your face, are the most continuously exposed part of you. To begin with, water, such a cleansing blessing, nevertheless does wash off natural skin oils and therefore dries. And dryness is the enemy that causes eventual wrinkling. A compensating covering of a good hand cream or lotion every time you wet your hands is a must. But not getting your hands wet so often is best of all. Train yourself to wear light rubber gloves for protection when bathing the baby, hand laundering, dishwashing, rinsing the salad greens and against clinging odor when you chop garlic or onions.

However, wetness is not the only problem. Dust, dirt, waxes, polishes, household cleansers, typewriter ribbons are all brutal to hands. As for do-it-yourself remodeling jobs, what could be rougher on hands than laying the brick in the patio, stripping paint from the chest you hope is Hepplewhite, handling wallpaper or helping your husband with plasterboard? (continued on page 22)



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BEAUTY IN HAND continued from page 16

Tackling this sort of thing bare-handed is just asking for hands you want to hide.

Many women complain that they cannot get at things with gloves on. Dedicated gardeners, loving the smell and feel of rich, moist earth, claim they pull off their gardening gloves without realizing it and, before they know it, they are tucking in the petunias gloveless. But garden dirt, particularly, dries and roughens appallingly fast. If you want pretty hands, you must learn to work in gloves.

It does take a little conscious discipline to make glove-wearing such a habit that it becomes second nature—but it is worth it. Picking the right gloves makes it easier. Try thin rubber, lined or unlined, for wet jobs; lightweight cottons, nylons or washable doeskins for dry jobs; non-bulky garden or work gloves for heavy jobs. Wearing cream or lotion inside the gloves is a hand beauty bonus. To steal a trick from the professional beauties, once in a while put on light, flexible gloves after you have creamed your hands at night and sleep in them.

Remember, too, that some activities that are neither wet, rough nor dirty can cause calluses: hoeing or raking, dry-mopping, pushing a lawn mower (even if it is power driven), swinging a golf club, long-distance driving, can all cause those little work-worn rough spots at the base of each finger. So cream the spots to soften or prevent calluses from developing. Remember to wear the appropriate gloves for all of these, as well as ordinary gloves whenever the weather is raw and damp, even if it is not cold.

The last word, and our last word, on gloves is this: There are some new ones, designed specifically for hand beauty, that massage and stimulate. Aris, a top glove manufacturer, offers stretch-nylon gloves called Hands Beautiful in three lengths and five shades. They are a refinement of the stretch-glove idea, except that the stretch goes four ways. As you use your hands, the expansion and contraction of the fabric has the effect of a gentle massage. And since stimulation is good for all of your skin, it is especially good for the skin of your hands which gets so much constant use and abuse. You can wear them while you sleep too.

Every time you cream your hands, sneak in a little stimulation. Massage each finger from the tip to the base; then knead the palms and backs for a minute or two. And, although words like arthritis are unthinkable to contemporary young homemakers, some physical types are more prone to early stiffness than others. So flexing your hands when you think of it, as a concert pianist does, is not a bad idea at all—it promotes limberness and strength.

By now, everybody knows that too much sun can be damaging to your skin, but who worries about too much sun for hands? You should. Even though hands are less likely to suffer an actual sunburn, they need a suntan lotion or sun block for protection against drying and possibly freckling. But they need it more often because lotion wears off hands faster. Actually, those brown spots that turn up on hands are sometimes less age spots than sun spots. Pigment drawn to the surface of the skin, nature's own protection against burning, can create that dismaying mottled effect. In the sense that the longer hands have been exposed, the worse the mottling, they are "age" spots, but protection from strong sun can prevent mottling. And when brown spots already exist, hand bleaches help fade them. Lemon juice also helps fade stains and discoloration on hands but follow the bleaching treatment with a cream or lotion massage to counteract acidity.

(continued)

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## BEAUTY IN HAND continued

A good manicure is like the dessert of hand care, the icing on the cake that rewards you for all your wise creaming and protection—and shows off the pretty results.

Shape your nails with an emery board and keep them medium short. The old idea of long nails proclaiming you a lady of leisure is ridiculous in 1970. Today's active hands want to look busy, creative, competent—and beautiful. File in quick, short strokes in one direction only, away from you. Don't saw back and forth. Filing in one direction bevels the edges of the nails for smoothness and strength. Aim for an oval shape. Points are less graceful and more breakable. Don't cut your cuticles. Push them back gently with an orangewood stick and try to cultivate the habit of pushing them back every time you wash your hands. Cuticle remover makes pushing them back easier, but be sure to follow the time limit specified on the product for leaving the remover on the cuticle. Cuticle cream, different from remover, helps soften dry cuticles and prevent hang-nails. Apply nightly, even when you are wearing polish.

When you get to the polish stage, start with a base coat. But if your nails are weak and prone to break, experiment with one of the nail hardeners. Also look to your diet and maybe put yourself on a gelatin-drinking program.

Several thin coats of polish, each allowed to dry thoroughly, are better than one thick coat. Some professional manicurists recommend adding one thin coat every night for ten days or so, thus building up what they consider added strength for the nails.

To apply polish evenly and smoothly, dip in your brush, then revolve the tip of the brush inside the neck of the bottle so that you seem to remove most of the polish. As you apply the brush to the nail, the polish in the upper part of the bristles will flow down evenly. Keep turning the brush. Use the corner of the brush around the edges.

Choose your polish shade to harmonize with your natural skin tones. To do this, hold the bottle next to your hand to see the color effect on your skin. If your skin is brunette on the olive side, with yellow in it, shades with blue or lavender tints will be unflattering, but polishes which themselves contain yellow, the corals and apricots, will look marvelous. If you have very fair, blonde skin, the blush roses, mauves and lavenders will be prettiest. If you elect not to wear polish at all—sometimes an attractive, natural look especially when nails are in top condition—then revive the art of buffing.

For accidental breaks, there are nail menders that do a good job. For those occasions that turn up in everyone's life when you need a manicure and have no time, the modern solution is an emergency set of fake nails.

If you happen to be one of the minority of women with naturally red hands—not a matter of chapping—or if your naturally thin-skinned hands show veins, try a bit of camouflage with makeup foundation. Also, cultivate the habit, when you're on public display, of sitting with your hands higher than your elbows. Gravity will make the blood run from your hands, lessening the effect of both redness and delicate, bluish veins.

Fragrance is a nice idea for hands too. Pick your hand cream or lotion for its effectiveness on your kind of skin, with silicones, humectants or emollients—but pick a fragrance you like. Or spray on your favorite cologne mist.

Are you in on the big needlework boom? You couldn't have a better chance to show off lovely, smooth, graceful hands. But learn to wear a thimble.

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# THE SPACE SHAPERS

By Barbara Plumb

A nonpolluting, temporary environment is a refreshing change in our epoch of the despoilment of nature. When the sun goes down the "communication cube" is packed up in the back of a station wagon to be stored away for another day, leaving the mountain or the cornfield as it was when it was found. This space-shaping concept was born when six design students at California State College in Long Beach, now known as Group II, decided to make "communication" their senior project. "People lack a comfortable place to go into and communicate," says Lynn Soto del Barco, a spokesman for Group II. "A living room with its coffee table, sofa and chair grouping doesn't do it. You need closeness to react. Like sitting around in a small group on the floor." Their solution for spanning the communication gap is an open fir framework that supports plywood platforms softened with rugs or pillows. A swing chair provides seating for the nervous communicators who have to keep moving. The platforms can be slotted in at a choice of heights, giving participants the option of communicating with each other or with nature from numerous vantage points. The cube, which can be assembled in 20 minutes, can hold six to ten or even one in search of solitude.

In this spectacular California landscape, Group II members (from top) Ivan Beardsley, Lynn Soto del Barco, Linda McCrystal and Deborah Keller communicate with unspoiled valleys, mountains and each other.

**continued**







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## SPACE SHAPERS continued

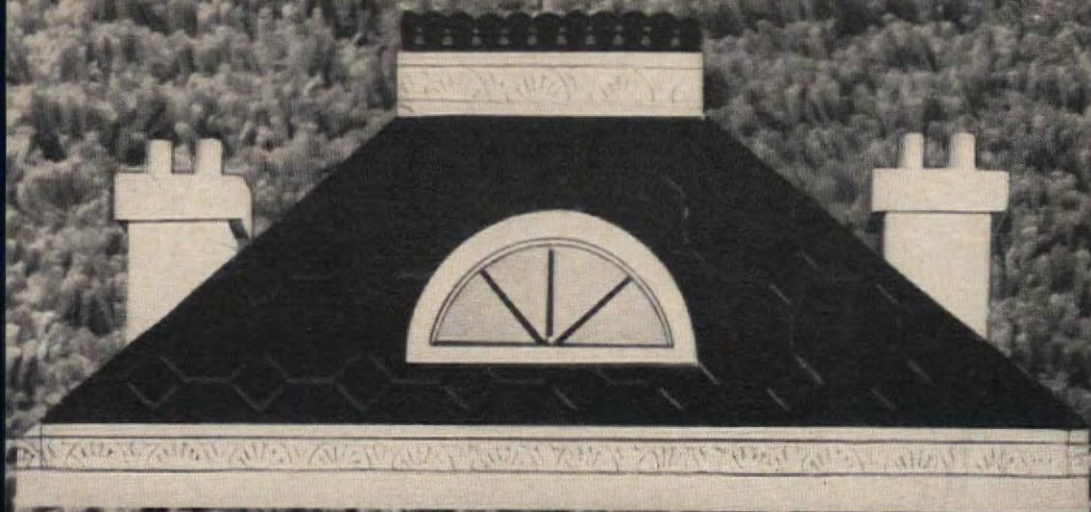
The white fir 2x3s and 2x6s and plywood floor platforms are carried to the site (below) and communication begins immediately with the members of the group joining in to erect the cube. The notched cross members and upright posts are bolted together in pairs for strength. The environment was designed on a two-foot module.




The inside of the environment is furnished with off-white textiles so as not to detract from the color of places and people. Texture is emphasized underfoot in the shag rug. Michael Parent rough-houses with young Ian McCrystal while Lynn Soto del Barco and Ivan Beardsley relax above.

continued on page 38





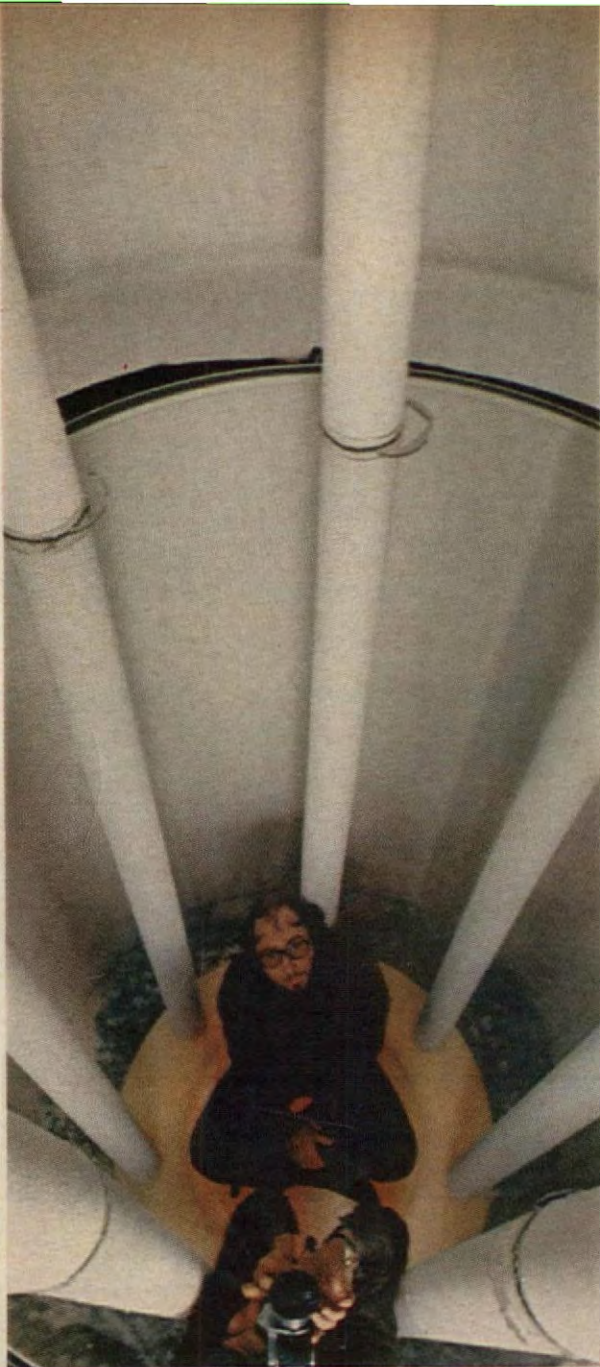
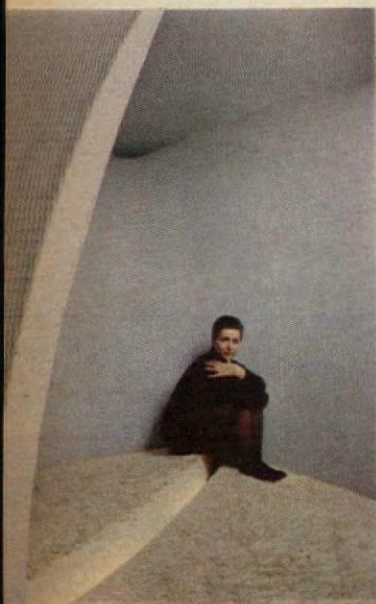
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All the soothing, therapeutic benefits of a hot shower without getting wet is what Terry Fugate-Wilcox (right) has designed into his paper-board tubing "air temple." Introspection is heightened by seeing a double reflection of yourself surrounded by a pleasant shower of warm air.

The childhood joy of crawling into a tent improvised of blankets strung between two chairs can be revived by adults in the super-refined stretch-nylon structure (below) by Aleksandra Kasuba. "Whatever thoughts you carry in with you, you should walk out with a change of view" says the Lithuanian-born artist.



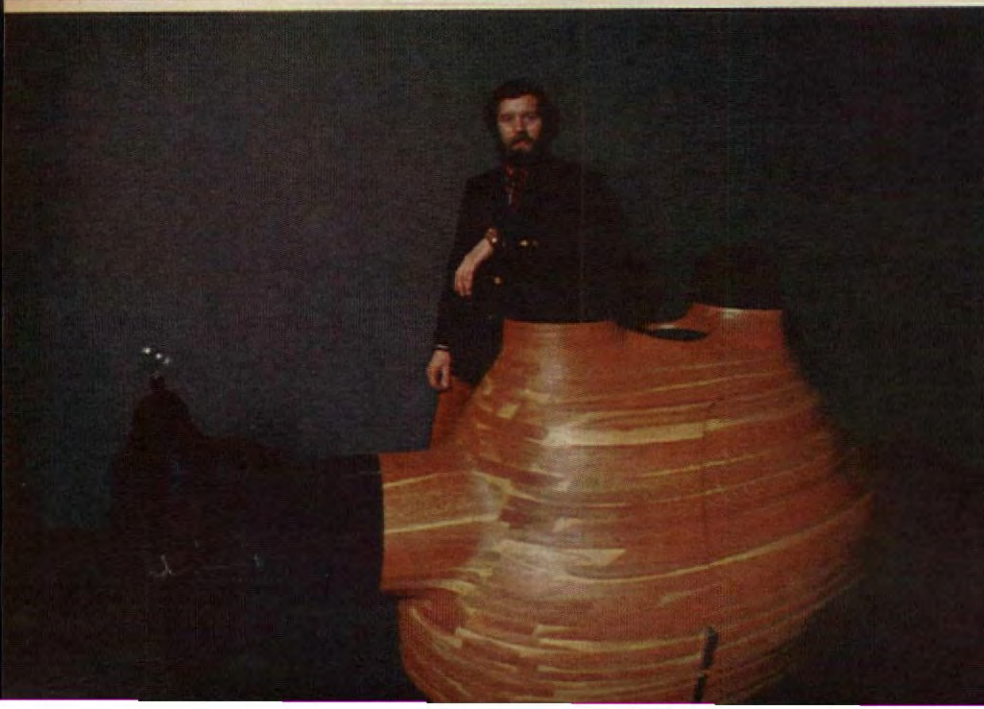
## SPACE SHAPERS continued from page 28

Rush. Pressure. Crowds. These are the spiritual common denominators of city living. As the population increases, the debilitating effects of all three are bound to intensify. The solitary moments and private places will become increasingly rare. In recognition of the new urban condition, the Museum of Contemporary Crafts in New York City recently commissioned a group of 16 artists and designers to create architectural spaces that can help people contemplate. "In the country where man has close access to the outdoors, the natural environment is a contemplative thing. The city has few places that function this way," said museum director Paul Smith in explaining the purpose of the show. That the size and scope of an interior space have a profound effect on the psyche of an individual is clear to anyone who has experienced either the closeness of a cave or the vastness of a cathedral.

As technological substitutes for our natural retreats, the artists in the exhibition propose that man fashion his own islands of contemplation—either small, private havens in the home or public arenas subsidized by the state.

Surprisingly, the stimuli with which the artists have chosen to awaken the thinking and sensing processes are as ancient as the Delphic oracle—reflection, the sound of water, air, pure spaces and light. With such 20th-century tools as plastic, Mylar and kinetic light, they have used new methods for setting off the stimuli that once came from natural causes like bubbling brooks or mirror-smooth lakes.

Neke Carson has created a plastic bubble fountain where the people become statues; Robert Bornn has translated the direct body responses of pulse, respiration and heart into light and color; Peter Nicholson has structured a Mylar dome where colored lights can be modulated from hot to cool; architect Gamal El-Zoghby has designed a cellular environment where each meditation space has privacy.



A sports car and Old Mother Hubbard's cupboard inspired furniture designer Wendell Castle's "environment chair" (left). Of laminated oak, its bowl-like interior padded with four inches of foam and upholstered with a natural-colored Flokati rug.

Ryszard Horowitz





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# HOUSE BUILDING: DREAM OR NIGHTMARE

By Stanley Schuler

*"When one has finished building one's house, one suddenly realizes that in the process one has learned something that one really needed to know in the worst way—before one began."*—Nietzsche

Not long ago, a youngish couple whom we shall call Jim and Mary O'Brien decided to build a new house on a wooded lot in an Eastern suburb. The O'Briens had been transferred frequently by Jim's company, so they had had plenty of experience buying and finishing new houses. But they had never had one built to their specifications. Now, however, it looked as if they might be settling permanently and they decided to build. So while they camped out in rented quarters, they shopped for land, a builder and a house plan. It wasn't long before they found all three. The plan was for a two-story, eight-room Colonial. Their builder—one of three requested to bid—was not only low bidder but also highly recommended by several people.

Almost as soon as ground was broken,

however, the O'Briens' dreams began to turn dark. First, the excavating contractor ran into rock where the basement playroom was to be built. The rock was not unexpected, to be sure; enough was visible on the surface of the lot to indicate that there might be more underneath. But this was a massive ledge that required blasting and by the time they finished blasting it out, the O'Briens' building cost had jumped \$3500.

Then the general contractor announced that he was going fishing for two weeks. Since he had told Jim before the contract was signed that he intended to do this, the O'Briens were not perturbed. The man had so far seemed to be a good builder—experienced, reliable, capable, concerned about the materials and the workmanship going into the house. But to the O'Briens' surprise, he

left no one in charge of their project and his men and subcontractors came and went aimlessly. Well, the O'Briens figured, it's only for a little while. But two—three—four—five weeks went by before the contractor reappeared.

Even after that, construction limped along. The house fell a month behind schedule. A month and a half. There seemed to be little they could do but complain. Then came the day when their lease expired and the O'Briens had to get out of their rented house.

The basement in the new house leaked. Some of the woodwork and painting had not been completed. The floors throughout were unfinished. But short of going to a motel and putting their furniture in storage, the O'Briens' only choice was to move in.

They set up beds for themselves and their sons, crammed everything else into the garage, screamed wearily at the builder and waited. And finally—two months behind the original schedule—they were able to move in completely.

Because there was still work to be done when the contractor submitted his final bill, the O'Briens refused to pay in full. But the move failed to bring the builder running.

We talked with the O'Briens exactly one year after they had received their building permit. The basement still resembled a sieve. Nails had popped the surface of the gypsum-board walls and ceilings. The paint was bad in many places. The money due the builder remained in escrow. And both the O'Briens and the builder were on the verge of suing each other.

"It's a mess," Mary O'Brien said. "We're mad and we're discouraged. But we love the house."

"Do you think you'd ever build again?" we asked after a while.

She looked at Jim. "Would we?" There was a moment's pause. "Yes, I guess we would."

The O'Briens' story is the story of all too many Americans who are building and remodeling today. Happily, it is not the story of *all* such people. But they number in the thousands every year.

Recently, to get a clearer picture of the problem, the editors of *American Home* talked (continued on page 45)

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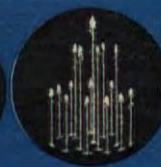
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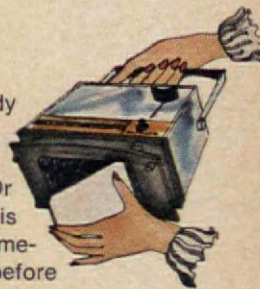
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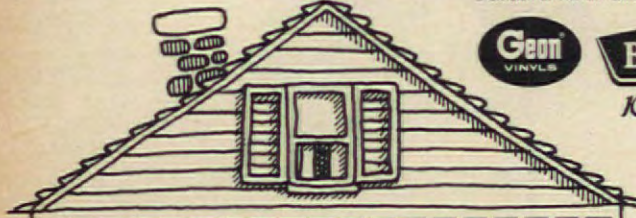
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## BUILDING

continued from page 40

with several hundred families who have built, remodeled or added to their homes in the past four years.

Of those we questioned, two-thirds considered their most recent building or remodeling ventures a generally happy experience, although many had had unpleasant surprises. On the other hand, the remaining third who were unhappy had had few pleasant experiences, although a number admitted that "Now that it's all over, we are delighted with the house we got."

But except for a small handful of extremely bitter people—several of them lone women—all would build or remodel again, but might do things differently.

Here are some of the lessons to be learned from their experiences:

*The range of bids you will get on any type of building project may be enormous.*

About three-quarters of the homeowners followed the sound practice of securing more than one bid on their projects. The difference between the high and low bids on new houses averaged approximately 20 percent of the bid finally accepted. The comparable figure for remodelings and additions was 30 percent.

In one extreme case, the bids on a new house ranged from \$30,000 to \$70,000. On a remodeling, they ranged from \$14,000 to \$26,000. Equally unusual, however, was a new house on which the difference in bids was only \$500, and a \$15,000 remodeling on which the difference was \$600.

Deliberately deceitful bidding by contractors was also unusual but not unknown. One near-victim was a family who asked for preliminary bids on a 500-square-foot addition. The estimates came in at \$11,500, \$14,000 and \$19,000.

Satisfied that they could afford the addition as planned, the family told their architect to complete the drawings and specifications without change. Then they asked the lowest bidder to give them a firm price. It jumped \$3000. How come? they asked. "Didn't figure my materials right," the contractor answered. Suspecting they had picked a man of doubtful honesty, the family dropped him at once and hired the middle bidder (whose firm bid was only \$250 above his estimate). They have been

singing his praises highly ever since.

*The cost of building or remodeling may scare you to death.* Government and building-industry statistics for the entire country show that a home which cost \$20,000 in 1965 costs about \$26,500 today.

Mortgage money is difficult to come by, and if you are lucky enough to find any, you can expect to pay an interest rate of anywhere from 8 to 11 percent. In addition, you will probably be charged one or two points to secure the financing in the first place. (Points are loan-discount charges; one point equals one percent of the mortgage.)

And to make matters worse, many contractors—in the face of their own

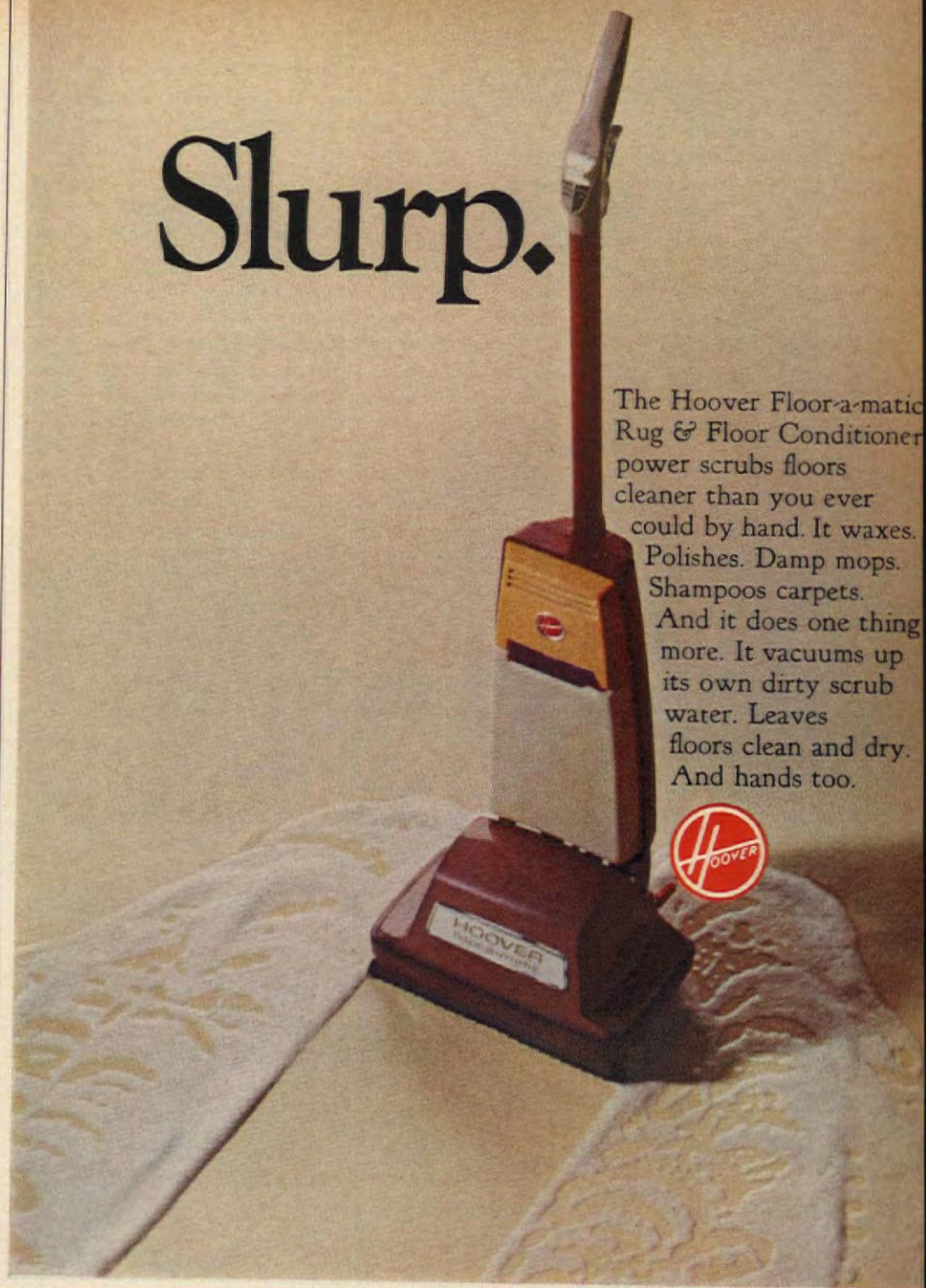
rising costs—have become very reluctant to give a firm price on anything. Some, for instance, are bidding only on the basis of actual final cost plus a percentage markup.

*The final cost of your project will probably exceed your estimates.* Only one new house in four cost what it was expected to. Remodelings, however, were evenly divided between those that were on target and those that went over. New houses cost from \$500 to \$15,000 more than planned; remodelings, from \$100 to \$7000.

For the most part, the homeowners blamed the added cost on their own changes of mind. Said a woman who went \$5000 over budget: (continued)

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"What accounted for it? All those little things you think you can save on but decide you want after all."

Others could also blame themselves (although they rarely did) for underestimating final grading and landscaping costs, for ignoring the possibility that they would have to blast or for gambling that their well contractor would strike water at a relatively shallow depth.

Several homeowners were misled by contractors who made unrealistic allowances for lighting fixtures, kitchen cabinets, hardware and similar variable items. Several others who built or remodeled last year felt that if their con-

tractors had worked a bit faster, they would not have had to pass along such sizable increases in the costs of labor and materials.

*Odds are you will finish behind schedule.* This is particularly true if you build a new house. But surprisingly, the amount of time lost is about the same whether you build or remodel—and it can be horrendous. Of the homeowners whose projects were behind schedule, almost none was just a few days behind. On the contrary, the average delay was for seven weeks and, in almost 25 percent of all cases, it was for three months or longer.

Suppliers' strikes and rain undid

some projects. Changing plans in mid-stream affected others. And several were set back by a gas utility's failure to extend its pipelines into new neighborhoods as fast as it had promised. But labor and contractors were mainly to blame for the delays.

Construction workers have been in short supply and some take advantage of this fact. "They'd tell us they would be on the job the next day and then they wouldn't show up," a woman complained to us.

Contractors too came in for their share of criticism. "I just hired a guy who didn't know what it was all about," one homeowner explained sadly. Said another: "He was a nice fellow but he over-committed himself. Suddenly he got more work than he could handle and we were left holding the bag."

*There is a good chance you will have difficulty in getting your contractor to correct problems that arise after the house is completed.* Relatively few of the people we interviewed were seriously dissatisfied with the workmanship that went into their homes. But after moving in, a majority found mistakes or omissions attributable to the builder. Of these, one person in three had trouble getting any corrective action. "It's unbelievable how little pride some of these fellows have in their work," one homeowner told us. "I had a friend who made a sizable addition to his home a while ago. He wasn't satisfied with the way his builder finished several things, so he held out \$400 or \$500 from the final payment to force the guy to come back. But he never did."

"Now I'm having the same kind of trouble. The paint on the outside of my house began to flake off four months after it was put on, but the builder and painter claim it's not their fault. Well, other experts who have looked at the paint say there's no doubt that it is. But even though the builder signed an eight-page contract, I still can't get him to repaint or to agree to pay if I hire someone else to repaint. I had my lawyer talk to his and you know what? His lawyer told us to go ahead and sue. He's bluffing, of course. But who's got the time and money for legal fees to go to

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This Hoover Solid State Blender has a built-in paddle that lets you scrape as you blend. No stopping and taking off the lid. No over-blending, either. Our Insta-matic button gives you split-second accuracy. And to top it all off, there's a convenient strainer built into the lid.





court over a \$500 paint job? It burns me up to let a crook like that get away with this, but I'm probably going to let him."

*You may have other problems too.* A number of people felt that their architects gave their projects inadequate supervision. "Mine got four percent of the cost of the house for supervision," a woman said, "but he came out to the house only six times." (By contrast, a widow said: "I had the most wonderful architect in the world. He was the only bright spot in this whole project. He promised he would give me once-a-week supervision, but he was really on the job at least twice a week.")

After one year in their new home, a family was shocked to find that the actual cost of heating was almost two and a half times the original estimates of a large oil distributor and a gas utility.

A man who neglected to locate the boundaries of his lot discovered too late that his new house was one foot too close to a side line. When he sought a variance, his neighbor took issue and was upheld by the appeals board. Since there was no other solution, the side of the house had to be sawed off.

Prior to occupying a house they had bought, a family that had previously built two new houses asked a trusted plumber to convert a dismal half bathroom on the second floor into a modern, full bathroom. Imagine their surprise when, the evening after the plumber started work, they dropped by to see what progress he had made: The half bathroom was untouched, but the adjoining full bathroom, which they had intended to keep as is, had been ripped out. Even the tile on the walls was gone! To avoid such a mistake—no matter how reliable, trustworthy or well meaning a plumber may be—take the time to *show* him exactly what you want done.

*But for every negative, there's a positive: You can build or remodel happily.* Hark the advice of some of the people who have:

The wife of a young banker: "Take plenty of time to figure out what you want. Get an architect who understands you and who is also meticulous about

details. Hire a builder who works the same way. Inspect your house regularly. We got bids from five builders who had lots of experience. We picked one who was midway between the high and low bids. Too many heartaches and additional costs come from changes in plans and indecision during construction. Once you have the final plans, be firm and stick to them."

A salesman: "Building is a long haul with various problems along the way. So the main thing is to pick a builder you *trust* and *like* and draw up a good contract with him. It must be understood at the beginning what you expect in a house, and the builder should respect your feelings. Don't expect mira-

cles and, above all, don't expect your builder to read your mind. We had a good relationship with our builder and that was half the battle."

A civil engineer who, after building eight houses around the country, feels that he comes out best when he acts as his own general contractor: "I have four rules. First, hire a top carpenter and pay him extra to boss the show. Second, buy a lot without problems. Third, start at the time of the year when labor is most available—that is, in the fall. Fourth, ride herd."

A school principal who remodeled a barn and did most of the work himself: "Send your wife off on a vacation. She works and worries too much." **END**

# The top broils. The middle fries. The bottom warms.

This new Hoover Fry Pan does everything from the breakfast eggs to the dinner steak. And keeps the bacon or mushrooms warm at the same time. It's the upmost in fry pans. And the top most.







## THE TWEEDY TREND

Manly patterns and textures like Glen plaids, herringbones and houndstooth are moving out of the haberdashers into the home as upholstery, floor coverings and even wallpaper.

Glen-plaid blend of wool, nylon and mohair uphsters a lounge chair by Henredon. From here, clockwise to foreground: Herringbone weave in camel and beige is another such blend—a Robert Allen fabric through Goldman-Lang.\* Beige check carpeting of Antron nylon is by Bigelow. Houndstooth is by Howard & Schaffer.\* Small check in charcoal and white of 100 percent wool is by Bigelow. Huge houndstooth in brown and white patterns a wallpaper from Classic Wallcover-

ings Connoisseur Inc.\* Tweedy houndstooth in amber, green and brown checks an Antron nylon carpet by Bigelow. Tattersall-check wallpaper is from Howard & Schaffer.\* Tiny houndstooth sheet-vinyl flooring is by Congoleum Industries, Inc. Bookmaker's plaid carpet, a wool-nylon blend, comes from Patterson Flynn & Johnson.\* Solid-color acrilan carpet from Bigelow has a gray flannel look. In the background, fabrics are from Cohama, Bloomcraft, Uniweave Corp. and Robert Allen.\*

\*Through decorators only. Photographed by Al Francekevich at The Polished Gentleman, New York City.



# American Beauties.

A big bouquet of the finest drapery hardware from Judd. Crazy daisies and Spanish spearheads. Bold golds and classy brasses. Good woods and bright whites. In cafe rods, traverse rods, curtain rods and poles. In sizes to fit every window in your home. In discount department stores . . . at discount department store prices. Next time you want top-quality drapery hardware, gather up some beauties from

Judd. Next time you want some fresh ideas on windows be sure you've read the brand new book "How to Make Window Decorating Easy". Pick it up at your discount department store or send 50¢ to Judd, Judd Square, Wallingford, Conn. 06492.



**Judd**<sup>®</sup>  
"The live line."







# In defense of "me."

*Who is "me"?*

*I am "me."*

*That blue Canton tea service on the coffee table. That's "me."*

*It was my mother's, and her mother's before that, and her mother's before that.*

*I remember the day she gave it to me. It was her wedding gift to me. And I remember how she cried.*

*The Queen Anne chair across the room. That's "me."*

*David and I bought it at an auction the first year we were married. Gosh, I can never seem to look at that chair without thinking of us.*

*The pictures in my bookcase. Nonnie. And Poppy. And Grandpa Hedberg. They're "me."*

*That sweet little thing that Kristi wrote when she was five. About what Christmas meant to her. I framed it and hung it on the wall. Because it's so much a part of "me."*

*My chairs, my sofa, my tables. They're "me."*

*Not because I like them, which I do. But because they're so very at ease with everything else in this room that's so precious to me.*

*My lamps, my drapes, my carpets.*

*This room is "me."*

*And I am a lucky woman.*

It has always been our belief at Ethan Allen Galleries that the only thing that matters in your home is "me." And an artful expression of "me" is what an Ethan Allen Gallery is all about.

It's an exciting idea center, where you'll see a full range of American Traditional designs—lamps, accessories, even Ethan Allen color television. All in beautifully coordinated rooms. All open stock. In designs that are ageless.

Over the years we have helped thousands of women to plan thousands of rooms. Our pride is that not one is expressive of us. But each, to the contrary, has been expressive of "me." In our furniture, in our Galleries, and in our people, you'll find a dedication to this notion that goes far deeper than words.

Visit us soon. We've reserved for you a copy of our all new, 358-page "Treasury of American Traditional Interiors" — a \$5.00 value — free at your nearest Ethan Allen Gallery. See the Gallery listing on the following right hand page.



**Ethan Allen Galleries**

We care about your home...almost as much as you do.





# The new eye, by Jaquet.

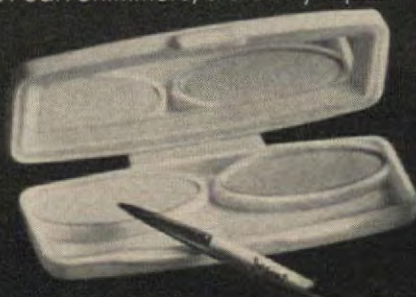
It's new because Jaquet lets you create the exact mood, the exact tones you want in eye make-up. From new shades you blend yourself. Brush them on, paint them on. Create a new mood every time you make up your eyes.

Start with Aqua Blend, a cake eye shadow in sets of two subtle tones. Apply them wet or dry to create a powdery velvet finish. Or brush on Jaquet's Pearl Shimmers, a creamy liquid eye shadow that adds a delicate pearl-like glow.

Jaquet's new eye doesn't end there. There's also Jaquet Eye Liner, Brow Brush-on, and Automatic Mascara. And, for a final flutter, Jaquet's Real Hair Lashes.

Jaquet, the complete new eye make-up for a completely beautiful new you.

*Jaquet*



At fine stores everywhere. For store nearest you, write Jaquet, 3 West 57th St., New York, N.Y. 10019.



## DECORATING NEWSLETTER

**Tufted murals.** Always one jump ahead of the herd, that's Regal Rugs which has just introduced Tufted Wallcraft, a collection of wall hangings of Allied Chemical Caprolan nylon that will be sold in department stores. Six leading textile designers were commissioned by the firm, among them Marie Creamer, Eileen Auvil, Lawrence Peabody and Nell Znamierowski. Some of the designs are produced in limited editions only; others are available in unlimited numbers. They will sell from a low of \$40 to about \$300. Included are framed, hard-edge graphic designs, geometrics, fringe-trimmed openwork panels and a series of crewelike patterns that can be hinged together to form a screen.

**Remodeling medium.** Ever considered Formica as a wall covering? We got the idea recently when we saw the laminated plastic in its latest guise, a new mat finish that is as velvety as a good job of flat paint. So why not think about Formica-covered walls to match your counter tops, if you're thinking about remodeling your kitchen or bathroom? The new colors are punchy: Bright Green and Kumquat, Camelot Blue and African Violet (this one doesn't shrink but really sings out). Another Formica innovation is the textured, copycat-slate finishes that have surprising realism.

**Need an organizer?** Newest one we know of is a trio of Lucite boxes from 9 to 15 inches high that stack into a square or line up in step formation on table or desk tops to—you've guessed it—organize your clutter into a pretty display. Organizers are the brainchild of designer Arthur Court and retail for \$100 a set. Singly they make good pedestals for mini-sculptures, shells or minerals. Arthur Court Designs also has two types of holders for such objects. The claw holders in brass or nickel have a nice sculptured look to them, retail for \$12 to \$21, depending on size and shape. Others of clear Lucite hold the object to be displayed in a viselike grip, halo it in a circle of plastic, come in three sizes and sell for \$8 to \$11.

**Now paper pyramids.** No doubt you've heard of paper tigers. Paper Pyramids to hang on your walls are newer and much more decorative. Pyramids by David Doolin come three to a mailing tube and cost \$3. They are printed on white stock. Assembly of the three-D wall decoration takes only cutting, folding and gluing. Paper Pyramids were discovered by our West Coast Editor,

Nancy Gray, at Contemporary Designs. At their branch, Accessories, she spotted My Stars, interlocking shapes made of Lucite. About five inches high, they can be used as display units for small treasures or as candlestands and cost \$10 for three. Both shops are located at the Cannery, a fascinating complex of shops, galleries and restaurants in an old Delmonico fruit cannery in San Francisco.

**The tweedy trend.** See page 48 for the menswear influence on home furnishings. Now the tweedy trend points to windows too via Joanna Western Mills's new, translucent shade cloth called Kashmir. It is especially good in brown-flecked Oatmeal and handsome in Snow White. Also available in three citrus colors and in widths up to 73 inches, a three-by-six foot shade would sell for about \$19.

**And more menswear.** Sheets are going classically mannish too. Town Plaid, Burlington's half cotton and half Celanese Fortrel polyester no-iron number, features a tweedy herringbone look in such gentlemanly color combinations as brown-gray or black-gray. Equally man oriented is the new towel color spectrum—pewter, teal, black and bone—at Stevens Utica. Bone, incidentally, coordinates with the new bone-white bathroom fixtures color at American Standard. And would you believe a menswear pattern in plates? It is Lauffer's Skye by Arzberg, a herringbone done in slate gray and blue.

**Keep it hot.** Plexiglas food servers designed by Kenneth Brozen for Raymor come equipped with little candle warmers under Pyrex casseroles. The Hot Tempos are just as good-looking as the original Temp-O food servers that are now in the Design Collection of New York's Museum of Modern Art. There are single and double two-quart units, a single three-quart unit and two color combinations, both with translucent bases done in bronze or smoke; domes are either poppy or white opaque. Hot Tempos will cost from \$35 to \$65. Grids, candle cups and knobs are chrome.

**Tie dyed.** This describes fabrics softly and mistily patterned by a unique process. Cloth is bunched and tied into knots before being dipped into dye. Watch for tie dyes in fall and winter drapery-fabric lines. At Directional they are using an upholstery fabric in tie-dyed velvets and art-nouveau colors such as bronze and cream. The danger? A rather artsy-craftsy look at times when the pattern gets out of hand or too hazy.

## ETHAN ALLEN GALLERIES

Check list below for the  
Ethan Allen Gallery nearest you

## ALABAMA

Dothan ..... The Village  
Mobile ..... Carriage House

## ARKANSAS

Little Rock ..... Carriage House

## FLORIDA

Dania ..... Georgetown  
Daytona Beach ..... McFarland Furniture Co.  
Eau Gallie ..... Fine Interiors  
Ft. Lauderdale ..... Burdines  
Ft. Walton Beach ..... Danley Furniture Co.  
Gainesville ..... Cox Furniture Co.  
Jacksonville ..... Carriage House  
Miami ..... Georgetown  
Miami ..... Burdines  
Miami ..... Burdines 163rd Street  
Miami (Dadeland) ..... Burdines  
Orlando (Maitland) ..... Carriage House  
Panama City ..... Danley's Ethan Allen Gallery  
Pensacola ..... Danley's Carriage House  
Pompano ..... Georgetown  
Tampa ..... Carriage House  
West Palm Beach ..... Burdines

## GEORGIA

Atlanta ..... Carriage House  
Brunswick ..... Zachry's of Brunswick  
Waycross ..... R. B. Zachry Furniture

## INDIANA

Gary ..... Georgetown Manor  
Int. 165 & RTE. 30  
Indianapolis ..... Grahams of Glendale  
Indianapolis ..... Whitehall Furniture Galleries  
Madison ..... Bensinger's  
South Bend ..... Ries Furniture Co.

## KANSAS

Kansas City ..... Falconer Furniture Co.  
Prairie Village ..... Pilgrim House  
Salina ..... Norris Furniture Co. Inc.  
Wichita ..... Manor House

## KENTUCKY

Louisville ..... Bensinger's  
Paducah ..... Carriage House  
Pleasure Ridge Park ..... Bensinger's  
St. Matthews ..... Bensinger's  
West Prestonburg ..... Colonial House

## LOUISIANA

Lafayette ..... Weimer's Carriage House  
New Orleans ..... Lafayette Colonial

## MISSOURI

Columbia ..... Mulkey's Carriage House  
Jefferson City ..... Mulkey & Marshall  
Kansas City ..... Pilgrim House East  
Moberly ..... Mulkey's Home Furnishings  
St. Louis ..... Carafiol Colonial Manor  
St. Louis (Bridgeton) ..... Carafiol's  
St. Louis (Lemay) ..... Carafiol's

## NORTH CAROLINA

Asheville ..... Shipley's Carriage House  
Charlotte ..... Tryon Manor  
Raleigh ..... Pilgrim House, Inc.

## OKLAHOMA

Ada ..... Perry & McGee  
Oklahoma City ..... Village Carriage House  
Shawnee ..... Perry & McGee  
Tulsa ..... Rich's of Tulsa

## SOUTH CAROLINA

Charleston ..... Colony Furniture Mart  
Columbia ..... Greene Manor

## TENNESSEE

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Knoxville ..... Woodruff's Century House  
Madison ..... Henshaw's Furniture  
Nashville ..... Henshaw's Inc.

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Ft. Worth ..... Plymouth House Inc.  
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Houston ..... Georgetown Manor Inc.  
Lubbock ..... Concord House  
Odessa ..... Casstevens Furniture

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Copper clad stainless steel is a classic. And Revere Ware makes it. With copper bottoms that spread heat evenly. Tight fitting lids whose knobs never lose their cool. And rings on the handles. This set is all you need for a great Coq au Vin. And be sure you have one or two of our Revere tea kettles too. In solid copper, solid brass or stainless steel with a solid copper bottom.

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Our Revere Ware Tri-Ply stainless steel takes the drag out of day to day cooking. Made out of slick stainless steel that practically cleans itself. Two layers worth wrapped around a "spread the heat evenly" heat core. Plus vapor seal construction lids that lets food cook in its own juices. This set is all you need for a super beef burgundy. Serve it up in a solid copper stainless steel lined Au Gratin dish from Paul Revere's Limited Edition, the ultimate in gourmet cookware.



Care Crafted Cookware from  
Revere Copper and Brass Incorporated

ALL ABOUT DECORATING continued

## DECORATING CLINIC

And more about Mediterranean. . .

Just one year ago we wrote a critical article about the Spanish-Mediterranean style in furniture that is still prevalent today. In an interview at the time, Kenneth R. Volz, Director of Design for Henredon Furniture, summed up what is wrong with such decorating when he said: "A little Spanish goes a long way. Flamboyant furniture, and many Spanish interpretations are just that, must be used with the utmost discretion. A room furnished in nothing but this style is unbalanced and becomes monotonous."

Since then we have received many letters from readers in search of solutions for their Spanish-Mediterranean decorating problems. Here are just a few.

**QUESTION:** Six years ago we furnished our living room with Mediterranean furniture. The colors are red and black, accessories are wrought iron. After living with this scheme for several years, we find the room really is dark and heavy looking. We are ready to reupholster, buy new carpeting and draperies. What can we do to lighten and brighten this room?

**ANSWER:** For a more contemporary look, work with a color scheme of bone, greige and charcoal. Paint the walls bone white. Use tieback draperies of natural linen with wide bands of charcoal-gray braid down the front edges of the center panels. Upholster the sofa in silvery-gray velvet. Do a pair of chairs in a charcoal-and-beige print. Greige carpeting and pewter accessories complete the scheme.

**QUESTION:** We are decorating a new home and both my husband and I love the look of Mediterranean, but don't want to go overboard on this one style. What pieces should we select for our living room and what styles are compatible with Mediterranean?

**ANSWER:** Start with modern upholstered furniture, a soft, loose-pillow-back sofa, a deep, comfortable lounge chair for your husband. Keep tables simple too—perhaps a pair of lacquered cubes for end tables, steel and glass for a coffee table. Then shop for Mediterranean in its most provincial form, possibly a pair of armoires side by side that you can use as an entertainment center (books, stereo, TV) and a trestle table to back the sofa. Add a chair in leather with nailhead trim and the table becomes a desk. And that's enough Mediterranean for your room. Louis XIII, Tudor, very rustic Louis XV are all agreeable companions to the Spanish-Mediterranean styles.

**QUESTION:** All the color schemes that I have seen recently in Mediterranean rooms seem to be dark and dull—red and black or rust and green. I like bright, cheerful colors. Also I am tired of Moorish tile and grillwork patterns. Is there anything else?

**ANSWER:** Of course. Start with chalk white walls and stain your floors a deep brown. Against this, work out a color scheme of orange, ocher, purple and brown. Explore craft shops where fabrics, rugs and foreign accessories from India, Peru, Mexico and Haiti are available. You will find fabrics of heavily slubbed cottons, smooth, silky striped cottons, sheer woven wools for draperies, handmade embroidered pillows and accessories of tin, leather, wood.

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



When you tell your daughter about sanitary napkins, what are you going to say?



Besides telling her how to wear a sanitary napkin, and when to change one, are you going to tell her how to choose one?

If you are, we suggest you know the differences between the various napkins. Because there are differences. And big ones.

For instance.

Do you know if your sanitary napkin has a lining at the bottom—to protect against accidents? Does it cover the bottom?

Modess has a moisture-proof blue lining that cradles every inch of the bottom. And both sides, where accidents also happen. Nobody else has that.

And what's your sanitary napkin made of? Lots of paper and tissue may sound good. But it's not very good for absorbing moisture.

Modess is made of special high-absorption material. We've also discovered a criss-cross system that's been patented.\* It distributes moisture throughout the entire napkin. So the napkin absorbs

better and you're protected from one-spot soak-through.

Does the top layer of your napkin absorb slowly and leave wetness next to you? The top layer of Modess is made to absorb moisture quickly, into its inner layers, to keep you drier.

So, now you know the differences between napkins. And can teach your daughter how to choose one more intelligently than you could before.

**Modess**



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ELECTRIC RANGE



Self-sticking tiles are today's new "instant" miracle workers. They provide easy, low-cost beauty underfoot—all by your own doing. For details about these 12-inch-square vinyls as well as the lush, new carpet tiles, turn to page 60.

1, 5, 6, 11: Sure Stik by GAF Corporation, 2, 3, 4, 14: Peel 'N'

Stick by Robbins Products. 7: Peel and Stick by Flintkote. 8, 12: Instant Floor by Goodyear Tire & Rubber Corporation. 9: Prestik by Johns-Manville. 10: Zip-Stik by Amtico. 13: Place 'n Press by Armstrong Cork Company. Note: Tiles not numbered in our patchwork display are repeats of patterns shown.



## DO-IT-YOURSELF FLOOR PLAN

continued



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You'll find 156 colors of Imperial Satin fabric at Sears.

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Custom-made draperies that won't cost you a fortune. In the exact style you want. The exact color too — Sears Imperial Satin viscose rayon and acetate fabric comes in 156 colors. At most Sears, Roebuck and Co. stores.

You've changed a lot lately. So has **Sears**





Six self-sticking carpet tiles, top left: Color Magic of solution-dyed Enka nylon by Scientific Carpets, 99¢ per sq. ft. Top right and bottom left: Both Dura-Tile Geometric Series of nylon flock over acrylic needlebond by C.B.S. Manufacturing Co., 98¢ per 12" tile. Center left: CARPettes of acrylic needlebond also by C.B.S., 57¢ per sq. ft. Center right: VersaTiles of Marvess olefin by Tile Co. of America, 39¢ each. Bottom right: Pride'n Joy Shag Carpet Tiles of 100% nylon face by Ozite Corp., \$2.25 per 18" tile.

## Peel, press down . . . and presto! Floor magic in no time.

Self-sticking floor tiles are the do-it-yourselfer's dream. A paper backing is simply peeled off and the tile is then firmly pressed into place. There are no messy glues or complicated tools to cope with and almost any room can be completed within a few hours. Best of all, tiles are not expensive. Twelve-inches in vinyl or vinyl asbestos range from about 29¢ to 44¢ apiece. (There are also tiles in nine-inch squares.) Patterns simulate wood, marble, brick, terrazzo and Spanish tiles, and you can choose from a vast selection of colors, either solid or multitoners.

Measure your room before you start your tile shopping and then use the manufacturer's guide on the box to figure out exactly how many tiles you will need. Most of them can be placed over paint, wood, concrete, linoleum or vinyl, providing the surface is free of dirt and wax and is in good condition.

But don't expect a new installation of floor tiles to correct an existing problem. If it's already in poor condition, these tiles aren't the solution—on an uneven surface they will separate.

Before you're ready to start, read the manufacturer's instructions carefully to be sure that the tile you use is just right for the surface you intend to cover. For a softer look in a bedroom or a living room, perhaps, there are lots of carpet tiles in marvelous easy-care fibers, some of which are shown above. With these you can be your own designer, since they come in geometrics, florals and allover designs as well as solid colors. For example, you can put together a patterned floor with a solid-color border or mix contrasting solid-color tiles to make an overscaled checkerboard, plaid or stripe effect. Here, at floor level, is the place to give free rein to your imagination to create a very personal room.

## You'll find Brentwood Home Furnishings at all branches of these fine stores.

- |   |  |
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| <b>CONNECTICUT</b><br>James H. Bunce<br>Davidson & Leventhal<br>G. Fox<br>Genung's<br>Howland's<br>Howland-Hughes<br>Edw. Malley<br>C. O. Miller<br>The Outlet Co.<br>D. M. Read                    | <b>NEW MEXICO</b><br>American Furniture Co.<br>Fedway Stores<br>Rhodes   |
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| <b>DISTRICT OF COLUMBIA (Suburban Area)*</b><br>The Hecht Co.<br>Kann's<br>Lansburgh's<br>Woodward & Lothrop  | <b>NORTH CAROLINA</b><br>Belk's-Charlotte<br>The Capital<br>Collins<br>Davis<br>Ivey's of Charlotte<br>Meyer's<br>Spainhour's  |
| <b>FLORIDA</b><br>William Henry<br>Ivey's of Jacksonville<br>Ivey's of Orlando<br>Jackson-Byron's<br>Jefferson Stores<br>May-Cohen's<br>Richard's   | <b>OHIO</b><br>The May Co.<br>Rike-Kumler Co.<br>John Shillito Co.   |
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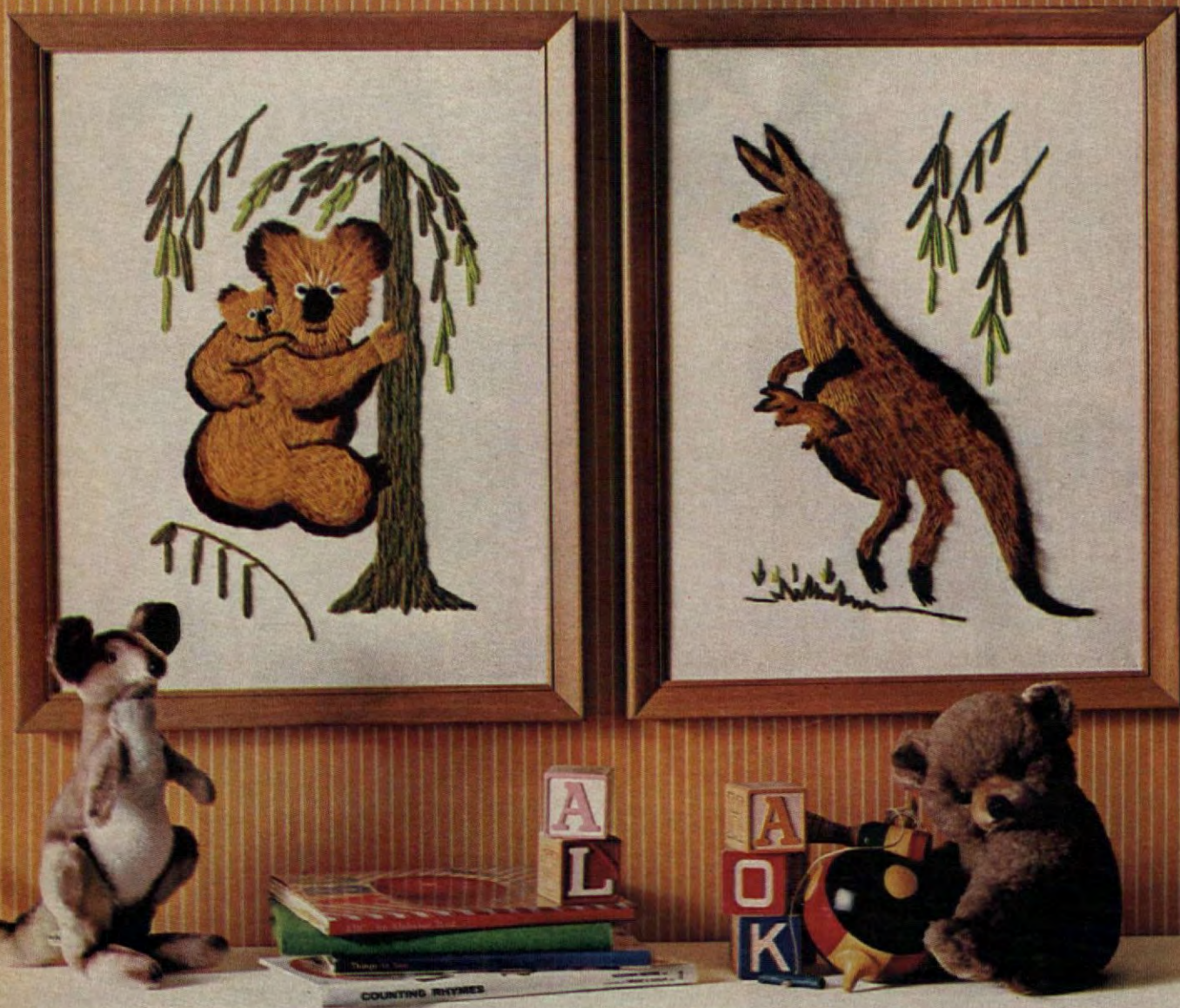
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# KOALA AND KANGAROO EMBROIDERIES



By Dorothy Lambert Brightbill

These enchanting animals run rampant in the back country of Australia, the up-and-coming, down-under continent. Although the designer of this lovely kit is from California, it is easy to see that she has a feeling for the little koala bear and her kangaroo companion. While all small children and teen-agers will adore both embroideries, we realize many adults will enjoy them too. They are perfect to hang in a family room.

The embroidery is worked with fairly heavy yarn. In some areas the wool is brushed, after the embroidery is complete, to give a furlike texture. The design is stamped on a 100 percent linen background, size 14 by 18 inches. The simple maple-finished wood frames with a thin moss green line on the inner edge are available.

Ben Swedowsky

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In our shopping bag we have put together a spaghetti dinner that you can cook in about 12 minutes. Luckily, it doesn't taste like a spaghetti dinner you can cook in 12 minutes.

We did everything you'd do if you had the time. We shopped. We squeezed and pinched. Not one onion or tomato or anything else gets into our sauce unless it's sensational. We make sauce the way an Italian makes sauce. And then we fuss over it and simmer it and stir it and stir it until it's just right.

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# Douching vs. Norforms

(Or isn't there something else you'd rather do?)

**9:04**

You decide to douche to stop offensive feminine odor.

**9:05**

You send the kids off to watch TV while you locate all that hidden equipment.

**9:06**

You lock the bathroom door and start mixing and measuring while the kids fight outside.

**9:10**

You begin douching.

**9:15**

You're still douching and the baby's screaming her head off.

**9:20**

You're still douching and you hear a loud crash in the living room.

**9:25**

You're still douching and you hear the doorbell ring...

**9:04**

You decide to try Norforms® instead.

**9:05**

You insert one tiny Norforms suppository. (Wasn't that much easier than douching?)

**9:06**

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# LEAVE THE DRIVING LESSONS TO MOTHER

By Denise McCluggage

May seems an appropriate month to say a kind word about Mother. To wit: It is my belief that mothers make better driving teachers than fathers. So scoff, you who were raised on women-driver jokes. Cling to the comfort of the cartoon stereotype—the crumpled-fendered car, the crumpled-faced husband putting up with still another wifely goof. But some of the best drivers I know—racing stars among them—were taught to drive by their mothers.

I readily admit that too many women are alarmingly inept behind the wheel, but it is my contention that women drivers are "women drivers" because men taught them how to drive!

(Fasten your seat belts, all of you; this piece is going to be full of such generalizations, observations and conclusions with nary a statistic for support or a quote from a Ph.D. I only ask you to listen for the ring of truth; never mind how I came by it.)

Driving well is one of those skills that somehow acquired a masculine gender—maybe dating from the days it took physical strength to depress a clutch pedal. That is irrelevant now, but still—whether they are aware of it or not—the idea of a woman driving as well as or better than they do strikes many men at the core of their masculinity. The ultimate compliment to a woman who drives well is "You drive like a man." Try complimenting your host, prideful in his kitchen prowess, with "You cook like a woman"—and see how that goes over!

When cars were first scaring horses, the salesman of the infernal contraption was usually the driving teacher. It was push this, pull that and trial and error. The increasing number of machines, the worsening consequence of error and licensing laws changed that.

Then Father became the teacher because Father was usually the only one who knew. Mother started coming into the pedagogical picture when Father's patience wore thin, and professionals began setting up shop. In recent decades, accompanied by great sighs from everyone and rate privileges from insurance companies, the school systems got in the act with "driver's ed." And learning to drive at school looked to be the best way for a teen-ager to learn to be a good, safe driver.

But recently, longer, more critical looks at driver education, with control groups and comparative statistics, have cast shadows on the Garage of Eden. It appears that driver education, admittedly very expensive, may not be the great damper on the teen-age accident rate it was thought to be. Two California psychologists who studied the question stated flatly that driver education "bears no causal relationship" to the frequency or the severity of the many annual highway accidents.

This is not the final word on school-taught driving nor a dismissal of the often excellent programs, but it is a warning that parents, to be certain their children learn to drive well, should plan a "home-study course" of their own or, at the very least, have frequent check-out drives with their fledglings.

Which parent? I vote for Mother. (continued on page 122)



## Alcazar! Own this madly Mediterranean floor for \$50!

Olé! Kentile's newest vinyl tile conjures up the bold, romantic spirit of Old Spain... in an elegant styling every family can afford. For about \$50, you can do any 10' x 15' area yourself in Alcazar™ Vinyl Asbestos Tile. It's luxuriously

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# KENTILE FLOORS







The Greenbrier, a 6500-acre spa in West Virginia's Allegheny Mountains, bills itself as "America's premier resort."

Imagine the White House removed from Washington and flung down into a forest of enormous green broccoli. This is the aerial impression of the Greenbrier in West Virginia's Allegheny Mountains—just a posh little 6500-acre spa that is nothing at all like home. The air traveler lands one mile from the resort and is limousined back to old-fashioned grandeur, heart still stuffed into esophagus from soaring in over those splendid up-thrusts that constitute part of the Appalachian backbone.

Training it to White Sulphur Springs on the Chesapeake & Ohio is indeed another trip. Arrival in the best yesteryear tradition at the dressiest little dollhouse station in America, leaves one flabbergasted, considering the nature of train travel these days. But, of course, the C & O, its station within walking distance of the hotel, cares mightily about the Greenbrier. The railroad has owned the resort since 1910.

Driving to the Greenbrier produces an entirely different reflex. The traveler staggers out of the car and up the impressive steps from the great oval driveway in a state of shock and exhaustion, for West Virginia's winding, tortuous mountain roads are among the nation's most difficult. Several years ago it took eight hours to drive the almost 200 miles from Richmond. Today, a number of superhighways are helping to open up mountain-bound West Virginia's innermost regions.

But however you arrive at what its

owners choose to call "America's premier resort and most noted spa," the broccoli image may well come to overshadow all others. For it takes plenty of long green to enjoy the Greenbrier. Today is a far cry from 1871 when Henry Clay stayed three days and paid a bill for \$16.51. In season, you pay from \$75 to \$95 a day for two on the American plan; \$37.50 for a single. There's no charge for children up to four years old if the child shares his parents' room. But from age five to 10, he is charged on an increasing sliding scale. At age 11, he must have his own room at regular rates. Off season, from November to March, the rates are slightly lower: \$30 for a single and \$60 for a double room. And they are more inclusive, providing for golf, swimming and all gratuities.

Yet current tariffs seem worth it. Few resorts can compete with the Greenbrier in its striving for elegance, good service, and a taste of those traditions of Southern aristocracy which died out about the same time they started stuffing Robert E. Lee's fine old Virginia horse, the famous "Traveler."

People making the Greenbrier their first stop in West Virginia may simply never come to believe that any such thing as "depressed Appalachia" exists. From the Georgian-pillared entrance, across the marble floors and deep-pile carpets, the scale and scope is luxurious. Fifteen-foot trees bloom indoors and the smoking stands are carefully sifted, with G's monogrammed into the sand. Every Dorothy Draper designed room has two pillows on each bed and twice a day, smart-stepping bellmen march out into the lobby for dress inspection.

The Greenbrier accommodates 1200 guests at a time, but the place is so large there is never that crowded hotel feeling. Everything exists for either solitude or mixing it up. Service is heightened by the fact that there is one or more employees for every guest and room service is superlative. It is like a very large, very old-fashioned, square-cut diamond that has stood all the tests of time and the vagaries of changing social modes and manners. An insular attitude, heightened by the peculiar geography of this northeastern portion of West Virginia, has helped the Greenbrier preserve its traditions in a very unusual area—Appalachia, which (continued on page 75)

By Liz Smith

## GREAT HOMES AWAY FROM HOME THE GREENBRIER

Home of Southern Belledom in the 1830s, the Greenbrier today welcomes the expense-account society. Mineral baths, fine service and sport are the attraction.





# It's Home Improvement Time

For a home that becomes you, the next 7 pages are filled with new home improvement products and ideas for remodeling and decorating your home. Ideas that look like you . . . live like you . . . ideas that will make your home expressly yours.

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#### HOME IMPROVEMENT TIME

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IT'S HOME IMPROVEMENT TIME



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**IT'S HOME IMPROVEMENT TIME**



# IT'S HOME IMPROVEMENT TIME

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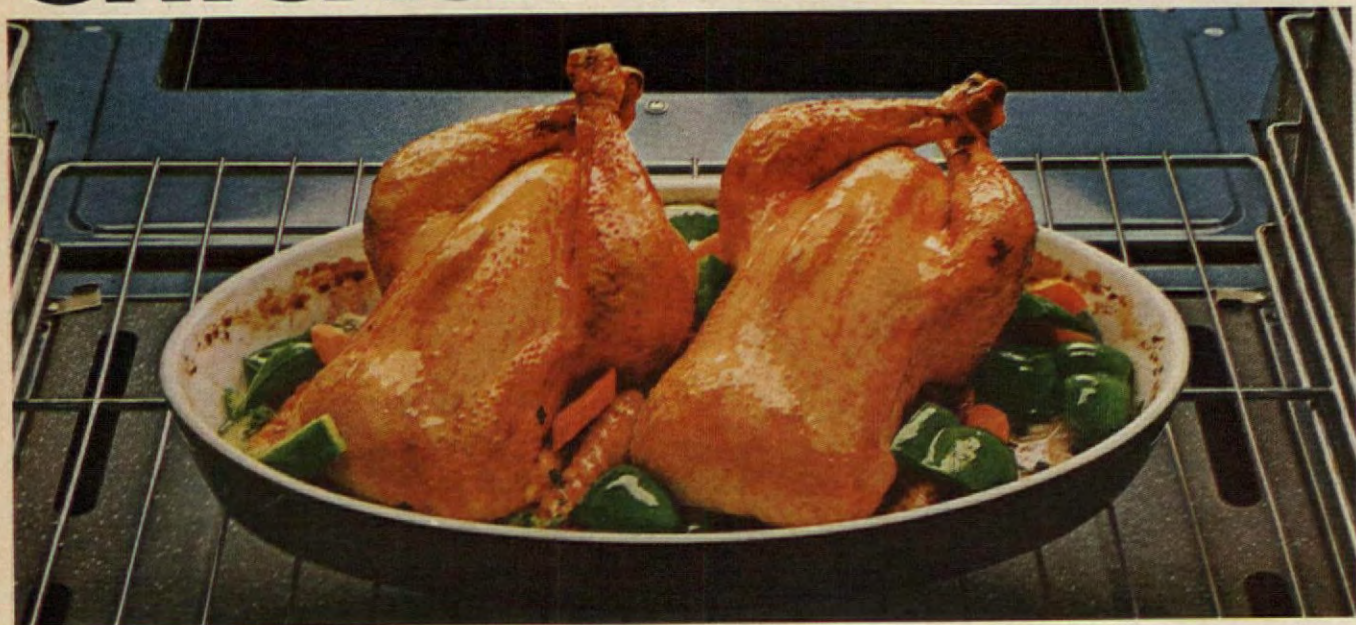
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IT'S HOME IMPROVEMENT TIME



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- It was beautifully simple. Only took me two hours.
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- Uh huh. Look. It's FLINTKOTE Peel and Stick Tile. See? Just strip off the paper like this... and press the tile down.
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IT'S HOME IMPROVEMENT TIME



## THE GREENBRIER continued from page 66

has frequently been called "a nation within a nation."

With the passing of the resort as a way of social life after the "400" got "marked down to \$3.98," the Greenbrier has still managed to have it both ways. Clinging to its cherished past, the grand old place made concessions to the demise of (capital "S") Society's rocking-chair brigade and welcomed the birth of the expense-account (small "s") society.

Today the spa is the scene of countless convention groups (it can accommodate ten at once) and its Clinic, founded in 1948, is a mecca for harassed executives who seek annual checkups with the best of diagnostic techniques in an atmosphere of rest and play. (Three days are all it takes to go through this unique medical program).

Ever since the Shawnees discovered its mineral waters as part of their water worship, the site of the Greenbrier has been a mecca for those who believe in the health-giving properties of spas. The elite has been coming here for nearly two centuries and the mineral baths and massage facilities are still a lure, although management makes no claims for "cures" and cites instead, the comfort, leisure, and sense of well-being gained from taking the waters.

The Greenbrier does have a fabulous past. It was here that the custom of young girls going to White Sulphur Springs to find suitable mates launched the great age of Southern belledom in the 1830s. The ball and cotillion were practically born here. It was here that a great old hostelry, The White Sulphur Springs Hotel, affectionately called "The Old White," was established in 1858—the Greenbrier now stands in its place. It was in this same area, so the natives claim, that the first game of golf was ever played in the U.S.

Golf is really the Greenbrier's *raison d'être*—golf in a climate where people play 1914 feet above sea level all year.

The Greenbrier has three championship golf courses, two designed by Charles Blair MacDonald, and golf pro Slammin' Sammy Snead has been the Greenbrier's prize possession for 34 years. Paying guests can still find the 57-year-old "world's richest hillbilly" at the Greenbrier from the spring until November and he will only charge them \$100 for a playing lesson, or \$25 for half an hour's tee instruction. (He prefers to play.)

The resort has expanded its tennis facilities due to rising interest in the

game and there are now five Har-Tru and two all-weather courts in constant use. Indoor and outdoor swimming pools large enough to float small fleets are available. You may stand on the archery range where Princess Grace let fly her arrows in 1963, under the tutelage of sports director Gardner Wright. Horseback riding is on the upswing at the Greenbrier, as everywhere, and a groom goes along to see that wild ones don't act out any TV western tactics. Bowling, horseshoes, shuffleboard and carriage rides are available.

On nearby Kate's Mountain, whole beefs simmer over barbecue fires for picnics and parties and the Greenbrier Trap and Skeet Club, presided over by Sebe Seybold, offers shooting. At the resort Gardner Wright and his staff arrange planned walks and will happily point out the rare specimens of sword-leaf phlox, mountain Pimpernel, Kate's mountain clover. Interest in nature and conservation is high at the Greenbrier, which sits amid West Virginia's glades, balds, and coves.

Whether or not Sammy Snead and Company can teach the visitor to play golf at the Greenbrier, the thing anyone learns to do is live to eat. The fantastic, changing daily menus (12 or 13 entrees at each dinner) and the bracing air make this inescapable. The Greenbrier's culinary reputation is such that Rex Stout wrote one of his best Nero Wolfe thrillers, *Too Many Cooks*, about fictional murder at the Greenbrier amid a grande cuisine get-together of the *Chânes des Rôtisseurs*. This gourmet society meets here every three years. The Greenbrier's headman in the kitchen is Hermann Rusch. The Greenbrier is one of the first U.S. resorts to boast a culinary school. The hotel's kitchen and service personnel, trained in the art of French cooking, is much in demand the world over.

Washington never slept at the Greenbrier, but just about everyone else did. The resort has sheltered 14 U.S. Presidents from Andrew Jackson to Lyndon B. Johnson. Three Chief Executives (Van Buren, Tyler, Fillmore) made it their summer White House, John Tyler carried a Virginia bride across a Greenbrier cottage threshold on their honeymoon. The late President Kennedy's parents honeymooned here and President Nixon stayed there when he was Vice President.

Both the North and South occupied "The Old White" during (continued)



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## THE GREENBRIER continued

the Civil War and its fast-found fame saved it from destruction.

The Greenbrier is full of traditionalists—dance instructor Betty Harvey refuses to teach the discothèque fads. Guests are requested not to wear shorts in the main lobby. Pantsuits, however, are permitted but not slacks and sweaters.

There has been some small confusion about the Old White, which a few people misunderstood to mean All White. The management maintains a strict no-segregation policy and Negro convention groups sometimes visit the Greenbrier, and the hotel has dropped the word "Plantation" from its ads. Gone are the Uncle Tomish "Aunt Jemima" costumes of the servants in the Gold and Tennis Club, referred to as "The Casino."

In the winter, the Greenbrier shifts subtly to a lower key, with only about 600 employees. The emphasis on physical fitness today has caused renewed interest in both the mineral baths and in the medical program, which handles between 10,000 and 12,000 persons a year. The resort never closes, and even in bad weather the Greenbrier offers diversions. There is the tour of the hotel itself,

conducted by Betty Harvey, who knows every objet d'art, every piece of furniture, every painting, where it came from and when. Even the 20th-century history of the spa is interesting. It was taken over as an internment center for Germans and Japanese at the request of Cordell Hull after Pearl Harbor. Eventually, the Greenbrier became an army hospital for five years and it may have been the only place where prisoners of war sang as they worked.

The military made one concession to the Old White tradition of the Greenbrier—they restrained from painting it khaki. The late Dorothy Draper then revitalized the hotel for Robert Young when the C & O reclaimed it after the war. Her decorating touches are responsible for much of the hotel's attractiveness. Guests are still stealing the red bath mats and flowered plastic drawer pulls Miss Draper installed.

Behind an unmarked green door at the Greenbrier lies the Presidential Suite. Seventeen people can stay here in comfort and every room is different. The Greenbrier charges \$600 a day for this suite plus \$14 per person for meals, but

refuses to bill U.S. Presidents. Down the long corridors of the hotel's new wing, past the rhododendron state-flower wallpaper, is the new State Suite. This luxurious group of rooms boasts 30 tons of green carpet without a seam. The carpet, lying in its main salon, was cut to fit and lifted by crane through a window. Manager Truman Wright is so proud of it, he refuses to let anyone walk on it without permission when the suite is unoccupied. Such touches contribute to one's sense of well-being at the Greenbrier, just as the West Virginia mountains and scenery do their natural part.

Today, the Greenbrier, just a little square, but in there trying, is grooving on the people who dig its Southern charm, switched-on service, and expense-account resort rates. The Greenbrier was once criticized as being "in the middle of nowhere" by a disgruntled motorist who carped, "Once you get there, you have to drive 500 miles to get any place else and then you're only in Washington, D.C."

But this represents a distinct minority. Most people know when they get to the Greenbrier's "middle of nowhere," they are somewhere very special indeed. END

# RIT PUSH-BUTTON SCARLET



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A new place to live has ideally meant a house built from scratch, but today "new" is more likely to signify remodeling. More space for less money is a prime reason. But equally important is the desire of many professionals and idealistic young families for a house near the center of town. Unwilling to abandon old areas to slumhood, they are staking their futures on the rehabilitation of cities. Environmentalists are keen on remodeling since it slows down the encroachment of housing on the unspoiled countryside. From basic updatings to extensive overhauls, we span the spectrum in the following pages. You'll find remodelings in Houston, Memphis and New York City; decorating that doubles the space of a "new town" house in Columbia, Md.; super-planned family kitchens in Massachusetts, Missouri and Kentucky; and bathrooms that come complete in a package.

# REMODEL TO LIVE AS YOU LIKE



With fresh paint, judicious remodeling, a pruning away of the dense vines that made the place look haunted and a few potted geraniums, the Clovis Heimsaths brought this 1905 Houston house into the '70s (left). A new living-sleeping structure for John and Ben (below) was created under the soaring ceilings to include beds, storage shelves, desk area.





By Barbara Plumb

# HOUSTON MOORISH— 1900s

Big families and roomy old houses seem made for each other. Take this Victorian standout, one of the oldest in Houston, now lived in by architect Clovis Heimsath, his wife Maryann and their four children (another is on the way). Offering such charms as 16-foot-high ceilings, nine fireplaces, cherry woodwork, brass hardware, a walk-in safe and three stills in the basement, the house had only one drawback: a declining neighborhood. The Heimsaths spearheaded an association to better the area. "At our first meeting we were a handful. At the last one, 40 came," they say with pride.

Light, bright and airy, this room still retains its period character, but not its former heaviness. Transacting Girl Scout cookie business are Catherine and her brother. Below, a new cedar grid lowers ceiling, making kitchen cozier for family meals. Maryann Heimsath, at sideboard, stripped down old floor and gave it a polyurethane finish.



Stephen Green-Armytage









The facade was left as it was built in 1910 except for a coat of gray paint, white trim and new lighting fixtures. Jeanine Mah painted the door with a colorful abstracted perspective. "I like the idea of entering the door before you open the door," she says.



John T. Hill



## MEMPHIS MAIN ST.— 1910

From a distance, this narrow, two-story clapboard house, vintage 1910, in Memphis, Tenn., looks like all the others on the tree-lined street. But at closer range, the imaginatively painted door and crisp outside lighting hint at big differences inside. Architect Francis Mah radically changed the boxy rooms by knocking out walls and dividing up spaces. He increased the downstairs area by adding to the back a new family room that flows from the dining room, which he lighted with a clerestory window. The Mahs bought this former rundown rooming house because it was inexpensive and they wanted the convenience of living right in town. "This neighborhood used to be a suburb," Francis Mah explains. "But as the suburbs moved out, the city moved in."

The Mahs relax in their family room (above center). To relieve its lack of height, ceiling and one wall are covered with silver foil that picks up reflections. Marble storage counter for buffet serving divides family and dining rooms. To mask the furnace flue, too expensive to move, Francis Mah built it into a light box (left), which now displays the family's large pottery collection. Incandescent lighting is hidden at top and bottom.







Lowered, foil-covered ceiling; marble-topped counter and a change in level imply separation between dining and family rooms, although they flow as one space. Jeanine Mah gets David, Nancy and baby Susan ready for lunch. Hand-woven rug on the wall is Peruvian.

continued





Living room (above) is a white, open space interrupted only by a column, enlarged to conceal air-conditioning ducts. Noguchi paper lantern contrasts effectively. Cushion on stool echoes purple of handwoven Chinese rug. Nancy arranges flowers in front of her portrait by her mother.

#### MEMPHIS MAIN ST. continued

### Open the door and surprise . . . surprise; architecture, 1970 style.

Old-fashioned bathroom was given new life with wall painting of a sail and sun. Blue sea and waves (not shown) decorate tub. Mrs. Mah also painted the study on the window.



Intersecting vertical and horizontal planes aid traffic flow without closing off space. A slate-covered platform (above, far right) just inside the front door, holds keys, mail, plants. Large metal sculpture (above, right) is embedded in pebbles on a mobile platform.

Unfinished attic with bared rafters was turned into a combination guest-work-storage room (right). Storage was built into four corners behind new plasterboard walls. Fluorescent tubes spanning the ceiling peaks illuminate the entire space.









Foyer (top left) is a dramatic prelude to the rest of the apartment. An acoustical plaster ceiling lowered for air-conditioning ducts contains recessed light strips that illuminate a three-part sculpture by Pietro Consagra and a large painting by Edward Avedisian.



Living room unit (left) was designed to provide three different levels of seating—leaning on the wide, back ledge, sitting on the upholstered chairs or lounging on the low fireside bench. Unit's three corners convert into planters. The mahogany blocks, each slightly different in size, connect by dowels.

The life of the city dweller fortunate enough to have a weekend house is quite different from the permanent urban resident or the suburbanite. The pace is apt to be faster, there is less time for maintenance and large-scale entertaining must be quick and simple. Elizabeth and Alec Vagliano, who own a "Currier and Ives" country retreat in Connecticut, wanted the 1930 co-op they bought to reflect this upbeat lifestyle and commissioned a pair of young architects, Peter Phillips and Jim Dixon, to rethink the apartment completely. "Usually you have to encourage the client to go a little wild," they point out. "But we actually had to tame down some of Mr. Vagliano's ideas and he's a *banker!* He even wanted a cork bed floating on water."

## NEW YORK APARTMENT— SLEEK FOR THE 70s

This dining area (located at opposite end of foyer, top left) is a tour de force of circles. Lighting fixture, of pink and white cold cathode tubing, reflects in the stainless-steel floor. Sculptress Diane Dixon designed the Plexiglas table and chairs. The circular opening in the wall serves as a pass-through to the kitchen.





continued



**NEW YORK**  
**APARTMENT** continued

Elizabeth Vagliano plans the day from her unique command post: a hanging steel bed, rod-rigged like a sailboat but immobile. Shag rug flows under it like the sea; Sheila Isham canvas evokes clouds. Drawers and hi-fi are built ins.

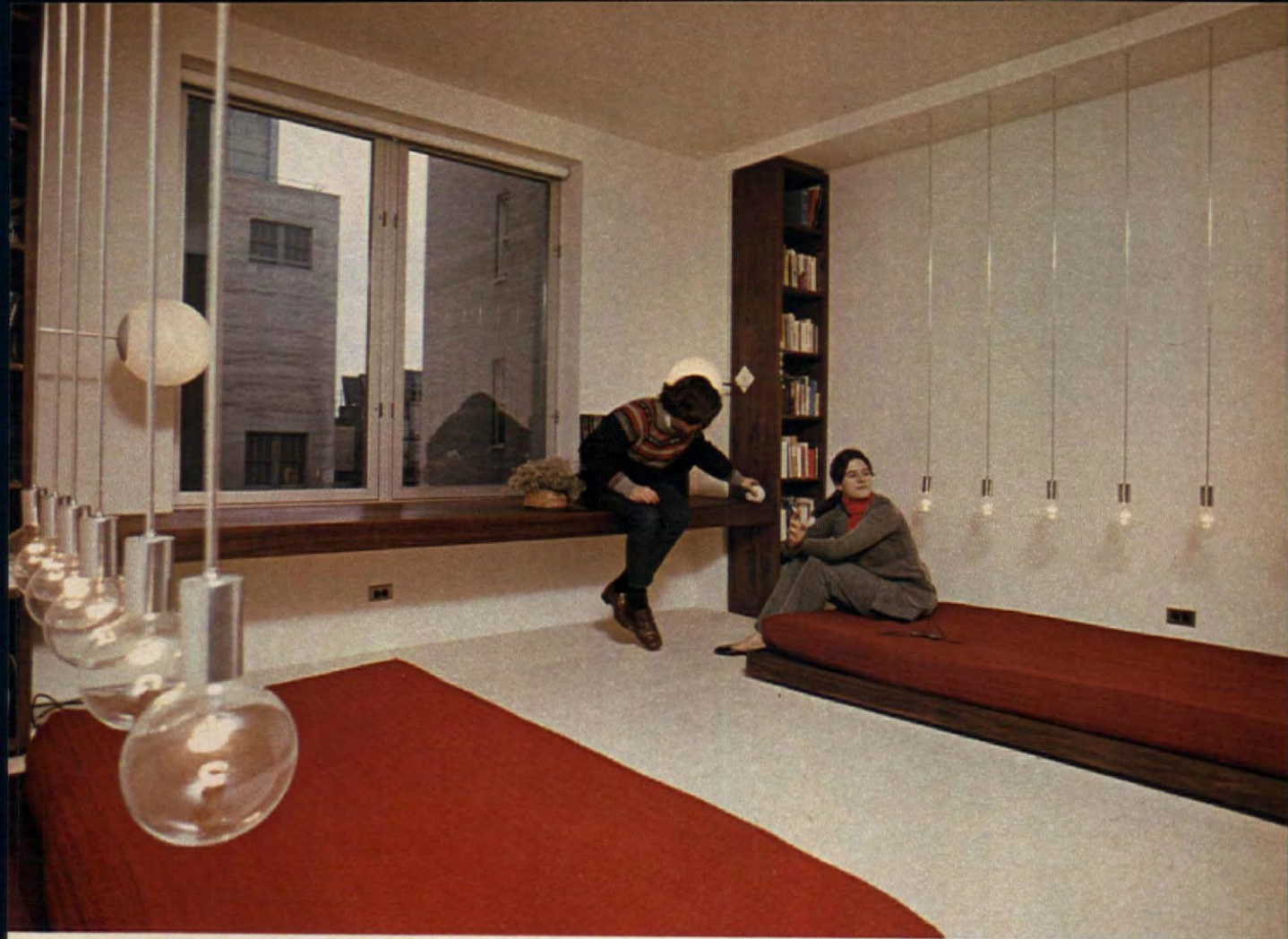
**A family of four enjoys  
the excitement of  
futuristic living  
in a super-efficient  
city apartment.**

The Vaglianos wanted their apartment to be designed around art and as maintenance-free as possible. The architects gutted the interior, leaving only the supports. In the public areas, they installed black slate floors, easily mopped, and plaster walls embedded with gravel. Warm textured and neutral enough to display art to advantage, the walls show no finger marks, need no repainting. The windows throughout pivot for cleaning, and wall slots facilitate the hanging and changing of paintings.

Specially designed aids suit the family's frequent and large entertaining needs. Three-level living-room seating unit is ideal for mingling. Walnut doors into library swivel completely, opening area for a free flow of a large group. Lighting in the apartment is particularly functional. Recessed and exposed spots on a dimmer dramatize the extensive, varied art collection.







Daughter Barbara chats with her younger brother André in her small, compact bedroom. Scaled-down walnut furniture makes the low ceiling seem less oppressive. Bed platforms shift around easily to change the space dimensions. Duro-Lite bulbs mounted on stainless-steel rods provide two rows of general as well as atmospheric lighting.



John T. Hill



Former master bedroom is now a library (above left). Doors swivel shut for privacy. Mrs. Vagliano reads on leather sleep sofa.

Alec Vagliano wanted the bathroom (above) "so violent you couldn't stay in it very long." Mural is executed in vinyl tile.



In kitchen (left) finger-mark proof oak cabinets and counters surround gas range. The narrow aisles help to save steps.



Furniture: Founders Furniture, Inc., mainly Patterns 15 and 16 collections. Open-arm party and desk chairs: Drexel Furniture Co., Wellington Park collection. Piano: Baldwin. Drapery fabric: Kaleidoscope in special colors by I.D. Fabrics, Inc. Qashgai rugs and wall hanging from Iran: Marian Miller. Model Two Thousand color TV: RCA. Decorative accessories: Georg Jensen, Inc., Sona the Golden One, Artmongers Manufactory, Inc. Floor lamps: Robert Sonneman. Desk lamp: Raymor. Table lamp: Shop 2. Clock: Barwick Clocks. Pillows: Accessories in Fur, Inc. Record player: Motorola.



Too great to waste as a conventional living room, this shed-roofed, L-shaped space (see plan next page) was furnished for a variety of entertaining functions. At one end is a music bay (opposite, right) with storage for party supplies nearby (not shown). Red-stained bar cabinet also houses record player and a mobile server. In front of eight-foot sofa are party-height (26") table and comfortable chairs. A pair of flip-top console tables next to sofa makes a home office for the woman of the house. Opened and lined up, they become a party buffet table. Grouping (opposite, top) is for games, cards.





Space is getting to be a vanishing American commodity. Yet it still goes to waste in far too many homes. Although most families use their dining room a scant three hours a week, a dining room is a must. Since the advent of the family room, the living room is rarely lived in, but a house is not considered a home without one. Statisticians claim that one-third of our lives is spent in bed, yet bedrooms stand empty all day long.

To get much more mileage out of the house or apartment you already have or the one you contemplate building, buying or renting, think of it as space—unspecified space. Then allocate it to your *real* needs, just as we did when we decorated this new-town model home, an Amberly House by Vista Associates, at Columbia, Md. First we erased room names from the blueprint. Then we analyzed the space needs of a typical young family who might buy this \$33,000 house (below). Each area had to serve many uses. Thus the living room became the entertaining area. The family room became the active-project center as well as a room for family meals and overnight guests. The master bedroom and den were reallocated to sitting room, exercise, home-office needs, plus a sleeping alcove. Today's mobile, functional furniture was a great ally. In addition to folding and stacking pieces, we chose multipurpose ones like the console tables in the entertaining area.

For an intimate report on what it is like to live in Columbia, America's biggest new town, turn to page 95.



## DECORATING THAT DOUBLES YOUR SPACE

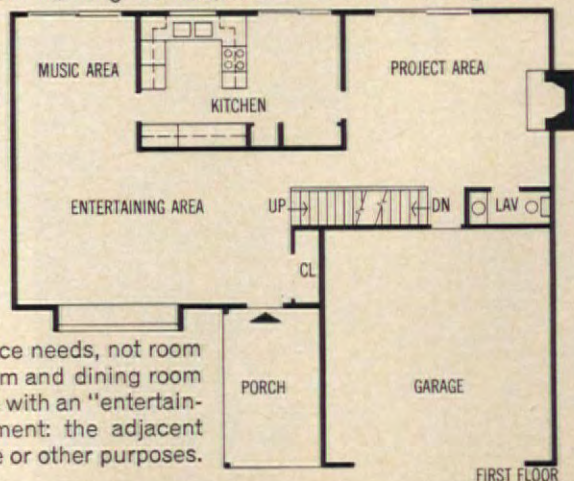
By Vera D. Hahn





Family-project area was designed for active duty—for the messier space demands of sewing, painting and photography. (Lavatory becomes darkroom.) Cube system flanking the fireplace is a double storage center.

**One room suits three needs:  
family projects, meal-  
times and overnight guests.**



Looking at this—or any other plan—think in terms of space needs, not room names. We put the entertaining area where the living room and dining room were originally located because we decorated this house with an "entertaining" family in mind. One advantage of this arrangement: the adjacent kitchen-breakfast area can be used for additional storage or other purposes.





For overnight guests, convertible sofa (above) sleeps two. Lavatory just behind door and plenty of storage in old pine chests offer privacy. Window worktable folds away as do white metal chairs and round stack table to be stored in adjoining garage.

For family meals in front of large picture window (left) the worktable is cleared of its paraphernalia to serve as dining table and set with blue-and-white dinnerware. Folding chairs are easily moved into place and food is served from an old pine cabinet.

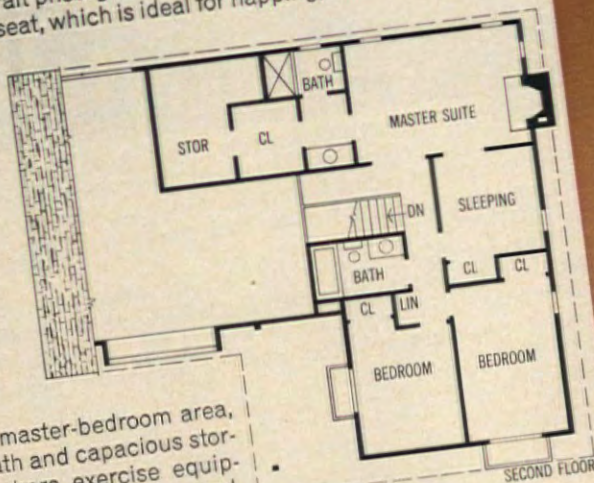
Furniture: Kent Hide-A-Bed by Simmons Company. Il Blocco cube system, folding table: The Otto Gerdau Company. Folding chairs, Raymor Carousel table, folk-art toys, baskets: Georg Jensen, Inc. Floor: Devonport vinyl-asbestos Excelon tile by Armstrong Cork Company. Drapery fabric (also used on door): Bauhaus Jigsaw by Schule-McCarville for I.D. Fabrics, Inc. Sewing machine and supplies: Singer. Lamps: Shop 2 and Schiller Nesbitt. Carousel projector: Kodak. Tea set: Bonniers, Inc. China: Horizons, Block China Co. Crystal: Auberge by Notsjo, H.E. Lauffer, Co., Inc. Flatware: Diadem, Reed and Barton. China, crystal and flatware also shown on previous page.



Bedroom and den trade functions to make the space work twice as well.



Master-bedroom suite becomes much more functional when the tiny den is turned into a sleeping alcove (right) and the large space, formerly the bedroom, is used as a private sitting room, home office, exercise area (above). Furniture is arranged to free a large portion of the floor for workouts with the help of exercise equipment in front of the mirror screen. Next to the secretary, a very personal collection of family portrait photographs has been arranged. The handsome Tuxedo-arm love seat, which is ideal for napping, folds out into a bed.



Plan shows master-bedroom area, including bath and capacious storage room, where exercise equipment is kept when not being used.

Furniture: La Salle Hide-A-Bed by Simmons Company. Book table, night-stands: Founders Furniture, Inc. Bentwood headboard: The Otto Gerdau Company. Carpet: Armstrong Lancaster Line Chaparral in Marine Blue acrylic. Qashgai rug, brocaded Yuruk on bed, from Marian Miller. Drapery fabric: Projections in special colors by Schule-McCarville for I.D. Fabrics, Inc. Desk lamp: Neal Small Designs, Inc. Lamps, clock, thermos jug and Instant Frames: Georg Jensen, Inc. Exercise equipment: Sears, Roebuck and Co. Personal communications outfit, portable TV: Motorola. Blanket: Faribo.





By Jeanne Lamb O'Neill

# COLUMBIA, GEM OF AMERICA'S "NEW TOWNS"

**Over 100,000 people will live here tomorrow. What is it like for those living here today?**

Four years ago the swiftest thing on Route 29, between Washington, D. C., and Baltimore, Md., was the tail of a cow with a fly in its ear. Route 29 (the old Columbia Pike) was a slender ribbon through rolling green pastures used mostly by nervous Nellies to avoid the Excedrin-al intercity Expressway. Today Route 29 is the trail to tomorrow, the pike to "people city," the boulevard of brokers' dreams. It is the road to Columbia, the gem of America's "new towns." "Too beautiful to be true!" writes a lady from New Jersey in the guest book at Columbia's exhibit center. "Wonderful! Someone's actually doing something!" writes a family from California. "Hope to live here!" writes a student from Baltimore. Fascinating, exciting, inspiring, breathtaking, fabulous, superb, lovely, peaceful, groovy, intriguing, fantastic (and, of course, a few "it stinks")—that's what visitors say about Maryland's new town. But what is a "new town," anyway? Are new towns really any different from ordinary old subdivisions? Who dreams up new towns? And what is it like to actually live in one?

There is no better place than Columbia to find out. It is the biggest of them all—17,000 acres, or a little larger than Manhattan, with an expected population of 110,000 by 1980. Many critics think it is the best of them all. More importantly, Columbia will celebrate its third birthday this June, on the first day of summer. For nearly three years now people have been living in the "new city"—going to work, buying groceries, doing laundry, having babies, attending PTA, throwing parties, planting petunias. And that's not all. A listing of events for the week in a recent *Columbia Times* included classes in coed adult modern dance, karate, haute couture, scuba, square dancing, sailing, swim and trim, Mah-Jongg and dozens more of the old standbys. Of course, the Boy Scouts, Weight Watchers, Rotary et al are here—but take the religious groups. They don't just play Bingo. A group in the Columbia Cooperative Ministry is busy planning a game of "ghetto." You might guess the name of the first people to move

into a house in "people city." Smith, of course. The Smiths still live on Rivulet Row in Bryant Woods, the first neighborhood to open in the first village of Wilde Lake. There are 800 to 1200 families in a neighborhood. Each neighborhood nestles around a walk-to elementary school with a nearby "country store," swimming pool (\$25 per family per summer) and meetinghouse. Three or four neighborhoods make up a village. "Maybe everybody can't afford Columbia," says one villager. But almost! You can rent an apartment for \$123 a month up to \$385 a month (\$99.50 if you qualify for a low-income project). You can buy a town house from \$15,900 to \$51,000 or rent one from \$148 to \$378 a month. You can buy a house from \$23,900 to starting at \$50,000 (all the \$14,750 houses are gone, but by next spring there will be "module" houses at lower prices). Or you can buy your own lot and spend as much as you like, provided you clear the design with the Architectural Committee. One custom-built home cost \$105,000 and several of Columbia's executives live in \$75,000 showplaces on Wild

Fowl Terrace overlooking the lake. There is a waiting list for all of the "old" apartments in Columbia. Just recently, there was only one "old" house up for sale on a drugstore bulletin board—ironically, on Homecoming Lane. The drugstore is in Wilde Lake Village Green, with a supermarket, butcher, barber, beauty salon, bank, liquor store, res- (continued on page 130)



The golden "people tree" sculpture is Columbia's glittering symbol.



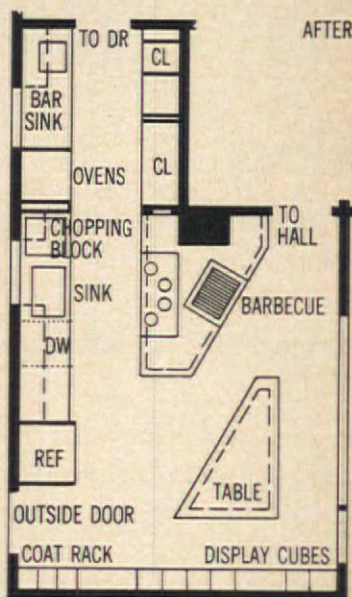
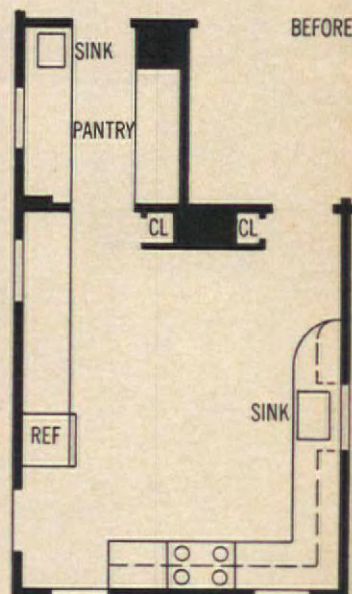




By Maidee Kerr Spencer

# SOCIABLE FAMILY KITCHENS

It is a luxury to have room to eat in the kitchen, especially in a New York apartment. So when Dr. and Mrs. Morton Pearl and family moved from the city to a 1905 house in Massachusetts, they were distressed that they could not fit a table in their huge but poorly planned kitchen. The table was to double as a place for their two preschoolers to play while dinner was cooking. Architect Maurice Finegold used squared-off triangles ingeniously to free the necessary space. A lowered ceiling separates the galley and eating areas. Oak slabs soften all the white surfaces and blend with the oak paneling in the rest of the house. Open-storage cubes against wall (below) are easy for small hands to reach.



Original front windows gave little light and no privacy and the cooking area was far removed from the dining room. Now a new window wall is added for brightness and the work center is relocated.





FAMILY KITCHENS continued

Jon Naar

## Homeowners remodel for different reasons to suit their lifestyles.

Because Missourians John and Fredna Mahaffey and son Robert like to cook together, they shuffled their kitchen space to make room for everyone at the same time. Island (above) has two levels for eating and working. Architect A.C. Esterly found local craftsmen to make the brass-trimmed copper hood and the inlaid cutting board (right), where Robert has sliced onions for his special hamburgers.

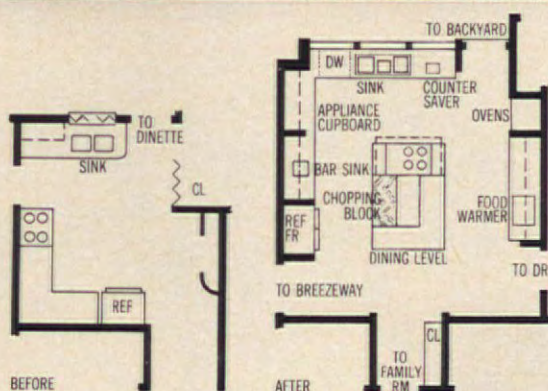
In Louisville, a young family with two children bought the grandparents' house, planned for the days when servants ran the kitchen. Mrs. Albert Rudd, the designer, remodeled the kitchen for a help-yourself age (top, far right). Blue-paneled cabinets and blue-and-yellow tiles now warm what was once a strictly utilitarian interior.



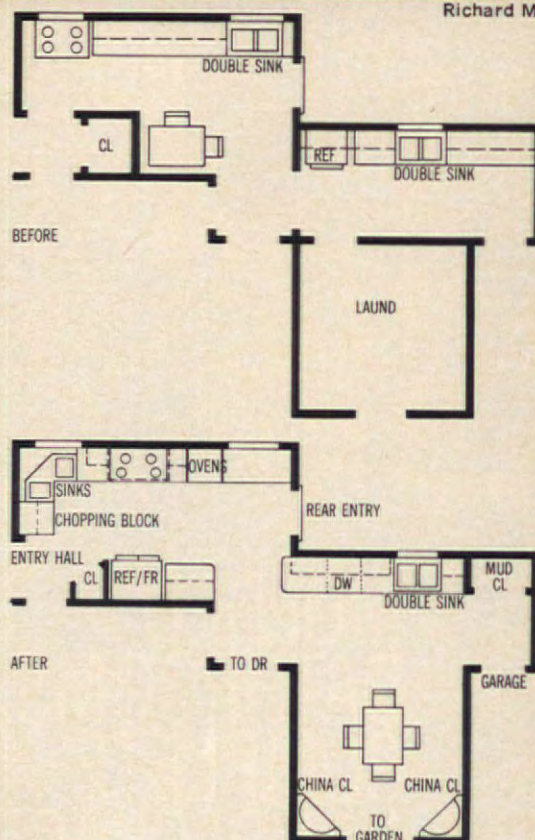




Richard Meek



Several entrances provide easy access to the Mahaffey kitchen from backyard, breezeway, dining room and family room. All storage is sensibly planned in areas where the utensils are actually used. Note folding-door cabinet where portable appliances are stored, plugged in and ready to use.



The old laundry room and pantry in the Louisville house became a dining-cleanup center, also handy for arranging flowers. The wide arch into the work area opens up two formerly crowded rooms. A mud closet, near the garage entry stores children's outdoor gear neatly at heights they're able to reach.



The Combobath by Universal-Rundle Corp. is one answer to a remodeling venture, as it comes in four lightweight sections for easy assembly and installation in your present bathroom. Basic price: \$460. Extra ceiling section for this unit and for the Uni-Shower directly at right is optional.

The Uni-Shower, also by Universal-Rundle, has a handy grab bar and soars seven feet high—great for the tall man of the house. Available in three widths: 32", 36" (\$218 as shown) and 48" (with its own seat).



By Helene Brown

## MOLDED BATHROOMS COMPLETE IN A PACKAGE

Fiber-glass units are bringing a fresh new modular concept to the long-outdated bathroom. As sleek as sculpture, some feature all-of-a-piece seamless construction; others, ideal for remodeling, come in sections for easy access through existing bathroom doors. When assembled, these tub or shower "packages" and their integral walls become watertight units. All stress sturdiness, chip-resistance and finishes that are impervious to stains. The simple, molded construction eliminates the usual seams and



Crane Co.'s Unette is a total bathroom down to a toothbrush holder. It comes in three main sections (including molded tub). The \$1200 package fits an area 6' ½" wide, 5' 11¾" deep, 7' 4¼" high. Smaller version is \$900.

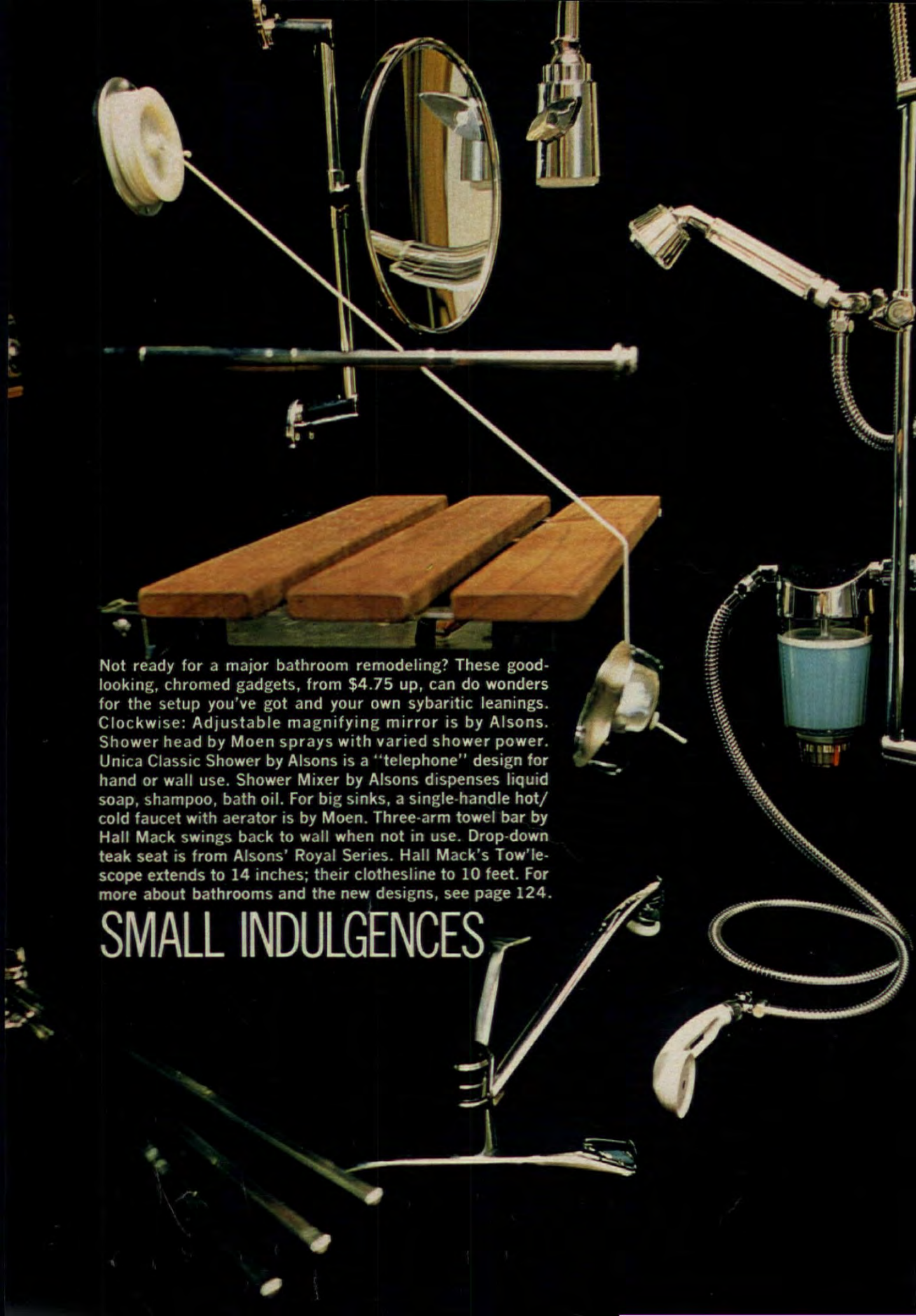
The Spectra 70 Triwall Bath and Shower Tower make up American-Standard's Everything Bath. Special features include twin shower heads, hideaway spray, storage space, drop-down table and seat, recessed overhead lighting. It comes in five sections and costs \$890 complete.



any need for patching, so leakage is never a problem and cleaning is child's play. Safety is another new factor especially welcome in what is one of the most potentially dangerous rooms in the house. Showers and tubs have grab bars, nonskid bottoms, molded seats to protect young and old. All prices given are approximate; fittings and installation charges extra. For the story of the bathroom revolution and what triggered it, see page 124. For small touches that contribute handsomely to the good, clean life, turn the page.

Ben Rose





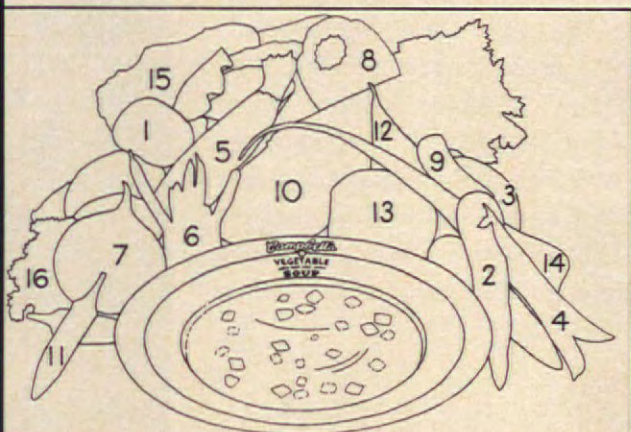
Not ready for a major bathroom remodeling? These good-looking, chromed gadgets, from \$4.75 up, can do wonders for the setup you've got and your own sybaritic leanings. Clockwise: Adjustable magnifying mirror is by Alsons. Shower head by Moen sprays with varied shower power. Unica Classic Shower by Alsons is a "telephone" design for hand or wall use. Shower Mixer by Alsons dispenses liquid soap, shampoo, bath oil. For big sinks, a single-handle hot/cold faucet with aerator is by Moen. Three-arm towel bar by Hall Mack swings back to wall when not in use. Drop-down teak seat is from Alsons' Royal Series. Hall Mack's Tow'lescope extends to 14 inches; their clothesline to 10 feet. For more about bathrooms and the new designs, see page 124.

## SMALL INDULGENCES





**Campbell's Vegetable Soup has so many different kinds of vegetables we'll bet you can't name them all.**



16 garden vegetables go into Campbell's Vegetable Soup along with a burly beef stock. So you get nutrition in every bite. And you get your name in every bowl! Because Campbell's Vegetable Soup is the Alphabet Soup—with a whole dictionary's worth of good-tasting macaroni letters.

**About 6¢ a 7-ounce serving.  
Sit right down and  
get your Campbell's worth!**

1. Tomatoes 2. Carrots 3. Potatoes 4. Peas 5. Corn
6. Green Beans 7. Onions 8. Sweet Red Peppers
9. Lima Beans 10. Celery 11. Okra 12. Sweet Potatoes
13. Rutabagas 14. Parsnips 15. Cabbage 16. Parsley



By Frances M. Crawford

# 10 GREAT FAMILY DINNERS FOR UNDER \$3

**You can beat the battle of the budget and still feed your family well. It takes knowledge, planning and ingenuity. Our food pages are full of ideas, menus, recipes and practical information to help do it.**

The most common topic of conversation these days is the rising cost of food and the question asked, over and over, is what can be done about it? Starting here and on the following food pages you'll see what you can do. We say, know your food and discover the wonderful things possible on a limited budget. Learn about meat, the greatest part of the food budget, particularly how to buy and store it. It's all in "How to Cut Your Meat Bill to the Bone" on page 113. Know your supermarket. You'll be a better shopper if you are aware of their regular prices and the best hours and days to shop. Study the weekly ads in the local paper and plan your meals and shopping around them. Watch for the items they have on "special," but be sure that what is a special for them is a money-saver for you. Buying in quantity is not always a bargain. It is, if you have the space to store it, if it fits your family needs and if you can use it in a reasonable length of time. Investigate the day-old baked-goods section of the market. These items are usually sold at great savings and are just as fresh as if they had been on your kitchen shelf for a day. Work with a shopping list that you've made from your menus, but keep it fairly flexible. You might see a great unadvertised buy that can be substituted for something else. For 10 great low-cost menus to start you off, turn to page 108. Though prices may vary from region to region and from day to day, none of these costs more than \$3 when we planned and shopped for them. And they are all good eating. For a hearty meal in a dish for little money, try homemade chowder from the ABCs on page 112. Even entertaining need not be expensive. Chef Jacques Jaffry's cooking lesson on page 111 shows you how easily you can make an impressive and summery luncheon dish, Salmon Mousse in Aspic, for just pennies a serving.



Here are three delicious dishes from our money-stretching family dinners. The Chocolate Dream Pie costs only 40 cents; piquant Herbed Veal Stew, \$2; fondue-like Cheese-Vegetable Casserole, \$1.



continued



These four old-fashioned favorites fit perfectly into today's budget-minded meals. Chicken in Spanish Sauce costs about \$1.50; Apple and Cabbage Slaw, 40 cents; Barbecued Short Ribs, \$2; Pineapple Upside-Down Cake, 35 cents. Menus with these and other recipes begin on page 108.

## MORE DISHES FROM OUR LOW-COST MENUS







# Spaghetti presto

Your name doesn't have to be Gina or Sophia to cook like one. Here's an Instant Italian chef kit. Spaghetti, grated Parmesan, plus a special blend of herbs and spices. Enough to flavor more than a pint of sauce with an authentic Neapolitan accent. Just add tomato paste and serve beautiful Spaghetti, Tangy Italian Style.

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STORE COUPON

## FAMILY DINNERS continued

### Menu 1 (about \$2.75)

Herbed Veal Stew\*

Pimiento Rice\*

Braised Celery

Pineapple Upside-Down Cake\*

#### HERBED VEAL STEW

3 tablespoons pure vegetable oil

2 pounds cubed stewing veal

½ cup coarsely chopped onion (1 medium)

1 teaspoon salt

1 tablespoon flour

2 beef bouillon cubes

3 cups hot water

1 bay leaf

¼ teaspoon leaf marjoram, crumbled

Salt

Pepper

Heat oil in heavy kettle. Add meat, a little at a time; brown on all sides. Remove from kettle after it is browned. Continue until all meat has been browned. Sauté onion in fat remaining in kettle 3 minutes. Return meat to kettle. Sprinkle with 1 teaspoon salt and flour. Stir 1 minute over medium heat. Dissolve bouillon cubes in hot water. Add to kettle. Add bay leaf and marjoram. Bring stew to boiling. Cover. Reduce heat; simmer 1½ to 2 hours or until meat is tender. Season to taste with salt and pepper. Remove bay leaf. Serve over Pimiento Rice. Makes 4 servings.

**PIMIENTO RICE:** Stir 2 tablespoons well-drained chopped pimiento into 2 cups hot, cooked rice.

#### PINEAPPLE UPSIDE-DOWN CAKE

2 tablespoons butter or margarine

¼ cup brown sugar, firmly packed

1 can (8½ ounces) sliced pineapple (4 slices), drained

1½ cups packaged biscuit mix

¾ cup sugar

2 tablespoons shortening

1 teaspoon vanilla

1 egg

¾ cup milk

Heat oven to 350°. Melt butter or margarine in 8x8x2-inch pan over very low heat. Sprinkle brown sugar evenly over bottom of pan. Place 1 whole pineapple slice in center of pan. Cut remaining 3 slices in half. Arrange halves, cut side out, around edge of pan. Combine biscuit mix, sugar, shortening, vanilla, egg and ½ cup milk in medium-size bowl. Beat 1 minute at medium speed on electric mixer or vigorously by hand. Add remaining ¼ cup milk; beat 1 minute. Pour batter carefully over pineapple in pan. Bake 35 minutes or until cake springs back when center is lightly touched with fingertip. Remove from oven. Let stand in pan 1 minute. Loosen cake from around sides of pan with a spatula or thin-bladed knife. Place a large serving plate, face down, over cake; turn upside down. Remove pan. Cut in squares while still warm. Garnish cake with maraschino cherry halves, if desired. Makes 9 servings.

### Menu 2 (about \$2.25)

Swedish Meatballs

Rice

Buttered Squash

Dilled Bean Salad\*

Jelly Roll

#### DILLED BEAN SALAD

1 can (1 pound) cut green beans, drained

¼ cup finely chopped onion (1 small)

2 tablespoons pure vegetable oil

3 to 4 tablespoons cider vinegar

½ teaspoon sugar

½ teaspoon salt

¼ teaspoon dry dill weed

¼ teaspoon leaf marjoram, crumbled

¾ teaspoon pepper

Combine all ingredients in medium-size bowl. Toss lightly to blend. Cover; chill thoroughly 3 to 4 hours or overnight, if possible. Serve in lettuce cups. Makes 4 servings.



**Menu 3 (about \$2.65)**  
**Tuna à la King over Cauliflower\***  
 Hot Biscuits  
 Tomato Aspic Salad  
 Fruit Cocktail  
 Cookies

#### **TUNA A LA KING OVER CAULIFLOWER**

3 tablespoons butter or margarine  
 1 can (3 to 4 ounces) mushroom stems  
 and pieces, drained  
 ¼ cup chopped onion (1 small)  
 ¼ cup diced pimiento  
 3 tablespoons flour  
 2 cups milk  
 1 teaspoon salt  
 ½ teaspoon dry mustard  
 Dash of pepper  
 2 cans (6½ to 7 ounces each) tuna,  
 drained and coarsely chopped  
 1 medium-size head cauliflower

Heat butter or margarine in medium-size saucepan. Sauté mushrooms, onion and pimiento 3 minutes. Stir in flour. Cook over medium heat 1 minute, stirring constantly. Remove from heat. Stir in milk, salt, mustard and pepper. Cook over low heat, stirring constantly, until mixture thickens and comes to boiling. Add tuna. Remove from heat.

Bring large kettle of salted water to boiling. Place whole head of cauliflower in water. Cook 20 to 30 minutes or until tender. Drain. Reheat tuna sauce. Place cauliflower on serving platter. Pour sauce over. Makes 4 to 6 servings.

**Menu 4 (about \$2)**  
**Tomato Juice**  
**Pork Chops with Mustard Sauce\***  
 Home-Fried Potatoes  
 Parsleyed Green Peas  
 Fruit Gelatin  
 Cookies

#### **PORK CHOPS WITH MUSTARD SAUCE**

4 rib or loin pork chops, about 1 inch  
 thick each  
 1 tablespoon flour  
 ½ teaspoon salt  
 Dash of pepper  
 2 tablespoons chopped onion  
 1 tablespoon flour  
 1 beef bouillon cube  
 1 cup hot water  
 1 tablespoon prepared mustard

Trim fat from chops. Mix 1 tablespoon flour, salt and pepper; use to coat chops. Render pork fat in skillet. Remove fat pieces from pan. Brown chops slowly on both sides. Cook over low heat 45 minutes or until no pink shows in the meat. Remove chops to serving platter. Pour off excess fat from skillet. Sauté onion 3 minutes; stir in 1 tablespoon flour; cook 1 minute. Dissolve bouillon cube in hot water. Add to skillet. Add mustard. Cook over medium heat, stirring constantly, until mixture boils. Pour over chops. Makes 4 servings.

continued

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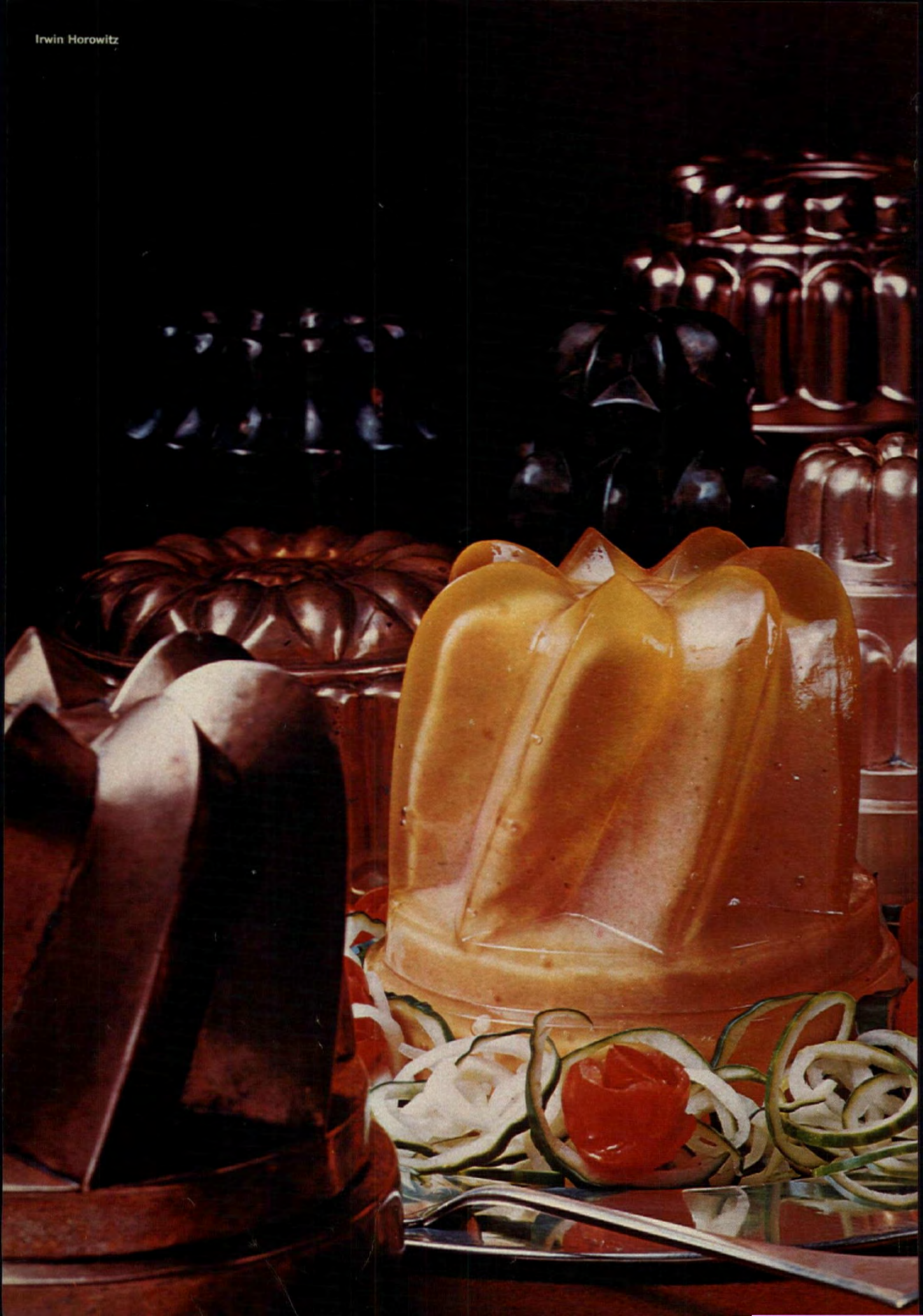
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STORE COUPON











**SALMON MOUSSE IN ASPIC**  
 2 egg whites, slightly beaten  
 4 envelopes unflavored gelatin  
 1 cup chopped onion (1 large)  
 1 bottle (8 ounces) clam juice  
 2 cups cold water  
 3 cans (7½ ounces each) salmon  
 1 cup mayonnaise  
 1 cup finely minced onion (1 large)  
 2 tablespoons lemon juice  
 ½ teaspoon salt  
 Dash of pepper  
 ½ cup heavy cream, whipped  
 2 cucumbers, washed and cut in  
 2-inch pieces  
 6 to 8 cherry tomatoes

## SALMON MOUSSE IN ASPIC

It's hard to believe that this shimmering, sumptuous-looking dish costs only about 35 cents a serving. Versatile canned salmon is the money-saving ingredient. Yet the results don't skimp on quality. The mold is delicate and frothy—but rich, as a mousse should be. And because it's made ahead, it's ideal for spring entertaining.

1. To make aspic, combine egg whites, gelatin, chopped onion and clam juice in a small, heavy saucepan. Mix well. Add water. Bring to boiling over low heat, stirring often with a wooden spoon. The egg whites will cook and come to the top to clarify the cloudy mixture. Stop stirring as soon as broth boils. Simmer 5 to 10 minutes. Strain into a bowl through a wet napkin or a double thickness of cheesecloth. Do it gently to avoid disturbing the cooked egg whites on top. Set aside to cool.

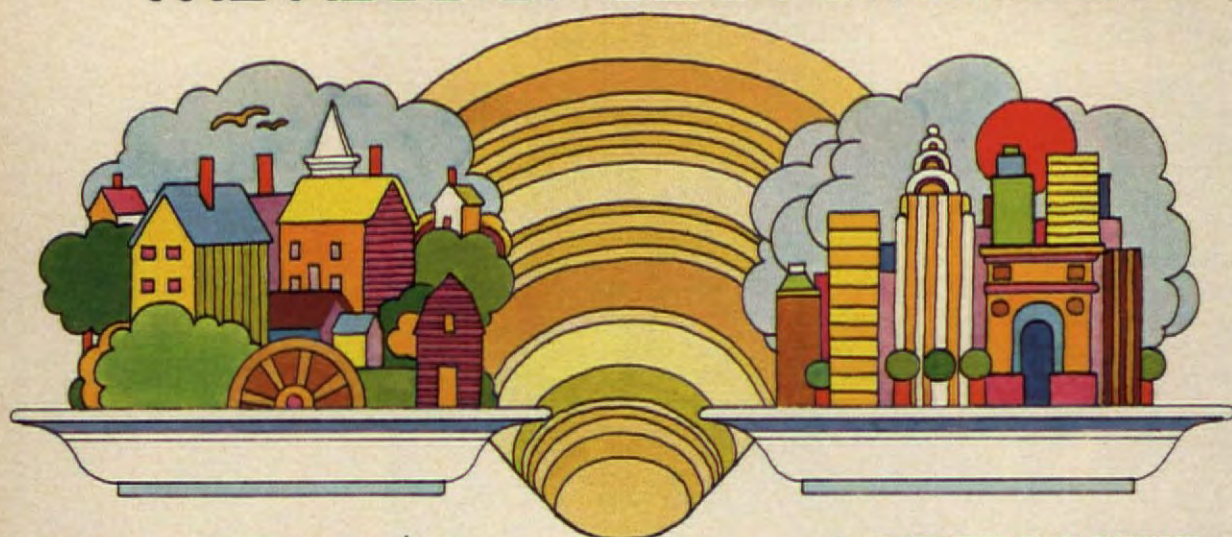
2. Place a 6-cup mold in a bowl of crushed ice. Measure and reserve ¾ cup of aspic. Pour remainder into mold and rotate mold until a layer ¼ to ½ inch thick forms on the bottom and sides of mold. Chill until aspic is set.

3. Drain the salmon and reserve the liquid. Discard the bones and pieces of skin and flake the salmon. Chop it finely with a heavy knife. Put salmon into a large bowl. Stir in mayonnaise, minced onion, lemon juice, salt, pepper, salmon liquid and the ¾ cup of aspic. Fold in the whipped cream. Turn into mold. Chill several hours or until firm.

4. Cut each cucumber piece in 2-inch continuous ribbon. Cut to and discard the core. Reroll and slice roll thinly. Cut a ¼- to ½-inch-wide strip of skin and pulp of tomato in a continuous spiral from top to bottom. Leave slice at bottom and recur spiral onto it. Rinse a large plate with cold water so mousse can be moved if it unmolds off center. Dip mold in warm water until water comes to level of mousse. Leave it only a few seconds. Place plate on mold. Invert. Hold firmly and shake gently to release mousse. If it does not release, redip mold or tip it slightly to one side to let some air between mousse and mold. Garnish with cucumbers and tomatoes. Makes 8 servings.



# THE ABCS OF CLAM CHOWDER



For 20 cents you can't even ride on the New York subways any more. But that's about all this meal-in-a-bowl, New England or Manhattan style, costs per serving. Chowder originated with some shipwrecked Breton sailors on the Maine coast. They salvaged what they could of the ship's stores and cooked them, along with clams they dug on the beach, in a large iron kettle called a *chaudière*, hence the name chowder. Bostonians eventually made it with milk. But not until around 1835, when the tomato was first used as food in the Northeast, did Manhattan clam chowder come into being. Whichever your choice, pilot crackers and salad are good mates for these hardy chowders.

## NEW ENGLAND CLAM CHOWDER

**2 dozen large chowder clams or 2 cans (10½ ounces each) minced clams**

**1 quart water**  
**¼ pound salt pork**  
**1 cup chopped onion (1 large)**  
**3 large potatoes, pared and diced**  
**¼ teaspoon leaf thyme, crumbled**  
**½ teaspoon salt**  
**½ teaspoon pepper**  
**2 cups milk**  
**2 cups light cream**  
**2 tablespoons butter or margarine**

1. Scrub fresh clams under running, cold water.
2. Place clams in a deep kettle. Add the water. Cover pan. Steam 8 minutes or until clams open.



3. Remove clams from shells with a small knife. Do it over a small bowl so you can catch the juice. Discard any clams that have not opened.
4. Remove and discard dark parts of clams. Chop clams or cut with scissors coarsely.
5. Strain clam broth in kettle into a bowl. Add juice from step 3 and water, if needed, to make 4 cups liquid. Reserve.
6. If using canned clams, drain them and measure the juice. Add water to make 4 cups of liquid.
7. Dice the salt pork. Put it in a deep, heavy saucepan. Cook over low heat about 5 minutes or until pork bits are crisp and golden.



8. Remove pork bits from pan with a slotted spoon. Set aside on paper towels.
9. Add onion to fat in pan. Cook over low heat 5 minutes or until soft and golden.
10. Add clam broth or liquid, pork, potatoes, thyme, salt and pepper. Cover.
11. Simmer 10 minutes or until potatoes are tender but not soft.
12. Add chopped clams. Stir in milk and cream slowly. Add butter or margarine.
13. Bring just to boiling. Do not allow chowder to boil.
14. Serve piping hot in heated bowls. Sprinkle each serving with chopped parsley or paprika, if desired. Makes 8 servings.

## MANHATTAN CLAM CHOWDER

**2 dozen large chowder clams or 2 cans (10½ ounces each) minced clams**

**1 quart water**  
**¼ pound salt pork**  
**1 cup chopped onion (1 large)**  
**1 can (1 pound 4 ounces) tomatoes**  
**2 medium-size carrots, pared and diced**  
**1 medium-size green pepper, seeded and diced**  
**1 cup chopped celery**  
**3 medium-size potatoes, pared and diced**  
**¼ teaspoon leaf thyme, crumbled**  
**Salt**  
**Pepper**

1. Follow steps 1 through 6 above for preparing fresh or canned clams and clam broth.
2. Dice salt pork. Put into a deep, heavy saucepan. Cook over low heat about 5 minutes or until bits are crisp and brown.
3. Remove pork bits with a slotted spoon. Set aside on paper towels.
4. Add onion to fat in pan. Cook over low heat 5 minutes or until soft and golden.



5. Add tomatoes, carrots, green pepper, celery, potatoes, thyme and clam broth or liquid. Cover. Simmer 30 minutes or until vegetables are tender. Add pork bits.
6. Add clams. Simmer 5 to 10 minutes or until clams are tender. Season to taste with salt and pepper. Serve in heated bowls. Makes 8 servings.

Robert Frost



# HOW TO CUT YOUR MEAT BILL TO THE BONE

In these days of rocketing prices, if you can save on your meat bill, you've already made a big economy. Food is a large item in the American budget and meat purchases take the largest share of the food dollar.

Housewives are beginning to realize that there are no real economy cuts of meat, except for occasional store specials. It's the cost per *edible serving* that counts, not the cost per pound at the meat counter. And an edible serving varies from meat to meat. It would be hard to eat eight ounces of pork or tongue at a sitting, but even a child can manage a half-pound steak.

But there are ways to economize in meat buying. Beef liver, ground meat, stew meat, tongue, some hams, shoulder pork chops and chicken are among the choices that give the most meat for the money. Most cuts of meat have lean, fat and bone, in varying proportions. So keep in mind that some lean, boneless meats, although a higher price

per pound, may be more economical than those with more bone and fat.

Americans spend more money on beef than on any other food, and care and effort in shopping for beef can pay dividends. For example, steaks that give a greater number of servings per pound, such as bottom and top round, flank and cube, are easier on the food dollar than rib and porterhouse that may retail at equal or lower prices. The same applies to beef roasts—round, rump and sirloin roasts can retail for more than rib roast but be better buys on a cost-per-serving basis (see *Chart*, next page).

After beef, pork is the next favorite meat in the U.S., and low-cost meals are possible with shoulder cuts of pork—less expensive than the cuts from the rib and loin. The Boston butt is cut from the shoulder and contains about 84 percent lean meat. This means that a pound will give about four servings. The most popular cut of pork—spareribs—is a luxury item. It costs about \$5.40 to serve

six people, and they would still be hungry at the end of the meal. But if you must have spareribs, buy country-style; they are meatier.

Regional preferences are still very important in meat buying across the U.S. More fresh pork is eaten in Chicago and St. Paul and more beef in California than anywhere else in the country. New Orleans families eat five times as much veal as those in Wisconsin, and more than half of all the lamb produced in the U. S. is consumed in the New York City area. Most of the national output of sweetbreads is eaten in New York City and Los Angeles. Chicken rides high over all these regional tastes, and can be classed as the third American meat. It also remains the one bright spot in a dark food budget. Everyone likes it, and it has remained relatively stable in price. Even the luxury chicken items—capons and boneless breasts remain within financial reason for most budgets. (continued)



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## CUT YOUR MEAT BILL continued

If care and attention in the market are to pay off, look after your meat at home. Don't store it too long and be sure to cook it correctly. Store unfrozen meat at as low a temperature as possible without actually freezing it. Remove the market paper and wrap meat loosely, in plastic wrap, aluminum foil or wax paper, to allow some circulation of air. Place it promptly in the fresh food or meat compartment of the refrigerator. Freeze meat in real deep freezers below zero degrees, not in built-in freezing compartments of refrigerators.

### SERVINGS PER POUND—COST PER SERVING

This chart should be used only as a guide as prices vary from week to week, store to store and area to area. And weekly specials can make certain cuts more economical.

BEEF	Servings	Cost per
Steak	per pound	serving
Chicken steak (boneless eye of chuck)	3	40 to 59¢
Chuck blade steak (medium bone)	2	40 to 59¢
Club	2	\$1 to \$1.15
Cube	4	40 to 59¢
Delmonico	2	75¢ to \$1
Flank or London broil	4	40 to 59¢
Porterhouse	2	75¢ to \$1
Rib	2	45 to 69¢
Round	3	40 to 59¢
Sirloin	1½	around 70¢

Roast	Servings	Cost per
California chuck (bone in)	2	40 to 59¢
Chuck roast (boneless)	3	30 to 59¢
Rib	1½	around \$1
Round	3	30 to 59¢
Sirloin tip	3	40 to 59¢

Variety and others	Servings	Cost per
Brisket	3	30 to 39¢
Chipped or dried beef	8	30 to 39¢
Corned beef	3	30 to 39¢
Frankfurters	4	20 to 29¢
Ground chuck	4	20 to 39¢
Ground round	4	25 to 39¢
Hamburger	4	20 to 29¢
Heart	4	around 20¢
Kidney	3	around 10¢
Liver	5	around 10¢
Oxtails	3	15 to 29¢
Short ribs	2	40 to 59¢
Soup or stew meat	2	40 to 59¢
Tongue	3	30 to 49¢
Tripe	3	15¢

PORK	Servings	Cost per
Fresh	per pound	serving
Blade steaks	3	25 to 39¢
Boston butt	3-4	20 to 29¢
Chops, center cut and rib	4	30 to 39¢
Chops, shoulder	3	20 to 29¢
Ham and loin roast	2½	30 to 39¢
Picnic or cala (bone in)	2	around 30¢
Pig's feet	2	around 20¢
Sausage	4	20 to 29¢
Spareribs	1½	around 90¢
Spareribs, farm or country style	1½	around 70¢

Smoked	Servings	Cost per
Bacon	6-8	15 to 20¢
Boston butt	3-4	20 to 29¢
Ham, whole, precooked, bone in	3½	20 to 29¢
Ham, whole, precooked, boneless	5	around 25¢
Ham, precooked, shank half	2½	20 to 29¢
Ham, precooked, butt half	2½	30 to 39¢
Ham, whole, regular, bone in	2½	around 30¢
Ham, whole, regular, boneless	3½	around 30¢
Ham, regular, shank half	2½	20 to 29¢
Ham, regular, butt half	2½	30 to 39¢
Ham steak, center slice	2-3	70¢ to \$1
Picnic or cala (bone in)	2	around 30¢

Canned	Servings	Cost per
Chopped or deviled ham	5	around 25¢
Chopped pork	5	around 10¢
Ham, boneless, precooked	5	around 25¢
Liver pâté or sausage	5	around 15¢
Luncheon loaf	5	around 10¢

LAMB	Servings	Cost per
Breast and shank	2	around 20¢
Chops, loin	3	60¢ and more
Chops, rib	3	40 to 59¢
Chops, shoulder	3	35 to 45¢
Kidneys	5	around 15¢
Roast, leg	3	30 to 39¢
Roast, shoulder	2½	30 to 39¢
Stew	3	20 to 29¢

VEAL	Servings	Cost per
Brains	2	around 30¢
Breast	2	25 to 35¢
Chops, loin	3	60¢ and more
Chops, rib and shoulder	3	35 to 39¢
Cutlets (scaloppini and steak)	4	49 to 65¢
Kidneys	3	around 30¢
Liver	5	35 to 49¢
Roast, leg and rump	2½	40 to 49¢
Roast, shoulder	2	40 to 49¢
Stew	3	30 to 39¢
Sweetbreads	3	50 to 59¢

CHICKEN	Servings	Cost per
Breasts	4	25¢
Broiler-fryer	1½	20 to 29¢
Capon	2	35 to 45¢
Legs (drumsticks and thighs)	3	25 to 35¢
Livers	4-5	around 15¢
Necks, backs and giblets for soup	5	5¢
Roaster	2	20 to 29¢
Stewing hen	2	20 to 29¢
Wings	4-5	around 15¢

### STORAGE CHART

	Refrigerator (34° to 40°)	Freezer (0° or below)
<b>BEEF</b>		
Steaks	3 to 5 days	1 year
Roasts	5 to 6 days	1 year
Stew meat	1 to 2 days	3 to 4 months
Frankfurters	4 to 5 days	1 month
Ground meat	1 to 2 days	4 months
Variety meats (liver, heart, etc.)	1 to 2 days	3 months
Corned beef	1 week	2 weeks
Dried beef	10 to 12 days	Not recommended
Tongue	7 days	4 months

PORK, FRESH	Refrigerator	Freezer
Chops and steaks	3 days	6 months
Roasts	5 to 6 days	6 months
Sausage	2 to 3 days	2 months
Spareribs	3 days	6 months

PORK, SMOKED	Refrigerator	Freezer
Bacon	1 week	1 month
Hams and picnics, whole and half	1 to 2 weeks	2 months
Ham slices	3 days	1 month
Salami	2 to 3 days	1 month

PORK, CANNED	Refrigerator	Freezer
Ham unopened	6 months	Not recommended
Liver pâté or sausage, unsliced	4 to 5 days	1 month
Liver pâté or sausage, sliced	2 to 3 days	1 month

LAMB	Refrigerator	Freezer
Chops and steaks	3 days	9 months
Roasts	5 days	9 months
Shanks and stew meat	2 days	6 months

VEAL	Refrigerator	Freezer
Chops and steaks	4 days	9 months
Roasts	5 to 6 days	9 months
Stew meat	2 days	6 months

CHICKEN	Refrigerator	Freezer
Whole or cut-up	2 days	1 year
Giblets	1 to 2 days	4 months
Livers	1 day	3 months



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By Dorothy Lambert Brightbill

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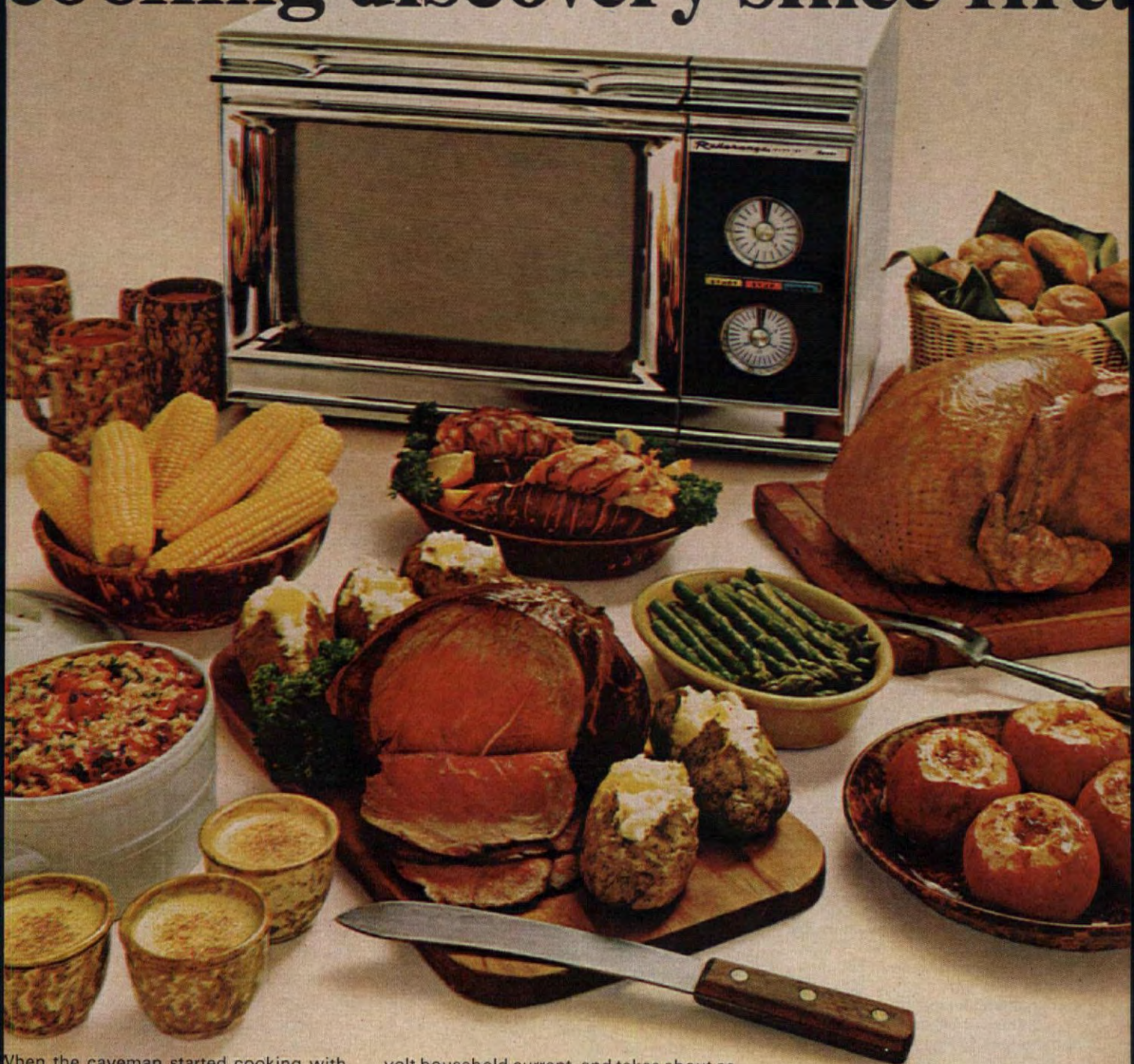
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☐ Send C.O.D. I enclose \$2. goodwill deposit and will pay postman balance plus all postal charges.

☐ SAVE \$1. Pair of embroideries @ \$10.96. Kit 61205.



# Make the greatest cooking discovery since fire.



When the caveman started cooking with fire, civilization surged ahead.

Then came instant fire—a faster way. And man was really cooking with gas.

Now there's a new way. Faster, faster. A way to cook things in about a quarter the time you're used to.

The Amana Radarange microwave oven, just small enough for a countertop (15" high, 22 $\frac{3}{4}$ " wide, 17 $\frac{1}{4}$ " deep) and just big enough for a 20 pound turkey.

Just plug it in anywhere. (It works on 115-

volt household current, and takes about as much electricity as a fry pan.) Set the timer for 4 minutes. And put an Idaho potato—on a dish or even a paper plate. When the timer shuts off 4 minutes later—wow, a 4 minute baked potato.

And when you do a 5-pound roast in 35 minutes, it doesn't shrink away. All the good things are cooked in—not cooked out.

Splatter doesn't matter. The food gets hot—but the oven walls don't. So cleanup is

a cool snap.

More? Send for full color literature with some sample recipes. Write Ann MacGregor, Dept. 107, Amana, Iowa 52203. It'll give you the whole idea.

Or stuff a potato in your purse—and go to the store that sells Amana Radarange microwave ovens. Ask them to put it in the oven. And make the greatest cooking discovery since fire.

Take a potato to lunch today.

*Radarange*® made only by **Amana**®  
MICROWAVE OVEN

Backed by a century-old tradition of fine craftsmanship.  
AMANA REFRIGERATION, INC., AMANA, IOWA 52203, SUBSIDIARY OF RAYTHEON COMPANY



**Wesson Buttery Flavor Oil**  
**invents:**

# Sizzle Seasoned Pan Frying

**Buttery  
New Way to  
Pan-Fry!**

Now, sizzle-in  
buttery flavor as  
you fry. Just pour  
polyunsaturated  
Buttery Flavor  
Oil in skillet. Add  
seasonings. Fry  
buttery!



## BUTTERY FLAVOR FLANK STEAK

To ¼ cup Buttery Flavor Oil in skillet, stir in ¼ tsp. salt, 2 Tablesp. soy sauce. Heat to 375° over medium heat. Add 1 (1½-lb.) flank steak and brown quickly. Sizzle Season Fry about 3 min. per side. Remove from skillet. Slice diagonally in thin slices. Serve immediately.

## FAMILY DINNERS continued from page 109

### Menu 5 (about \$2.65)

Beef Pot Roast, Gravy  
Boiled Potatoes  
Beet Salad  
Chocolate Dream Pie\*

### CHOCOLATE DREAM PIE

- 1 envelope (1 tablespoon) unflavored gelatin
- ¾ cup sugar
- ½ teaspoon salt
- ¼ cup nonfat dry milk powder
- ¾ cup water
- 3 squares unsweetened chocolate
- ½ cup cold water
- 2 teaspoons lemon juice
- ½ cup nonfat dry milk powder
- 1 nine-inch baked pie shell

Combine gelatin, sugar and salt in top of double boiler. Mix ¼ cup dry milk powder and ¾ cup water; stir until blended. Add milk mixture and chocolate to sugar mixture. Cook over boiling water, stirring often, until chocolate is melted. Remove from hot water. If mixture is not smooth, beat 1 minute with rotary beater. Chill until mixture mounds slightly when spooned. While mixture chills, combine ½ cup cold water, lemon juice and ½ cup dry milk powder in deep mixing bowl. Beat with

an electric mixer or rotary beater about 6 minutes or until stiff peaks form. Fold gently into chilled chocolate mixture. Spoon into pie shell. Chill until firm. Garnish with chopped nuts, if desired.

### Menu 6 (about \$2)

Cheese-Vegetable Casserole\*  
Mixed Green Salad

Coffee Ice Cream with Apricot Sauce

### CHEESE-VEGETABLE CASSEROLE

- 6 slices white bread
- 1 package (8 slices) process American cheese
- ¼ cup butter or margarine
- 1 tablespoon flour
- ½ teaspoon salt
- ½ teaspoon dry mustard
- Dash of pepper
- 2 cups milk
- 1 can (1 pound) diced carrots, drained
- 1 package (10 ounces) frozen, chopped broccoli, cooked and drained
- Paprika

Heat oven to 350°. Trim crusts from bread. Place crusts in greased, 1½-quart casserole. Make 3 sandwiches, using 1 slice of cheese in each. Cut each in half diagonally. Cut remaining 5 slices cheese in small pieces. Melt butter or margarine

in large saucepan over medium heat. Stir in flour. Cook 1 minute, stirring constantly. Remove from heat. Blend in salt, mustard and pepper. Stir in milk gradually. Cook over medium heat, stirring constantly, until sauce comes to boiling. Add cut-up cheese. Stir until cheese melts. Add vegetables. Pour over crusts in casserole. Stand sandwiches in sauce with points up. Sprinkle with paprika. Bake 30 minutes or until sauce is bubbly. Makes 4 to 6 servings.

### Menu 7 (about \$2.25)

Smoked Pork Butt  
Sweet Potatoes in Applesauce\*  
Herbed Green Beans  
Rolls  
Lemon Snow with Custard Sauce\*

### SWEET POTATOES IN APPLESAUCE

- 1 can (about 1 pound) sweet potatoes, well drained
- ¼ teaspoon salt
- 1 jar (8 ounces) applesauce
- ¼ cup brown sugar, firmly packed
- 1 tablespoon butter or margarine
- ¼ teaspoon ground nutmeg

Heat oven to 375°. Place sweet potatoes in shallow, 1-quart baking dish. Sprinkle with salt. Spoon applesauce over potatoes. Sprinkle with brown sugar; dot with butter or margarine. Sprinkle with nutmeg. Bake 30 to 35 minutes. Makes 4 servings.

### LEMON SNOW WITH CUSTARD SAUCE

- 1 package (3¼ ounces) lemon-flavored gelatin
- ¼ teaspoon salt
- 1 cup boiling water
- ¾ cup cold water
- ½ teaspoon grated lemon rind
- 2 egg whites
- ¼ teaspoon cream of tartar
- 3 tablespoons sugar

Combine gelatin and salt in large mixing bowl. Add boiling water; stir until gelatin is dissolved. Stir in cold water and lemon rind. Chill mixture until consistency of thick syrup. Beat egg whites with cream of tartar until foamy; add sugar gradually, beating constantly at high speed until stiff, glossy peaks form. Fold lemon mixture into meringue. Spoon mixture into 4-cup mold. Chill until firm. Serve with Custard Sauce. Makes 4 servings.

### CUSTARD SAUCE

- 2 egg yolks
- 2 tablespoons sugar
- ½ teaspoon salt
- 1 cup milk
- ½ teaspoon vanilla

Combine egg yolks, sugar and salt in top of double boiler. Stir in milk gradually. Cook over hot, not boiling, water, stirring constantly, about 10 minutes or until sauce thickens and just coats spoon. Stir in vanilla. Cool; chill.

continued



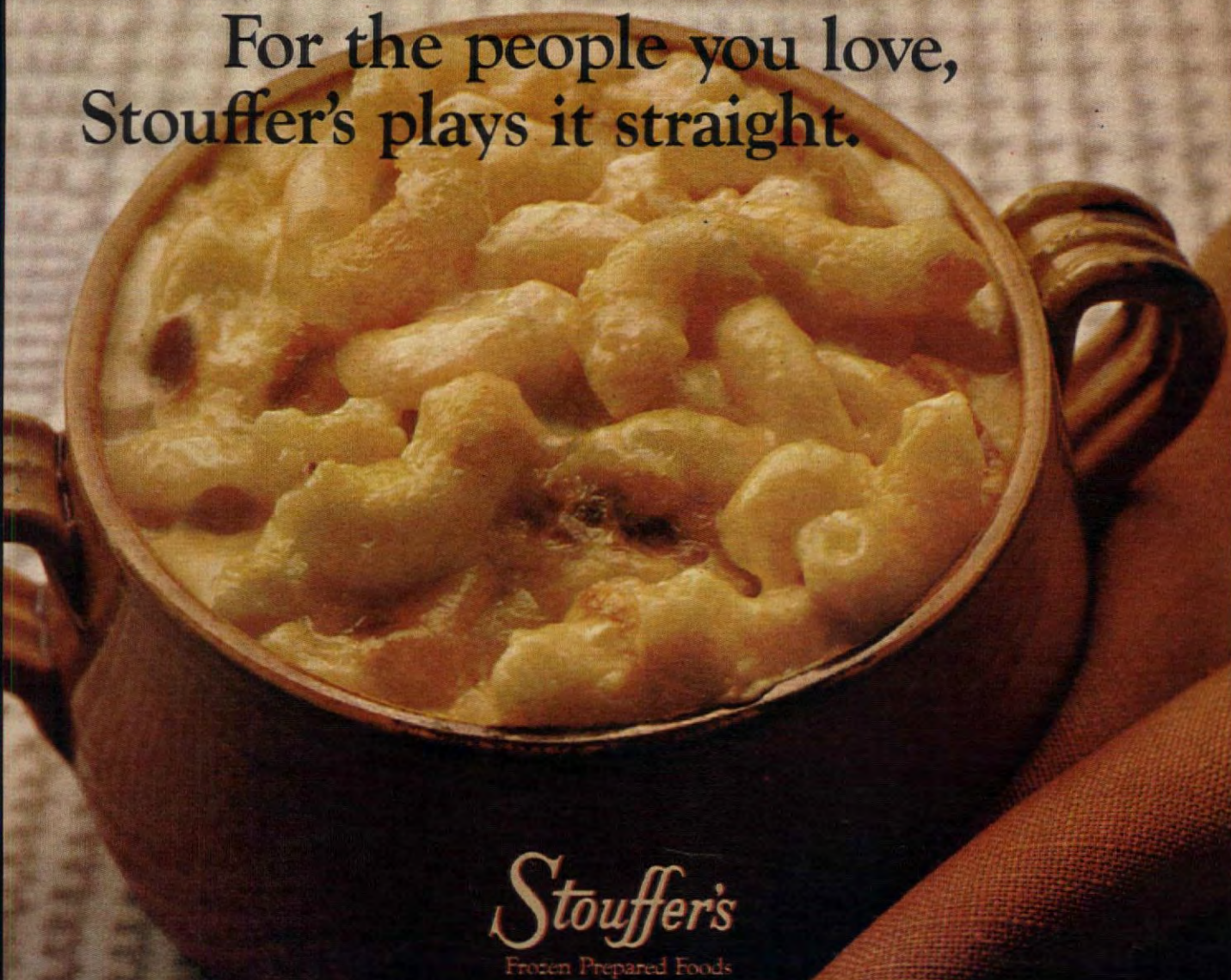
Stouffer's could make  
Macaroni and Cheese with only one  
kind of cheese instead of two.

Or save a few cents by not aging  
the Cheddar a full nine months.

Or use powdered milk.

Stouffer's doesn't do any of that.  
Because then it wouldn't be Stouffer's  
Frozen Macaroni and Cheese.

For the people you love,  
Stouffer's plays it straight.



*Stouffer's*  
Frozen Prepared Foods



# Maybe the Worcestershire Sauce you're using isn't real Worcestershire sauce.

We invented Worcestershire Sauce back in 1835 in Worcester, England. Unfortunately, we foolishly neglected to copyright the name. And today there are over a hundred sauces around who call themselves Worcestershire, too. But they're not the same. They're not made the same. They don't do what we do for your steaks and burgers and other recipes. Because we've never told the whole truth about how we make it.

We go all over the world for you.

We go to the West Indies for sweeter marinades. Holland for choicer eschallots. The Cantabrian Sea for livelier anchovies. Venice for snappier garlic. Tanzania for meatier peppers. Zanzibar for spicier cloves. And the Sudan for bitier chilies. No one else does this.

And we blend all these great things naturally and very slowly in huge wooden vats. It takes a long time, but it's worth it for improving the taste and flavor of all kinds of food.



A tablespoon of Lea & Perrins brings out the best in your meat loaf.

Especially meat. And we do a few more special things we're not telling you about. Then somebody else could call himself Worcestershire, and mean it.

**Lea & Perrins doesn't blanket the taste. It just brings it out.**

It does wonders for your hamburgers, omelets, gravies, soups, beef stew, seafood, pot roast, cocktail sauces.



Write for our free recipe booklet, "100 Ways to Be Original." Lea & Perrins, Fair Lawn, New Jersey 07410.

You'll probably find hundreds more on your own.

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

## FAMILY DINNERS continued

**Menu 8 (about \$2.75)**  
Chicken in Spanish Sauce\*  
French Fried Potatoes  
Hearts of Lettuce Salad  
Canned Fruit

### CHICKEN IN SPANISH SAUCE

- 2 tablespoons butter or margarine
- 2½ to 3 pounds chicken pieces
- ½ cup chopped onion (1 medium)
- 1 clove of garlic, minced
- 1 can (1 pound 12 ounces) tomatoes
- 1 bay leaf
- ½ teaspoon celery seed
- ¼ teaspoon leaf sage, crumbled
- ½ cup water
- ½ teaspoon salt

Melt butter or margarine in large skillet. Brown chicken on both sides;

remove from pan. Sauté onion and garlic in fat left in pan 3 minutes or until tender. Add remaining ingredients. Return chicken to pan. Cover; simmer 30 minutes. Makes 4 to 5 servings.

**Menu 9 (about \$2.35)**  
Baked Flounder Filets\*  
Rice  
Buttered carrots  
Fruit in Season  
Marble Pound Cake

### BAKED FLOUNDER FILETS

- 1 pound flounder filets (4 filets)
- ½ teaspoon pepper
- 1 can (10¾ ounces) cream of celery soup, undiluted
- 2 tablespoons finely chopped onion
- ¼ teaspoon leaf tarragon, crumbled

If fish filets are frozen, let them thaw. Heat oven to 350°. Butter a shallow, 1-quart casserole. Sprinkle filets with pepper. Roll up filets; place in casserole. Combine soup, onion and tarragon. Pour over fish rolls. Bake 20 to 25 minutes or until fish flakes easily when tested with a fork. Serve with or over rice. Makes 4 servings.

**Menu 10 (about \$2.70)**  
Barbecued Short Ribs\*  
Buttered Noodles  
Apple and Cabbage Slaw\*  
Butterscotch Pudding

### BARBECUED SHORT RIBS

- 3 tablespoons pure vegetable oil
- 3 pounds beef short ribs, cut into serving-size pieces
- ½ cup coarsely chopped onion (1 medium)
- 1 can (8 ounces) tomato sauce
- 1 beef bouillon cube
- 1½ cups hot water
- ¼ cup brown sugar, firmly packed
- ¼ cup vinegar
- 1 tablespoon Worcestershire sauce
- 1½ teaspoons salt
- ¼ teaspoon pepper

Heat oil in large Dutch oven. Brown meat on all sides over medium-high heat. Remove meat from kettle. Drain off excess fat from kettle. Add onion to fat remaining in kettle; sauté 3 minutes. Return meat to kettle. Combine remaining ingredients in small bowl. Pour over meat. Cover. Simmer 2 hours or until meat is tender. Makes 4 servings.

### APPLE AND CABBAGE SLAW

- 8 cups finely shredded cabbage (1 medium-size head)
- 1 large, unpared apple
- ½ cup mayonnaise or salad dressing
- 2 tablespoons vegetable oil
- 2 tablespoons cider vinegar
- 1 teaspoon sugar
- ½ teaspoon salt
- ½ teaspoon caraway seeds
- ¼ teaspoon paprika

Place shredded cabbage in large mixing bowl. Chop apple coarsely, reserving 4 thin slices for garnish, if desired. Mix chopped apple and cabbage. Chill. Combine mayonnaise or salad dressing, oil, vinegar, sugar, salt, caraway seeds and paprika in small bowl or screw-top jar. Mix or shake until thoroughly blended. Chill. Pour dressing over slaw just before serving; toss lightly until cabbage and apples are just coated. Garnish with apple slices. Makes 4 servings.



# Buying a refrigerator, like marriage, is a 50/50 proposition.

## Half yours.

## Half his.

### Convertible freezer

You can turn the top freezer section into a refrigerator, by turning a dial—or vice versa.

### Adjustable shelves

Every shiny shelf is adjustable. You can choose from 170,000 variations!

### Magnetic doors

They keep cold air in, hot air out. Helps you save electricity.

### Ice maker

You can adjust it to make large or small ice crescents.

### Frost free

All 22.7 cubic feet. And there are separate temperature controls for the freezer and refrigerator sections.

### Sears service

It's fast and competent. And it's available anywhere in the United States.

### Power miser

When humidity is low, throw this switch and you cut down on electricity.

### Reversible doors

You can hinge the doors on either side, so you can open them from either side.

### No coils in back

The Coldspot fits flush against the wall. And rolls into place on wheels.

### Rotary compressor

They're more efficient during normal refrigerator-freezer life than old-fashioned piston compressors.

Available at most larger Sears stores and through the catalog.

**Sears**  
Sears, Roebuck and Co.

**Coldspot Refrigerator. It's designed for you, but built for your husband.**



The competition between a father and a coming-of-age son is the stuff of legend and literature in every age, every culture. In our time, in our country, the Rite of the Driving License is the symbol of growing up. Competition between a father and his son, conscious or not, can be bitter, and the automobile is no place for symbolic arm-wrestling (which *itself* is symbolic).

Women are rarely competitive about their driving skills, and mothers are less apt to be at loggerheads with teen-age sons. They are likely, too, to be more understanding of slow learners and are not given to assuming that because Junior stalled the engine three times on

the same hill, he will never be a "real man," no matter *what* he does.

Since women are "allowed" by our culture to be less brave than men, this means they can sometimes be more sensible about dangerous situations. Having nothing to prove in a car, they can be more cautious. Indeed, a common female driving fault is overcaution, but this is not necessarily a bad thing to expose a teen-ager to. The same confidence in their own indestructibility that makes them young, good soldiers can make them imprudent drivers. Of course, accidents happen. Senior class presidents and prom queens are strewn along glass-glistening highways in post-

game crashes, but that is another school, another time, another place.

Mothers are more tolerant of "stupid" questions sons may ask about driving. Being women, they have probably accepted their "natural" ignorance about mechanical matters and asked the stupid questions themselves and received answers. Many men cannot bring themselves to admit the slightest ignorance about that thing, the car. They are under the cultural pressure of an expected omniscience about mechanical matters and are more apt to treat questions as a ruse to expose their ignorance. Mechanical knowledge they know, like their driving ability, comes with the genes.

Not all mothers can teach all sons, but even fewer fathers can teach fewer daughters. The only happy father/daughter, teacher/pupil relationship exists when the daughter is "daddy's girl" with enough physical literacy to quickly learn the trick to parallel parking. Not so happy is the overly cautious, two-left-footed girl, already low on confidence. She is in particular difficulty if Daddy happens to be one who knows that women drivers are naturally inferior. (He'll see to it that she helps perpetuate the myth.) Mother is more understanding. She's probably been the same route.

Mother or Father, in teaching a teen-ager to drive, must be just as willing to learn. Today's youngsters have lived closely with wheels all their lives; they may know something about driving technique that the parents would find helpful. And keep in mind that the simple activity of starting, stopping or steering a car can be learned by a clever primate. What separates the good driver from the ape is *judgment*. And judgment can only be developed by experience, aware experience, not merely time spent behind a wheel. (Some drivers drive say, 10,000 miles a year, others drive a mile 10,000 times.)

A good driver never stops learning, honing his skill, improving his judgment. It is a driving teacher's duty—whether it be Mother, Father or professional—to "lend" his own experience to his pupil in such a way that the teen-ager lives to acquire his own. **END**

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



When it comes to sealing in odors, protecting food and retaining freshness, no other wrap or bag beats Saran Wrap: The best flavor saver you can buy!







## Our free offering.

From us to you, marigolds, with love.

We put one packet of very special near-white marigold seeds inside every box of our Quaker Puffed Wheat and Quaker Puffed Rice.

The boxes are marked "Near-White Marigold Seeds"; you can't miss them.

Near-white marigolds, my dears, are almost impossible to come by.

White-white marigolds are unheard of. Nobody—ever—has grown one.



If you grow one, quick, get the seed packet (You didn't throw it out, did you?) It tells how you could get \$10,000.

You heard right. \$10,000. Now get up and get growing.

Incidentally, if you haven't had a bowl of Quaker Puffed Rice or Quaker Puffed Wheat lately, now's a good time.

You'll see.

They still taste as great as ever.



# THE BATHROOM REVOLUTION



By David X. Manners

**American Standard's luxurious Soaking Bath of fiber-glass-reinforced plastic is 40 inches in diameter, 32 inches deep and costs \$495 without facings. Japanese-inspired, it has a built-in seat and offers the ultimate in bathing pleasure.**

British architect Lawrence Wright once hinted that more could be learned about past civilizations from their bathrooms than from their battlefields. If true, and if only a few of today's ideas on bathroom design are included in that time capsule to be opened years from now, man in the year 2000-plus may well dub 1970 as "the year of the bath." Prime targets for remodeling, bathrooms have undergone some of the most imaginative developments in design and materials since plumbing moved indoors.

The revolution—and no word better describes it—was triggered in 1966 with the publication of a Nader-like exposé on the inadequacies of modern-day bathrooms. Entitled *The Bathroom: Criteria for Design*, the book was written by Alexander Kira, an environmental expert at Cornell University, and sponsored by American-Standard, a leading manufacturer of plumbing equipment. Its unsparing indictment of the familiar three-fixture, five-foot by seven-foot cubicle so shook up many long-standing traditions of bathroom engineering that the new shape of the bathroom has finally emerged.

Baths are no longer merely a miscellany of fixtures. They are a total environ-

ment, with the right things in the right places in the right amounts. A far cry from its "rub-a-dub-dub" forebear, today's bathtub is also walls, grab bars, receptacles and light, with dimensions to match, at long last, human contours and bathing habits.

Sinks, too, are now recognized as fair game for redesign. Toilets are being analyzed, improved. Even bath accessories have come in for change.

How tubs and showers should be designed to meet human needs was not clearly understood before the Cornell Study, as Kira's report is known. Tubs, it revealed, were the wrong shape for comfortable soaking, inadequate for the demands of washing, unsafe for standing, dangerous to enter and leave, and very difficult to maintain.

Showers were the wrong shape and size, spray heads improperly placed and inflexible, temperature controls difficult and hazardous. Grab bars and soap dishes were either absent or in the wrong places. And there was no seat or footrest—both essential items for certain bathing needs.

A typical example of the industry's direction is the new Kohler Caribbean tub. Designed with a 38-degree slope at

its back, the tub is wide at the rear for comfort, narrower at the front so that the bather can brace himself for safety. The tub bottom has a nonskid treatment, not gritty to the touch and easily cleaned. Two grab rails are built into the side of the tub to assist the bather in getting in and out.

The Cornell Study had also stressed that prefab components were essential in order that all bath facilities be included in proper placement and proper design. A "total fixture" would also eliminate or minimize joints, a major maintenance problem. The ordinary bath area abounds in crevices where germs and odors can lurk, making cleaning an unpleasant ordeal.

Today, plastics have provided an answer. Every major bath manufacturer now makes "total" plastic tubs. There are units that provide tub and walls in one piece, as well as ensembles that consist of a steel, cast-iron or plastic tub with plastic wall enclosures. The plastic used is fiber-glass-reinforced polyester resin—warm to the touch and naturally nonskid. The same material has proved to be so durable in boat construction; it resists chips, stains and can be cleaned with a sponge (continued)



# AMAZING TIME MACHINE

Push this button.  
Wait 15 minutes.  
Go back 10 years.

Go back to your very own hair color...10 years younger.

Man can go to the moon, why can't woman have a push-button hair color? Now she can. With new Magic Moment™ Toni. It's the very first push-button, foam-in hair color. One-step hair color. There's nothing to add. Nothing to mix. Just push the button. And it colors your hair. Foam that doesn't drip! Magic Moment wasn't created to change your hair color, but to give you back the color you had 10 years ago. In 15 minutes. Your color minus the gray. Plus all the depth you had before time began to fade it. And it stays. Won't wash out. Let man have the moon. You have the Time Machine. New Magic Moment, by Toni.



Just choose the color that used to be yours. Push the button. And get it back again.





# HEADACHE

Rely on the pain reliever all the major advertised pain relievers rely on. Aspirin. After all, aspirin is the strongest pain relieving ingredient they can use. But of all

these leading pain relievers, only Bayer is 100 percent aspirin. Ask your pharmacist. And of them all, only Bayer makes all its own aspirin. With care and half a century

of experience no one else can match. Got a headache? Get fast, effective relief with Bayer Aspirin. You'll see, Bayer works wonders.



Bayer works wonders

## BATHROOM REVOLUTION continued

and a gentle liquid detergent—no scouring necessary. Hotels, motels and other commercial users have reported considerable savings in their annual maintenance costs.

Tub and wall units of lightweight fiber glass are also easy to install, requiring only the services of a plumber. The need for a wall finish is eliminated. The installation cost averages about that for a conventional tub and wall finish (about \$275), but the plastic units go in faster and with less trouble.

Most all-in-one bathtub units are 32 inches or more in width. Designed for new houses or additions, they won't fit through doorways and afford little maneuverability once inside an existing bath space. For remodeling, manufacturers such as Universal-Rundle provide models with walls in four separate sections (plus ceiling, if desired). These are joined with a long-lasting sealant, usually silicone. Some plastic walls require the removal of any existing wall tile for installation.

Shower units made of fiber glass share the easy cleanability, easy installation

and attractive design of fiber-glass tubs. Some have integral seats. All have provisions for soap and a variety of other showering needs.

In his study, Kira found that a conventional tub just was not the answer—either for soaping and cleaning or for soaking and relaxing. One solution, made possible by plastics, is separation of the two activities. In this luxury arrangement, soaping and cleaning are done in the shower. Soaking is done in a new type of plastic tub modeled after the traditional Japanese soaking tub.

American-Standard's version of the soaking tub (shown on page 124) can be completely recessed, half recessed or floor mounted, with carpeted steps or a redwood deck used as an approach. Equipped with an integral seat, it permits submerging the body up to the shoulders. Though the tub is lightweight plastic, when filled with 65 gallons of water and occupied by a bather, its total weight may exceed 800 pounds, so floor reinforcement may be necessary.

Another rectangular version of the soaking tub, by Jacuzzi, is 34 inches

deep and holds approximately 45 gallons of water. Listing for about \$650, this luxury tub includes a flexible spray and two recessed whirlpool heads for warm-water massage.

The height of the shower head, whether used with a tub or in a stall, has always been a problem. Men prefer a highly placed head. Women like a head somewhat lower, to avoid wetting their hair when they shower. Small children are not served well by either shower height, nor are invalids who must often shower while seated.

One solution to this watery battle of the sexes is to have two shower heads—one high and one low. Another is the flexible shower spray, widely used in Europe. Now here in a variety of styles, these hand-held showers permit the bather to direct the spray wherever desired. One type consists of a simple shower head attached to a handle at the end of a vinyl- or chrome-plated, rubber-lined hose, typically 60 inches long. Some are designed both for wall bracketing and hand holding. Others slide up and down a vertical rod which



may also serve as a grab bar. This permits any height adjustment and also allows a bather to spray any part of the body directly.

Some flexible shower heads are equipped with variable spray adjustments, others on-off hand controls. For most, special brush and bidet attachments are available. New this year, for use with a flexible or conventional shower, is Alsons' 16-ounce mixer-container that dispenses liquid soap, shampoo or bath oil. The bather can choose either soaping water or aerated water by dialing a selector at the bottom of the unit.

And here's good news for remodelers. Adapters now make it possible to attach flexible showers to any existing bath plumbing, even where no shower exists. Price range for most models is \$10 to \$45, with the most popular models about \$25. Alsons' soap-dispensing type is \$75.

Kira found a serious hazard in the bather's inability to control shower temperature. An unexpected change in temperature can cause a person to make a sudden move to get out of the way. It is a major cause of falls. Children and

the elderly, unable to readjust for changing temperature, can be scalded before help arrives.

Devices to control temperature automatically have long been on the market, but they've been too expensive for widespread use. Now a new type of valve, working on a pressure-equalizing rather than temperature-sensing principle, is available for less than \$30. These new valves maintain a uniform hot-to-cold ratio regardless of variations in pressure or supply. When a temperature is selected, it stays there. There is no need for constant readjustment. Powers' Hydro-guard 400 and Symmons' Temptrol '76 are two widely available models.

The Cornell Study has also sparked many new ideas in the design of sinks, toilets and accessories.

The problems of getting the faucet stream away from the back wall of the wash basin and hazardous, protruding spouts have been solved by a new fountain-type faucet, American-Standard's Ultra-Font, which sends the water up and out in an arc. Another solution—by Kohler—is a movable, long-spout faucet

set at the side of the basin rather than at its center. When desired, the spout can be swung out of the way.

Basins have also been made easier to clean. Crane's new sink has a flushing rim with a swirling action similar to that of a dental basin. A separate valve controls this self-cleaning feature. The price is \$107.

Other new basins have been combined with counters in a single seamless piece of plastic. An American-Standard one-piece twin unit, 72 inches in length, lists for about \$225.

At least three manufacturers are offering "self-ventilating" toilets. Running water is used to draw air into the plumbing vent and then exhaust it. The Cornell study prompted the idea, just as it also suggested a better mirror for makeup, for shaving, for teenagers. One such is an adjustable, magnifying or regular mirror by Alsons; it's 9 inches in diameter and priced at about \$30.

Another of Kira's findings: in the shower, leg and foot washing and leg shaving are best done from a seated position, or by use of a (continued)

# BACKACHE?

For muscular back pains caused by strain or tension, rely on the pain reliever all the major advertised pain relievers rely on. Aspirin. After all, aspirin is the

strongest pain relieving ingredient they can use. But of all these leading pain relievers, only Bayer is 100 percent aspirin. Ask your pharmacist. And of them all, only Bayer

makes all its own aspirin. With care and half a century of experience no one else can match. If you have an aching back get fast, effective relief with Bayer Aspirin.



Bayer works wonders



footrest. Now both foldaway seats and footrests are available for installation in the shower or in an adjoining area.

What lies ahead? You'll see an indication of the trend on pages 100 and 101. American-Standard's Spectra 70 may well be the forerunner of the bath that has everything. The Spectra tub is cast iron, with a sloping back and a slip-resistant bottom. Its fiber-glass enclosure, the Tri-Wall, offers a drop-down seat at the back of the tub, a side-wall storage compartment whose cover becomes a drop-down table over the tub center, and two soap dishes—one high

for showering, one low for bathing. Two grab bars are provided for safety. An optional ceiling with two recessed lights is also available. The Tri-Wall, which can be used with an existing tub, sells for \$395.

In addition, the Spectra 70 includes a surface-mounted column called the Shower Tower, that includes everything needed for the perfect shower—twin heads (one high, one low), a flexible, hand-held shower which stores away in its own concealed cabinet and a pressure-balancing valve to control shower temperature, all for about \$350.

An even more complete assembly is Crane's Unette, a completely prebuilt plastic bathroom. A big advantage of the prebuilt unit is that it gets the job done in a hurry. Whereas conventional bath construction normally takes 15 days or more, the Unette installation takes two men less than a day. The current models come in three main sections that will fit through a 30-inch door for remodeling. Toilet, tub and sink are included and the latter may be installed separately in the bedroom or adjoining area. The unit also includes fixtures, trim, accessories and piping. List prices range from \$900 to \$1200.

That the bathroom revolution is upon us is clear. Dramatic developments in design and engineering have combined to make bathroom remodeling the focal trend for 1970—no small thanks to Alexander Kira. **END**

for festive entertaining

# Fondue is <sup>the most</sup> fun!

**AMAZING VALUE!**

13 PIECE

Hostess  
Fondue Set

**\$9.99**

ONLY

- Server with Alcohol Warmer
- Four Molded Snack Trays
- Four Fondue Forks
- Four "Use-and-Use-Again" Plastic Bibs... colorfully decorated

CHOICE OF THREE DECORATOR COLORS  
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### SOCIABLE FAMILY KITCHENS

**Pages 96, 97:** Refrigerator/freezer and wall ovens, General Electric. Dishwasher, KitchenAid. Electric cook top, Thermador. Built-in barbecue, Waste King. Sinks, Elkay. Slate-textured vinyl flooring, Flintkote. Chairs by Joe Columbo. Solar clock, D/R International, Inc., Cambridge, Mass. **Page 98:** Refrigerator/freezer, dishwasher, wall ovens and electric cook top, General Electric. Sinks, Elkay. Counter Saver, Corning. Wallpaper, Brunswick Films, N.Y.C. Copper cookware, Revere. **Page 99:** Cabinets, Wood Mode. Refrigerator/freezer and wall ovens, Frigidaire. Range top, Chambers. Teakettle Copco.

### SMALL INDULGENCES

**Page 102:** Alsons, Somerset, Mich. 49281: adjustable mirror, \$29.90; adjustable "telephone" shower, \$39.20; Shower Mixer, \$75, drop-down teak seat, \$40. Hall Mack, Cincinnati, Ohio 45203: clothesline, \$8.50; Tow'lescope, \$6, Three-arm swing bar, \$4.75. Moen, Elyria, Ohio 44035: shower head, \$16.95; single handle faucet, \$38.50

### FAMILY DINNERS

**Page 105:** Stainless steel dishes, The Pottery Barn, N.Y.C. **Page 106:** Arabia oval casserole, Wilburt, Inc., N.Y.C. Black-and-white overcast baking dish, The Irish Pavilion, N.Y.C. White bowl, The Pottery Barn.



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restaurant, offices, library, community hall with a teen center, year-round swimming pool and a middle school (high school to come). Wilde Lake's bookshop made the headlines—it was the first business in Columbia to close. Contrary to unkind rumors about Columbia's mentality, the bookshop is now open under new management and it is thriving.

Already the pioneering first settlers in Wilde Lake sit around and reminisce about "the way it used to be." "But," says one pioneer, "we're not snooty about it. We just want to spread the way it was." The way it was, and is, in Columbia is friendly, although some Columbians worry that the friendliness will disappear as the city grows. It's just like the good old small-town days. As soon as you move in, the Columbia Association's Welcome Service comes to call—armed with smiles, information and helpful hints. You can also call their resident information service any day from 8:30-5:00. If you move into Harper's Choice, a nearby neighbor will call instead—they feel it's warmer that way. Then there's the Friendship Exchange, which tries to greet every newcomer with a hot meal or a home-baked cake, and is on call 24 hours a day ready to help out. There are the folksy, hand-penciled notices, thumb-tacked wherever people gather, to help you find a babysitter or buy a second-hand bike. When you ride the Shopper's Special, one of the minibuses that runs regularly through the city, the driver carries your bundles right to the door. Even the phone book is folksier than most. It includes 18 pages of helpful information and maps of the area, and it also lists the wife's first name in parentheses (Inge, Katie, Francine, Bunny). "This is what they mean," says a grinning young Japanese father in the supermarket by "Southern hospitality."

People in Columbia are so friendly that an outsider feels guilty putting their fledgling city under a microscope. After all, it won't be finished for another ten years. Doesn't Columbia resent being stared at in its underwear? Not at all. In fact, Columbia is set up as a showplace. Out on Route 29, touristy blue-and-white signs beckon you in with all the graciousness of Colonial Williamsburg. By the lake shore, an attractive, holiday-gay exhibit center offers a lively tour of the city in motion pictures, slides, models and graphics. And there's a minibus tour that takes

one hour, costs 25¢ and points out everything from the price of each house to the old Oakland Manor, which they say was *almost* President Kennedy's summer home and is temporary headquarters for Antioch College.

Visitors stream through the Exhibit Center every day of the week, including cold, rainy Monday mornings in dreary February. They come from Arizona and Australia, Vancouver and Vietnam—and Reston, Virginia. (Columbia never fails to mention visitors from the country-club new town to the south.) More than half a million tourists have signed the guest book—the 500,000th registered in November 1969. But there's no official count on the thousands of Sunday drivers who come just to look at the sights, go through the model houses and giggle at the funny names of the streets.

It's not true that Columbia's street names came out of a martini shaker. Columbia's "name lady" spent three years poring over old Howard County maps and combining great works of literature. Names like Hobbit's Glen, Bland's Crossing and Kittamaquidi have their roots in the County. Others have their feet firmly on the ground—Coonhunt Court, Pushcart Way, Caboose Court and Wild Bees Lane. But the literary flights of nomenclature are sometimes disconcerting. In the Longfellow neighborhood, you may find yourself living on Paul Revere Ride or April Day Garth. There's a street in the Birches (Robert Frost, you know) called The Mending Wall. The roads in Steven's Forest are pure, and not so

pure Hemingway—Kilimanjaro Road, Pilar Court, Our Time Lane, Farewell Road, Torrent Row, Afternoon Lane and African Hill. Seemingly, the residents take all this in stride. "I think they like the street names," says Mrs. Mickey Dunham of the Columbia Association, "even if they only like to poke fun at them."

Visitors are also the only ones bothered by the bulldozers and carpenters and excavations around Columbia today. Columbians don't even see them. They see the houses and shops and swimming pools that are already up and the castles in the air. It's not even sure they see that much for the stars in their eyes. Before you've spent one hour in Columbia, you bump into the Concept. It's the "idea" of Columbia that sets everybody's face aglow. This is a city of "believers." A young mother shopping for baby food tells you, "We came because we like what it stands for." A graying insurance executive explains that he took a drastic cut in salary to work in Columbia because he "believes" in it.

A black junior high school vice-principal says, "It's the answer to my problems and dreams."

When the Welcome Service asks newcomers why they came to Columbia, 90 percent say it was because of the Concept. What do they mean? Some mean better housing or open housing or lower-cost housing. Some mean better recreational facilities and a return to good old country-style living. Some mean simply a new way of living, new hope, a chance (continued on page 136)

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me have the look of joy and confidence this woman has. She's got to feel great, looking the way she does—my ego's at an all-time low. So alive—running like a kid... that young'un's got nothing on Mom for making tracks! If it were I, I'd be huffing and puffing. Bet that kid's proud of her mother. Is mine? How could she be?

## "Help...

me get back to her kind of figure. You'd never believe it, but I once had one. Better maybe. And keep it that way—with the right kind of exercises for the wrong bumps. Just look at that bikini she's sporting! How I wish I could—and win a compliment—at least from my husband. It's been years!

## "Help...

me stop eating obsessively—as if I had no other gratification in life but food when God knows I have so many—my husband, my children, my home, my health. Bet that woman's got real know-how with food—knows what to eat, how to eat, how to fix the right foods for her family and herself. In great ways, too—so they're never bored and she never has to go on crash diets the way I've been doing all my life since I was a teen-ager.

## "Help...

me diet privately in my own home (I'd rather be caught dead than going to one of those public confessionals where you're treated like a greedy, immature neurotic), and economically, healthfully, steadily, quickly—with the help of respected medical and psychiatric physicians and with a diet I can understand and follow and enjoy because it's not a bore."

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My Age is \_\_\_\_\_ Height (without shoes) \_\_\_\_\_ I am Married \_\_\_\_\_  
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pounds. Ideally, I think I should weigh \_\_\_\_\_ pounds. My lowest weight as an  
adult was \_\_\_\_\_ pounds in the year \_\_\_\_\_. My highest weight as an  
adult was \_\_\_\_\_ pounds in the year \_\_\_\_\_. My exact wrist measurement  
(use cloth tape measure at narrowest point) is \_\_\_\_\_ inches. My body build is  
Heavy-boned \_\_\_\_\_ Medium-boned \_\_\_\_\_ Light-boned \_\_\_\_\_ During  
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heavy \_\_\_\_\_ I have recently been examined by my doctor; he approved my  
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in touch with him regarding my weight. I am in good health and physically able  
to follow this program. I am not pregnant. I am not a nursing mother. I under-  
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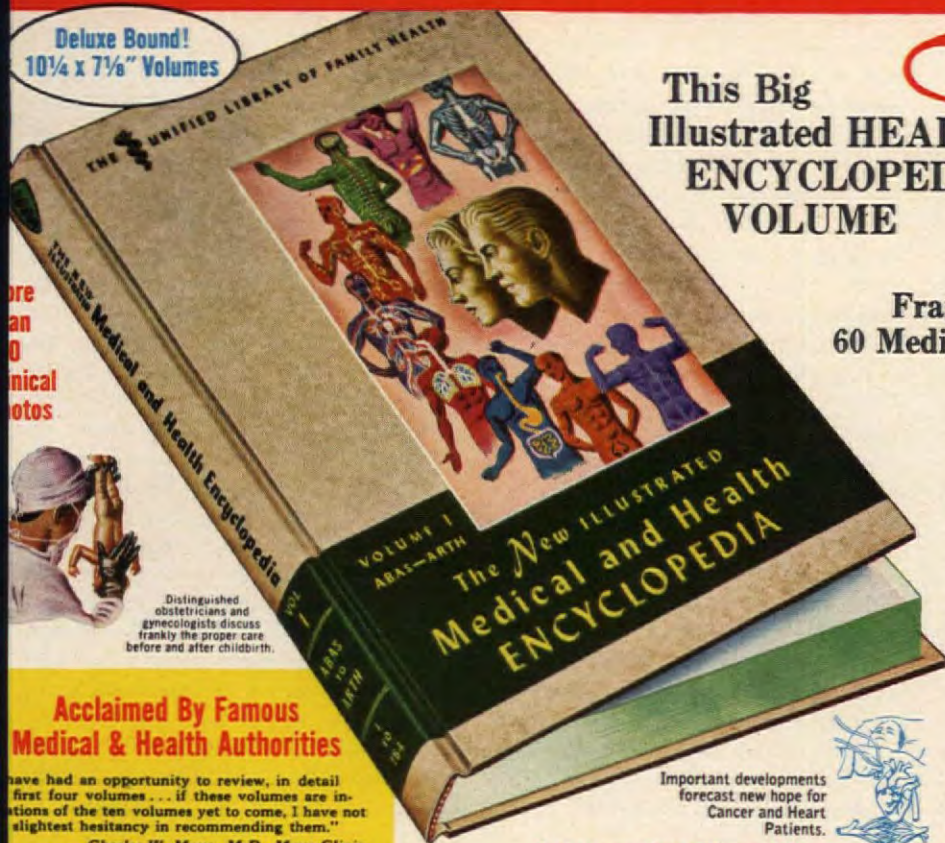
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for a new start. A divorcee from Atlanta with a job and four children says, "Columbia works for me. And I don't know another place on earth where that *would* work." But another woman was anxious that Columbia not be misrepresented. "Don't call it Utopia," she pleaded. "It isn't. Call it You-Hope-ia."

One of Columbia's fondest hopes is "natural" integration. And it seems reasonable to believe that when blacks and whites live together, by choice, they'll come to know and understand each other and automatically end up truly "color blind." There are no statistics on Columbia's Negro population (Columbia doesn't keep count), but every street, apartment and neighborhood is integrated. Peeking into a dancing class, you see pink legs and black legs pointing left and right all together. Waiting outside class for her baby sister is 10-year-old Sue O'Donnell. "Columbia is beautiful!" breathes Sue. Smilingly, her mother agrees. "And," she adds, "integration is working." Her girls play with black children, eat and sleep at their houses (and vice versa)

without a second thought. Black and white grown-ups, too, mingle easily and naturally in Columbia. But teenagers, attending county high schools until their own are built, apparently face the same interracial tensions that trouble the rest of the country. At a recent basketball game, all the white students sat on the home side—all the black students sat with the visitors. "I was lucky," says Tim Dyer, the sandy-haired college boy in charge of recreation at Running Brook neighborhood Center. "My parents never taught me prejudice." Tim is crazy about kids and plans to have fifteen himself. At the center, kids of all ages swim, play ball, paint, picnic and climb. Tim has more plans up his sleeve—classes in conversational Spanish, knitting, "creative writing and an outdoor mini-production of 'Winnie The Pooh.'"

The kids at Running Brook are lucky to have Tim and Trycia, Tim's 16-year-old assistant (\$1.82 an hour). Trycia has long golden hair, clear green eyes, a tilt-up nose and a heart full of hope for Columbia. "It's like a melting

pot. It's really fantastic!" she says. "If only it can stay this way."

One of the highest-hoppers for Columbia's future is Mrs. Jeannie Shea. Naturally. She's head of public relations for The Rouse Company which runs Columbia. (Officially, it manages the Howard Research and Development Corporation which is the developer.) Ordinarily you don't ask the butcher how his chops are today or Rouse people how things are in Columbia. But you can't avoid "Rouse people" in Columbia. By rights, if not euphony, it should be called Rouse-town or Jamestown II after James W. Rouse, the father of Columbia. From the first pipe dream ten years ago to the last hammer tap at quitting-time yesterday, Columbia is Jim Rouse's baby. The blueprint for Columbia is vast, complex, the work of many men, but the idea behind it is simple. It's one man's dream of a "garden for people to grow in"—a better place in which to live and work (there are already 30 industries and 105 businesses here with more to come). Some Rouse people are on his payroll. "You know," confided a (continued)

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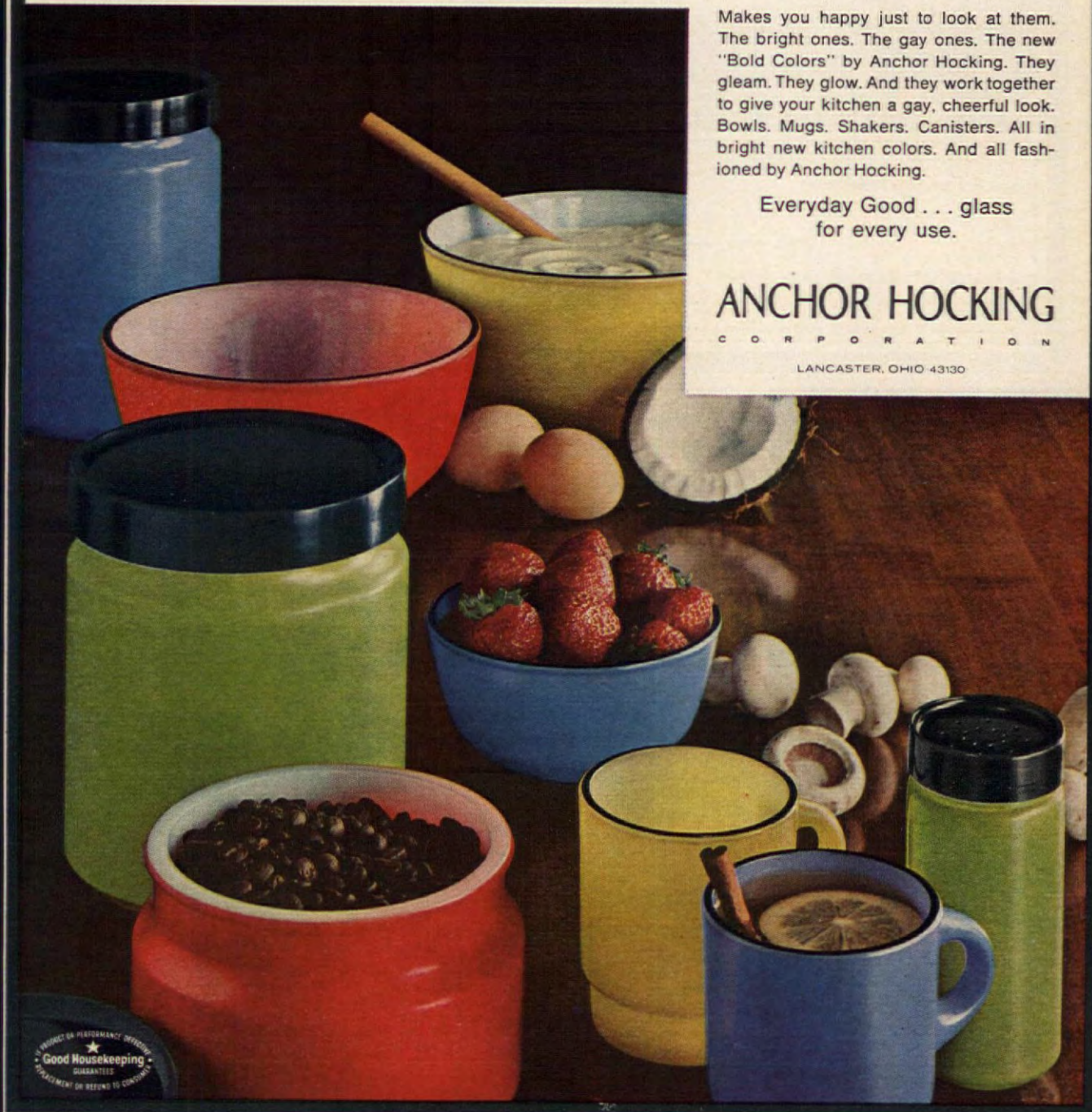
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COLUMBIA continued

vivacious "Villager"—garbed guide in the exhibit center, "Mr. Rouse doesn't have employees—he has disciples." The others are just on his bandwagon. Surely, Columbia has problems. It's new-house owners gripe as much as any other new-house owners. But if the plaster peels or the doors stick, people blame their builder. Nobody blames Jim Rouse. That would be like blaming Columbia—and *nobody* is mad at Columbia. Not only does Columbia have a father but also a Dutch uncle. Unlike all European new towns its size, Columbia's bills aren't footed by the government. The other man in Columbia's life is Frazar Wilde. Then chairman of the board of Connecticut General Life Insurance, he put up the first \$25 million Rouse needed to get started. (Yes, Wilde Lake is indeed named after him.) How Mr. Rouse persuaded Mr. Wilde is the trick of the decade—but he turned it. Promptly and quietly, he set out to buy the land. (Four years later, it was reported that land values in Howard County had climbed 100 percent.) By October 1963, Rouse had one-tenth of Howard County in his pocket. In November 1964 he appeared before the County commissioners and announced his plans for Columbia.

Columbia also has a mother-in-law, namely Maryland's Howard County. She reacted to the news just the way you'd expect. She shouted. She pouted. But eventually, like most mothers-in-law, the County came around. In August 1965, Rouse got the zoning changes he needed. Columbia was in business. Since Columbia's 28 square miles occupy one-tenth of its fertile green farmlands, old-guard Howard County keeps a watchful eye on its new "hippie" daughter. Officially Howard County is cordial, but wary. Unofficially, there are still many old-timers who mutter about "those city slickers" and "that glorified ghetto." One up-county dairy farmer flatly refused to let those "Columbia brats" make a field trip to his farm to learn about country ways. (Some city-bred residents could use a lesson, like the lady who begged the CA office to rescue a baby duckling that had fallen into the water.)

Lakes with ducks and fish to catch, parks and playing fields, winding bridle paths and bicycle trails, shady woodlands and golf courses, tennis courts and picnic groves—all these are part of the over 3200 acres

(continued)



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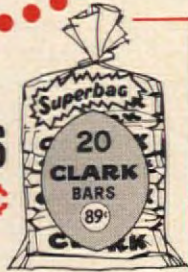
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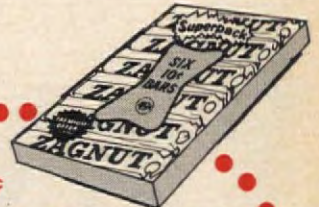
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## COLUMBIA continued

set aside as permanent open land. Visitors to the new city three years ago invariably asked "Where is it?" All they could see was green. Today some green has disappeared but one-fifth of Columbia will always be green. Houses are built around the trees. If a tree must be moved, it's dug up and planted someplace else—like the 200-year-old hawthorne by the golf-course clubhouse. And a vast 440-acre nursery has baby shade trees and shrubs, ivy and annuals growing for the future.

But sometimes Columbia's love affair with nature backfires. Last winter the imported ducks on its man-made lakes grew too fat and lazy on handouts to

keep from being frozen. The youngsters organized a "Save the Ducks" campaign and it took a CA assistant executive three weeks to rescue them, one by one. There may or may not be ducks on Kittamaqundi this summer.

This kind of open-end thinking is typical, and startling, in the people who run Columbia. They're playing Columbia by ear—after all, they've never built a new city before. Again and again, they'll point out "mistakes"—then tell you what they plan to do about them. Nobody says Columbia is perfect but they're *trying* to make it a better city than anybody has built before.

Right now, the villages are where the

action is. But someday "downtown" Columbia may out-swing any "old" city around. It will have all the raucous razzle-dazzle of a true metropolis, with skyscrapers, offices, stores, museums, library, hotel and inn and hospital. The Johns Hopkins clinic is already operating, with its own medical plan for Columbians. There will be an entertainment strip modeled after the famous Tivoli Gardens in Copenhagen. Ground has already been broken for a colossal, enclosed shopping mall. "Wait till Woody's and Hochschild's come," trilled one woman, "I'll never leave Columbia again!" (Washington's Woodward & Lothrop and "Baltimore's own" Hochschild-Kohn are the first of five department stores planned, plus hundreds of shops). A dinner theater is open, and the Pavilion in leafy, 40-acre Symphony Woods is the summer home of Washington's National Symphony. (Also coming this summer: Engelbert Humperdinck and Tom Jones.)

For the moment, downtown Columbia is a languid, landscaped plaza lolling on the shores of Kittamaqundi, the 32-acre lake dug out of nowhere by Rouse engineers. It has two office buildings, a dock, a fountain and the golden "people tree" sculpture by Pierre du Fayet, already famous as the symbol of Columbia. From an intimate window niche at the new Odyssey restaurant, you can watch ice skaters in winter, boaters in summer and whatever is going on in the plaza—art show, antiques fair, informal concert, civic event or maybe a party. Columbia gives parties at the drop of a hammer. Last fall they gave an Underpass Party, to celebrate the newest link in a network of underpasses and pathways designed to keep the children off the streets. There were psychedelic lights, a bonfire, a rock band, hot dogs and beer. In the underpass? Of course.

Columbia is determined to avoid "old city" eyesores. Industrial plants can't have smokestacks. Overhead or neon signs on stores are discouraged. People can't have TV antennas, overhead wires, permanent clotheslines or garbage pails in sight. Driving down a street lined with luxurious, custom-built homes, you're surprised to see the homely milk boxes at each front door. (Does Mr. Rouse know about *that*?) On the same street stands an aging four-square stone mansion with a TV antenna *and* a curbside newspaper box. Yes, there were holdouts among the Countians.

But taking a hard and careful look at Columbia (continued)

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## COLUMBIA continued

today, it's obvious that there are pot-holes in Paradise. When you first drive in from the outside world, it looks fake and cardboardy, as though you were looking at a giant-size mock-up of a city. One observer complained that it's too pat, too perfect, too predictable. "It's like dying and going to heaven," he said, "and deciding you don't like it there." For all the leafy, green open land the builder provided, landscaping of individual homes is half-hearted and skimpy. You wonder if the ugly, green metal transformers jutting up in people's front lawns are really less unsightly than telephone poles and power wires. You know that  $\frac{1}{4}$ -acre and even  $\frac{1}{8}$ -acre lots

are the only answer to the population explosion, but they still give you claustrophobia. You know that mail service for 110,000 people will be faster with the new experimental system of sub-station mailboxes for every 16 families, but you wonder how you'd like dashing half a block in your nightie-under-coat and meeting half your neighbors "over the clothesline" (one woman's euphemism for the gossip boxes).

No, you don't like everything you see in Columbia today. But you like Columbia. Maybe it's what you *don't* see in Columbia that counts. One Baltimorean who has driven past it every day for three years and toured it half a

dozen times commented recently, "You know, I'm just beginning to see what Columbia's all about."

Where can you find out what Columbia's "all about"? Not in the exhibit center. Not in the model homes. Just go to the new Oakland Mills Village Center on a Saturday afternoon.

Have you ever been to a *galleria* in Milan, a street bazaar in Cairo, a Sunday-school picnic, Old Home Week at Cayuga U., Grand Central Station's go-to-market day in Gopher City? Put them all together—in a soaring, futuristic mall built around two old dairies and a silo—and that's Columbia's newest village gathering place on Sunday afternoon.

There are 10,000 people living in Columbia today. Let's say you met several of them yesterday. Well, here they are. There's Mary Kate waving from the check-out line in Pantry Pride (all the stores' open wide and doorless onto the enclosed promenade). That looks like Columbia's "tree man" in the old-fashioned barbershop. Hi! How are you? Well, if it isn't the "lakes-and-roads man" sitting on the park bench with his wife and a giant "Kitchen Sink" ice-cream cone. Hi! How are you? All up and down the mall, people saunter, stroll, wave to each other, smile, stop to chat or sit over a cup of coffee at a cafe table.

No, everybody doesn't know everybody in Columbia. But everybody knows somebody. Maybe people are friendly in "Rouse's unfinished symphony" because it's still small. Maybe they are friendly because it's Columbia—a place where people can meet. White people, black people, rich people, poor people, young people, old people, all kinds of people. Leaving Columbia in the evening you've still got people-meeting-people glow. You automatically stop at a crossroad to let the other car go first (Columbia's traffic system is still mostly an after-you-Alphonse proposition). The two in the other car smile and start waving. It's Tim and Trycia! Of course.

Five miles down Route 29 you're still smiling back. You're thinking that Columbia will be a very fine place to bring up those fifteen kids—you hope. ENI



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# HOW YOUNG CALIFORNIA DESIGNS

By Nancy C. Gray

From a cluster of very pedestrian-looking buildings at the California State College in Long Beach is coming a fresh, no-holds-barred preview of your future. This is no ivory tower think-tank. It is a lively hothouse of student activists who are seriously concerned with how you're going to live and work and play, with what equipment and in what sort of an environment. And the answers they are working out are, at least in theory, highly feasible right now.

They range from huge recreational complexes in the desert where vacation housing is ingeniously submerged be-

neath a series of man-made lakes, to an imaginative, space-shaping conversation cube (see page 26).

Guiding spirit of this corner of the brave new world is a youngish, crewcut, Dr. Joe Krause, a former graphics designer who still has his share of clients. "Our secret—or at least one of them—" he says, "is that all of our professors are professionals practicing in their fields." Dr. Krause himself is part of the new breed—unorthodox, but effective—who believes that everyone should have a real chance at doing his own thing, with concern and involvement paramount.

Students studying interior design under Estelle Brisker are involved up to their scalps in developing broad, new environments that can help man solve his living problems. Working together as teams, they immerse themselves in architecture, interior space, social patterns and urban planning. Explains part-time instructor, Richard Hunter: "The ability to work in groups is part of today's problem-solving process." Such teamwork typifies the Long Beach design scene. As you walk through a workroom piled with models, one group heatedly discusses a project they are about to undertake. A 10-by-10-foot box with red, yellow and blue graphics on the wall and a system of primary-colored lights, it will demonstrate how an environment can be altered radically by light and changing color and how people who move about in it can be affected. Nearby, a second team tackles the technicalities of producing a pneumatic air structure to let people experience much the same effects in a totally unfamiliar, cavelike space.

In another section of the complex, part-time instructor Gary Knodel is weaving an environment in which walls and ceiling are rigged sail-fashion and can be reversed, flipped, angled, raised and lowered for totally flexible surroundings.

In the bailiwick of an industrial-design whiz named Dean Meyers, teams of fledgling innovators are hatching plans to put compressed trash to work as building material and turn hot desert wastelands into communities of sparkling lakes with cool living beneath the sands. Last year, an award-winning plan for an ocean-anchored community projected ways to grow foods, tap minerals and house people in the seven-tenths of this globe hidden under the seas. As they prepared it, the student designers developed an underwater torqueless tool, a marine petroleum recovery unit and a man-powered deep-sea vehicle they called the "Swimfin," all potentially marketable. And this is only part of the story. Groups all around were spewing forth ideas that may influence and humanize lifestyles in this increasingly technological world. **END**

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# HIGH NOTES IN HOUSEWARES

The gourmet kick is here to stay. It's worth a trip to your nearest metropolitan mall to glory in the specialty cookware shops at Penney's, divisions of R. H. Macy and Co. and other stores. You'll find the most complete stock of everything we have seen in specialty utensil shops, from scallopine pounders to clay cookers. Besides, many offer dozens of varieties of spices and herbs to choose from and some combine exotic foods and delicacies in an aisle conveniently located nearby.

In Penney's Cook 'n Shop you can borrow from their lending library of the better-known cookbooks, exchange recipes with neighbors or other browsers at the Recipe Rack and use the Cook 'n Shop notepaper to copy the most interesting concoctions on the board. Just for fun most stores demonstrate some of their merchandise right in the shop, using recipes from the cookbook collection. In case you don't know what some wild-looking thingamabob is for, attractive little tags will tell you how to use them.

Hard-core gourmet utensils are not gorgeous. Ekco Housewares Company is now offering everyone the utilitarian, double tin-plate bakeware its sister company, Ekco Products, has sold to professional bakers for years. The shapes include turks head, multi-tier wedding-cake pans and package-roll pans to please the most finicky pastry chefs.

Gourmet gadgets are also in Ekco's 1970 line. Among these are a cherry-stoner, a mint and parsley cutter, a sardine-tin opener and a nutmeg grater.

Our prize for the silliest new appliance—an electric meat tenderizer. If you can afford that, you can probably afford more tender meat.

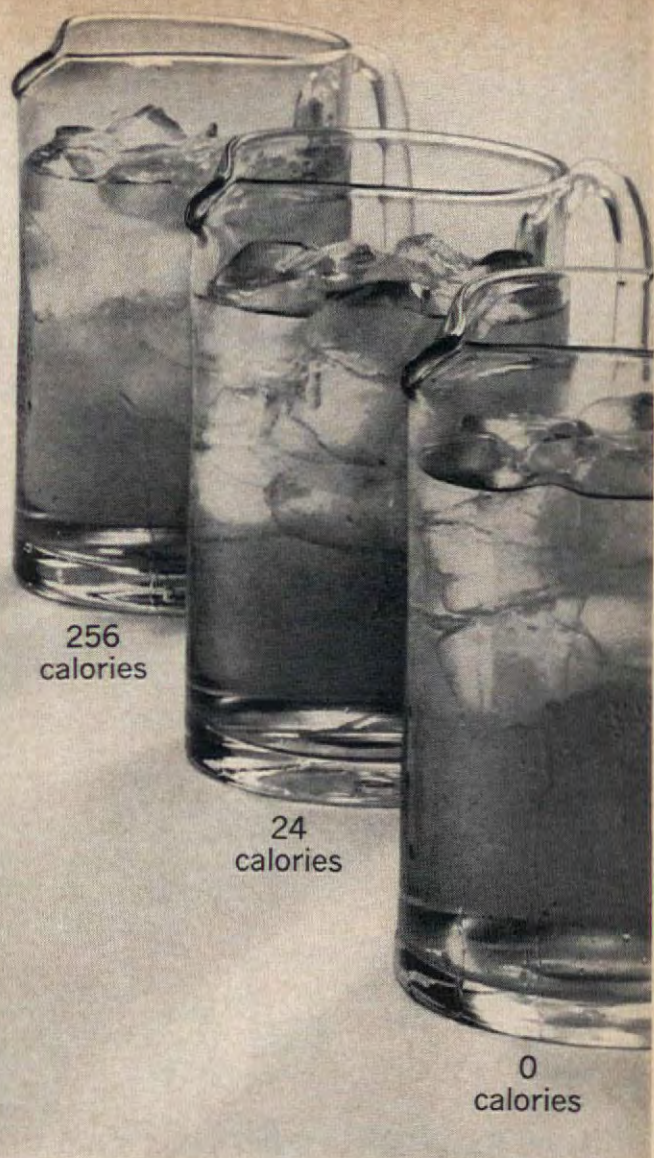
**The wall hang-ups:** Republic Molding Corp. has a neat, wall-hung three-drawer organizer for beauty products and curlers or sewing gear. This Tilt Out Chest comes in avocado, poppy, gold or copper combined with white. It measures 15½ by 21½ by 3 inches. Republic also makes a wall-hung Tilt Out Desk in the same size and color combinations. It features a six-compartment drawer and drop-down writing surface which stores stationery. A natural asset near the wall phone.

**Clean sweeps:** Hoover stores accessories on the base of their Swingette vacuum. This small cleaner has the same powerful motor as their heavy-duty canister models.

Wagner's new cordless outdoor sweeper for poolside and patio is designed to clean all hard surfaces and indoor-outdoor carpets, picking up cigarette butts, glass, paper and twigs along the way. Other features include nonmarking rubber wheels and rust-proof moving parts—essential for the damp outdoors. Their heavier model for sidewalk and driveway will even sweep up small rocks.

**Petite damsels note:** The new eye-level ranges from Magic Chef are less than 66 inches high. Besides being the right height for shorter cooks, they are more economical than most eye-level ovens. The lower oven is full-sized, but the upper one is slightly smaller to save space. The specially treated panels that keep the oven clean by a catalyst are optional. Select either gas or electric models.

**Help for confused shoppers:** No longer must you wait for a salesman (often uninformed) to tell you about appliances. Thanks to Maytag, you can now read all the specifications, features and every operational function of each model of their washers and dryers. Maidee K. Spencer



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By Dorothy Lambert Brightbill

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By Dorothy Lambert Brightbill

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This locates the approximate center of the corner stud. Since studs are placed every 16 or 24 inches (usually 16 inches) along the wall, finding the others is then a simple matter of measuring out the intervals.

When in doubt, you might use these two methods concurrently, one to check on the other. If still in doubt, drill a small test hole ( $\frac{1}{8}$  inch or less in diameter) right above the baseboard where you think you've located a stud. If you miss, drill other holes every half inch or so on either side of the first hole until you hit a stud. The holes are barely visible; perfectionists can patch them readily with Spackling compound and paint it to match the wall.

There are a number of stud-finding devices on the market, all of which will work well enough, but often have to be checked by making test holes. These devices generally work by magnetism. What they really do is find the nails that hold the baseboard to the studs. Some swear *at* these stud-finders, some swear *by* them. They are worth a try.

Once you've located the studs, what length screws to use, how to drive them and so on? To make a long story short, use an electric drill to drill holes slightly smaller in diameter than the screws. The screws, in turn, should be long enough to go through the brackets, through the wall-finishing material (which you can safely figure as 1 inch thick) and at least 1 inch into the studs. A screw diameter of  $\frac{1}{8}$  inch usually gives plenty of strength for the usual household shelves.

**QUESTION:** Suppose the studs don't happen to fall exactly where I want to hang my shelves?

**ANSWER:** Two fasteners have been developed to solve that very problem. One, primarily for use in walls covered with plasterboard or paneling, is called a "hollow-wall fastener." But ask for a Molly bolt. That's a trade name for the brand most commonly available and the term most dealers will understand.

This gadget is a slotted cylinder of thin metal with a screw inside it. You drill a hole in the wall, insert the fastener, then tighten the screw until you feel a definite clamping action taking hold of the fastener. Back the screw out all the way (the fastener will stay in the wall), run the screw through the object to be

## HELP ABOUT THE HOUSE

One subject that crops up over and over again in this department is Strong Attachments. "How do I hang a bookshelf (or a cabinet or whatnot) on my wall?" readers want to know. So this month, as a fitting addition to our Home Remodeling theme, we offer a sampling of these letters. The answers, we hope, will give you a practical start on "How to Hang Anything on Anything."

### WHAT ABOUT WALL STUDS?

**QUESTION:** I have a pair of shelf brackets that are supposed to be hung from wall studs. What are

they and how do I locate them?

**ANSWER:** Studs are vertical lengths of wood that comprise the framework of the wall. Usually they are  $3\frac{3}{4}$  inches wide and about  $1\frac{1}{2}$  inches thick. The  $1\frac{1}{2}$ -inch thickness faces you as you face the wall. There are many ways to locate them. Some people are amazingly accurate with the seemingly crude method of rapping the wall with a knuckle until they find a spot that sounds as though there is something solid behind it. The something is a stud.

Other people make a tiny pencil mark  $\frac{3}{4}$  inch out from a corner of the room.



hung and tighten once again in the fastener.

A variation of this device is hammered into the wall like a nail and eliminates the drilling step. Once in the wall, it works just like the Molly bolt.

Then there's the toggle bolt. This is a long bolt with a pair of spring-operated wings. To use, drill a hole in the wall large enough for the wings to pass through when you hold them folded back on each other. Remove the wings from the bolt. Then, run the bolt through the object to be hung. Screw the wings back on the bolt. Hold them in a folded position, insert them into the hole in the wall and let them unfold. When you then tighten the bolt, these wings will grip the wall surface from behind. One small hitch: If you later unscrew the bolt, most wings will drop out of sight into the wall cavity, although one brand has prongs on each wing to prevent this from happening.

#### HANG CUBES WITHOUT BRACKETS

**QUESTION:** Do you know of a small bracket that will be almost invisible when used to hang a wooden cube on the wall?

**ANSWER:** Assuming you mean those cubes that are so popular as shelves and stacking units these days, you don't need a bracket. Just drive two or more screws, hollow-wall fasteners or toggle bolts right through the back of each cube. This approach also works for bookcases and cabinets, provided their backs are made of wood and are put on securely with something more than just staples.

#### DRIVE SCREWS INTO CONCRETE?

**QUESTION:** How can I fasten shelf standards to a concrete wall?

**ANSWER:** Use ordinary wood screws. But use them with screw anchors. These are cylinders of lead, plastic or fiber. After locating spots to be drilled for the screws, make your holes with a masonry bit matched to the size of the screw anchors. Place an anchor in each hole and drive the screws as though you were driving them into wood.

#### DRILL CAREFULLY WITH A SHORT BIT

**QUESTION:** How can I avoid hitting pipes or electrical wiring when I drill into a wall to hang shelves?

## Lady Scott presents Prints Charming.

Soft flowering prints in pink, blue, gold and green. At prices any damsel could love.

## Long Live Lady Scott!



**ANSWER:** While the chances of such an accident are small, the way to avoid it altogether is to go slowly and stop drilling as soon as you feel a sudden slackening of resistance. Don't lean on the drill or it will suddenly plunge all the way in. As an extra precaution when drilling into a stud, use a bit less than 3 inches long and put a strip of masking tape around the bit as a depth gauge.

#### SPECIAL NAILS FOR MASONRY WALLS

**QUESTION:** I want to panel my basement with weathered, second-hand boards to give a rustic effect. The foundation walls are concrete block. How can I apply these boards?

**ANSWER:** The simplest method would be to nail 1x2-inch or 1x3-inch boards horizontally to the walls with masonry nails. These are specially hardened nails made for this purpose. Space the boards two feet apart and run them the entire length of each wall. The weathered boards, or other paneling, can then be nailed to these horizontal boards—which, by the way, are called furring strips.

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



# Jules Jürgensen.

**Not just another pretty face.**

There are 7,258,204,800 reasons why the next watch you buy should be a Jules Jürgensen.

That's the number of seconds in 230 years.

And Jules Jürgensen has been a great name in watches all that time. Most any brand you can think of is a johnny-come-lately compared to us. You have to make a very fine product to have people buy it year after year after year.

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We think there is an inner beauty in a precision-made watch. That's why we're such fanatics about the tolerances of our jeweled movements—about the way they're checked and inspected—about the way they perform under brutal testing conditions.

Centuries ago, the other Swiss watchmakers said that Jules Jürgensen had a compulsive urge for perfection. We'd like to think we inherited it.

Here: the Count for him, the Contessa for her. 17 jewel movements in classic 14K gold cases, with Florentine yellow gold dials and graceful Roman numerals on the outer rim. The Count, about \$155. The Contessa, about \$135. Other Jules Jürgensen watches from \$80 to \$10,000 at fine stores everywhere. Write for an illustrated brochure and name of your nearest authorized dealer.

Jules Jürgensen Corp. Since 1740, makers of superlative watches and chronometers. U.S. Offices: 352 Park Avenue South, New York.







# DEAR AMERICAN HOME

## SOUTHWEST REVISITED

As one who lived many years in New Mexico, I congratulate you on the March edition. The excellent articles and superb illustrations fill me with indescribable nostalgia. To read this issue of American Home is the next best thing to a New Mexico revisited.

Mrs. Ora Lee Eakins  
Clemson, S.C.

What a thrill it was to find in AH our kind of house. In the past five years, my husband and I have restored three old adobe houses in our village. You have given us new inspiration and encouragement.

Mrs. Raymond Buckner  
Tularosa, N.M.

May I express my deepest gratitude and pride in reading about my home state. My husband and I are both native New Mexicans and proud of being born here. New Mexico is not often enough given credit for its beauties and cultures. You have done New Mexico and its people a great justice.

Mrs. Marco Vallecorsa  
Albuquerque, N.M.

I have been a reader of AH ever since I came from Europe to this country and have lived in N.M. ever since. I don't have to tell you what a great job your staff did on the March issue. But how could you not mention the great tortillas? They are so good to eat, not too good for the waistline because you never get away without eating the whole pile.

Mrs. Magda Distasio  
Cuba, N.M.

Who wants to eat the food of the Southwest? Most everyone I know is dieting.

Mrs. Sidney W. Rumsey  
Silver Spring, Md.

I hope through this issue more Americans will come to realize all we owe to the American Indians and their wonderful handwork.

Mrs. E.C. Schlemme  
Chippewa Falls, Wis.

I feel much reassured by the March issue that there are other people like me who treasure the Southwestern genre.

Mrs. Robert W. Herring, Jr.  
Huntsville, Ala.

We here in the Southwest enjoy our adobe homes. I have lived here for 40 years. Thanks for this issue.

Mrs. Mel Hogman  
Santa Fe, N.M.

In your article "Southwest Living" there was no mention of southern New Mexico. This half of the state also has ancient Indian settlements, old adobe homes and missions. No tour of the Southwest would be complete without it.

John Knopp  
El Paso, Texas

## NEW MEXICAN MODELS

We are utterly delighted with the photographs and the excellent coverage of our home. The descriptions are so accurate and so vivid, the sketch is wonderfully done, and with the two-color technique it is so clear as to the two phases of our home. Thank you again for such a thrilling experience.

Allen L. McNown  
Santa Fe, N.M.

Several people have told me how much they enjoyed the pictures of the house—and most particularly how they enjoyed the entire issue. One woman said she bought six copies to send to friends in Europe.

Mrs. Lois Field  
Santa Fe, N.M.

## CHICAGO GLASS HOUSE

I just want to tell you we certainly appreciate articles like "Chicago Style: Glass-House Living at its Loftiest." When you live in an area like Pendleton, Oregon, it's hard to imagine Glass-House Living, and your article serves as a real education to us. Our boys read and re-read your article. We need this sort of reading so that we can better understand how other people in our cities live.

Mrs. Kenneth Stanhope  
Pendleton, Ore.

I read about Lake Point Tower with much pleasure. Perhaps as a result of the exciting photographs, perhaps because I do not live in an urban area, I felt inspired to move right in. If all of your articles shed such favorable light on the subject studied, your readers will return for more.

R.D. Treadwell  
Orono, Me.

You gave me fresh ideas about the future population explosion—can't we house people in tall buildings like the Glass House in Chicago? I would be thrilled to have all the conveniences at hand—supermarket, laundry, park. Yes, there is a lovely feeling in owning your own little home—but we've never been able to afford the white picket fence.

Sue Teichman  
Owosso, Mich.

AH now seems to be some sort of escape literature, revealing the wonders of life among the young and wealthy. I have trouble relating my life to the lives of people living in Lake Point Tower in Chicago or those people owning ski condominiums in Vermont.

Mrs. William Dorsch  
Bedford, Mass.

We try to vary our lifestyle excitement. In April we featured the Concept House for \$13,500 and a very personalized prefab. This month we look to a "new town" house in Columbia, Md., for down-to-earth living. We will continue to show the realities of living today—with, perhaps, a touch of blue sky to dream about now and then.

## BRAVOS

Not too long ago the huge, cumbersome AH magazine was tossed out because it was too bulky to store. Not so of your fascinating breed of today. I'm keeping them stacked up along with my National Geographic, American Heritage magazines and other valuable publications for future dipping into.

The March issue was unique in magazine publications—Bravo!

Mrs. Sarah English  
Seattle, Wash.

The format of AH is superb. The thing that is best is that it doesn't stoop to the level many suburbia housewives have reached. The best attribute of the magazine is the central feature idea. You are far beyond anything else in your category.

Mrs. Leonard H. Seltzer  
Chicago, Ill.

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



# 6 new ways to redo your thinking on life and you today

On you as a woman...your body... your relationships...your standards. You're barraged with changing attitudes from all sides. From the new books. Movies. TV. Bold new theories challenging almost everything you've been taking for granted. And here you are in the midst of the confu-

sion—wondering what's right for you. To help you update your thinking Kotex Products offers you these 6 booklets from the Life Cycle Center, a comprehensive source of information created for the enlightenment of today's women...mothers as well as daughters.



## THE MIRACLE OF YOU

is for the young adolescent. A sensitive but thorough introduction to the wonders and workings of her body. To what it means to be a girl.

## YOUR YEARS OF SELF-DISCOVERY

explores the physical and emotional experience of today's teen-age girl. The problems and pleasures that come with maturing.



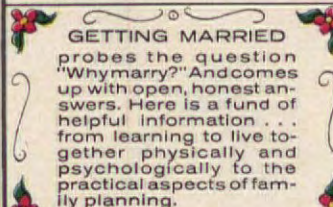
## YOU AND YOUR DAUGHTER

is designed to help mothers of girls from pre-adolescence to mid-teens. It provides realistic answers to both the asked and unasked questions every mother should know.



## THE YEARS OF INDEPENDENCE

is for the girl in her late teens or early twenties who strikes out on her own. Helps her establish her own standards of health and personal relationships. To meet the responsibilities of her new freedom.



**GETTING MARRIED** probes the question "Whymarry?" And comes up with open, honest answers. Here is a fund of helpful information... from learning to live together physically and psychologically to the practical aspects of family planning.

## YOUR FIRST PREGNANCY

tells the expectant mother what she and her husband should know. What's happening inside of her. How to choose the doctor. About labor, birth and the first weeks at home as a new parent.



Maybe you've never considered sending away for booklets like these before. This could be the day you redo your thinking about that, too.

THE MIRACLE OF YOU \_\_\_\_\_  
YOUR YEARS OF SELF-DISCOVERY \_\_\_\_\_  
YOU AND YOUR DAUGHTER \_\_\_\_\_  
THE YEARS OF INDEPENDENCE \_\_\_\_\_  
GETTING MARRIED \_\_\_\_\_  
YOUR FIRST PREGNANCY \_\_\_\_\_

Please send me the Life Cycle booklets checked above. I am enclosing 10¢ for each one ordered—or 50¢ for all 6—to cover mailing and handling costs.

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

Send to: The Life Cycle Center, Kimberly-Clark Corporation, Box 551-BAH, Neenah, Wisconsin 54956.



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#6414 .. \$2.98

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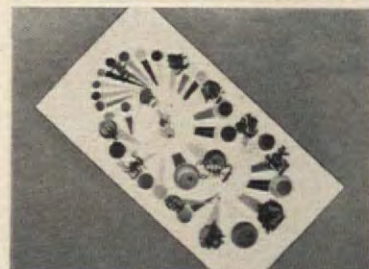


**LILLIAN VERNON**

Dept. A51, 560 S. 3rd Ave.  
Mt. Vernon, N. Y. 10550

LYNN HEADLEY—Editor

# AMERICAN HOME MARKET PLACE



## Born for the beach

No matter what sign you were born under, this Zodiac Towel covers all twelve printed in vivid colors on a tremendous 35x66-in. terry towel. Fabulous for the beach, and the surf set adores them as wall murals. \$5.95. Cross Roads, AH-50, 135 So. Washington Ave., Bergenfield, N.J. 07621.



## Apollo 11 plate

Moon Landing History Plate pictures this memorable event of 1969 in a limited annual series. A collector's find, each is serially numbered. Porcelain in midnight blue and white. 7½ in. Imported from West Germany. Pierced for hanging. \$13.50. Downs & Co., Dept. AH-5, Evanston, Ill. 60204



## Put down push ups

Wonder Wheel boasts that a few minutes a day of use is equal to a half hour of push ups. A compact and easy way to exercise, you're bound to roll off waistline inches and tighten lazy tummy muscles. \$2.49 plus 50¢ postage. Amtech, Dept. AHE-5, 108 New South Rd., Hicksville, N.Y. 11802.





### Tired of toast points?

Why not serve chicken a la king, etc., in fancy fried molds of potato slices, bread strips, etc. made in this Bird's Nest utensil! Tuck slices into large mold; lower small one and "French fry" tasty cups. \$5.98 plus 50¢ postage. Maison Michel, AH-5 Michel Bldg., New Hyde Park, N.Y. 11040.



### Crystal knife rests

Looking every elegant inch like carved, miniature bar bells, these useful and unusual knife rests are made of fine German lead crystal. Won't slip or roll when knife is placed on them. Lovely gifts. Set of 2, \$4.95. Add 50¢ postage. Holiday Gifts, Dept. 605-A, 7047 Pecos St., Denver, Colo. 80221.



### Gay garden pool

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



### His 'n' her huaraches

These huaraches are fashioned for comfort and good looks. Woven of supple steerhide thongs with sturdy heel and sole. Cool and light on the foot. In high-lustre natural. Her sizes, 5-10; his, 6-12. \$6.60 a pair, plus 60¢ post. Old Pueblo Traders, AZH-600 S. Country Club, Tucson, Ariz. 85716.

continued

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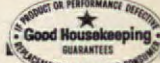
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Today's fashion and beauty trends emphasize glamorous eyes. Here is a pair of magnifying make-up glasses, that help you apply your make-up perfectly, shaping your eyebrows, eyelashes, and eyeliner with ease. Ample room to work behind lenses, or you can flip each frame up individually. A new world of glamour awaits you. Marvelous for removing unwanted foreign objects such as splinters, etc. Comes with own case, and ready to use. Only \$5.95 ppd. Order #237.

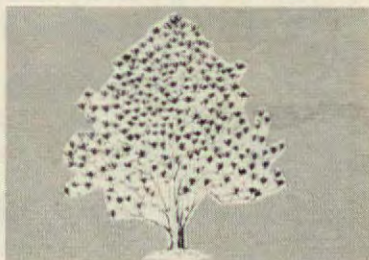
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**Amtech Creations, Dept. AH-5**  
247 Broadway, Hicksville, L. I., N.Y. 11802



## Initial bow bas-kit

Needlepoint monogram, tie on bow, and you're ready to do the town. Kit: basket, tapestry yarn, chart and canvas. Choose rose, gold, blue, brown, black, red, or green velvet ribbon. 12x8x6 1/2 in. \$3.95. With lid, \$4.95. Add 50¢ postage each. Victoria Gifts, 12-A Water St., Bryn Mawr, Pa. 19010.



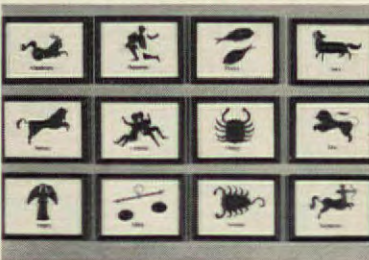
## Enter, magnolia

Pink flowering magnolia is a favorite star on the spring scene. Blooms at an early age. Ideal for small areas, you receive 2-4 ft. trees that will grow to 15-18 ft. \$2; 2 for \$3.50; 3 for \$5. Add 50¢ postage. House of Wesley, Nursery Division, Dept. 2520-5, R. R. 1, Bloomington, Ill. 61701.



## Highlights and hints

"Wallcoverings and You" for do-it-yourselfers is a 32-page "guided tour" in fine ideas for home decor. It's prettily packed with bright, colorful pages full of hints for buying, hanging and caring for today's wall-coverings. 25¢. United-DeSoto, Dept. AH-5, 3101 So. Kedzie, Chicago, Ill. 60623.



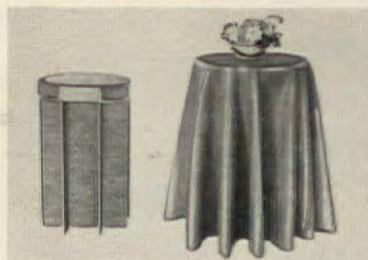
## Zodiac zeal

Flatter a friend and give a very personal gift—a zodiac print of his or her sign. Black drawings with name and date reproduced on 5x7-in. fine textured white paper. \$1.25. Any 12, \$13; 1 of each, \$12. Catalogue, 25¢. Historic House, Dept. RA-20, 1810 Mackenzie Dr., Columbus, Ohio 43220.



## Soldier prints parade

Four outstanding ink drawings of Union and Confederate soldiers come to attention in any setting. Handsome for narrow panels. Each 26 in. tall. Set comes with 17x21-in. map of America 100 years ago. All for \$1.98 plus 25¢ postage. World Art Group, Dept. AH-5, Westport, Conn. 06880.



## Undercover agent

Cover this decorator table to match drapes or spread. Of sturdy corrugated board in handsome wood-grain finish, it's 25 in. high, 20 in. in diameter. \$5.95 plus \$1 postage; 2 for \$9.95 plus \$1.50 for postage. The Cardboard Cupboard, Dept. AH-5, 135 East 44th St., New York, N.Y. 10017.



## Stick to the job

Super Strength Adhesive is a great cement that takes care of almost all gluing jobs. Fast drying, it "grabs," so there's no need for clamping. Use on wood, plastic, metal, glass, cloth, rubber, etc. Dries clear. 98¢ ppd. Walter Drake, AH-33 Drake Bldg., Colorado Springs, Colo. 80901.



## Coiffure keeper

The wet-look is nice for clothes, but not your hair! Sta-Dri swim cap keeps your hair dry and in shape. Ingenious rim does the trick. Swim to your head's content! Expands easily even over a headful of rollers. White. One size fits all. \$2.98; 2 for \$5.50. Breck's, H54 Breck Bldg., Boston, Mass. 02210.



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# SAUNA BELT

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

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

**Margaret Page, Madison, Fla.:**

*"The very first time I used the Sauna Belt it took 2 inches off my waistline. It also took 2 inches off my tummy. I was thrilled and amazed."*

**San Hobgood, Washington, D. C.:**

*"Using the Sauna Belt as directed, 3 days in a row (about 15 minutes each day), I lost a total of 3 inches on my waistline—1½ inches the very first day. My friends have certainly noticed the improvement in my appearance."*

**Ms. M. Hahn, Mayer, Minn.:**

*"Using the Sauna Belt just 3 times a week reduced my middle by ½ inches. When my friends commented on my shapelier figure and wanted to know my secret, I told them about your fantastic Sauna Belt."*

**WHAT IS THIS SENSATIONAL NEW SAUNA BELT?**

The Sauna Belt is made from a special non-porous plastic material. It is completely different from any other belt on the market that makes waist reducing claims. The Sauna Belt is placed around your waist, directly against the body, and then by use of the special tube provided, the belt is inflated—just like blowing up a balloon. As the belt is inflated it will tighten itself around your waist and you will notice a snug, comfortable feeling of warmth and support throughout your waistline and lower back. After the belt is in place and inflated, you will then perform the two 'magic' waistline reducing exercises specially adapted for use with this remarkable belt. This will take just a few minutes and then you will

relax, while leaving the belt in place on your waist, for another 20 minutes or so.

That is all there is to it. This inflated belt is specially designed to provide resistance to the movements and to provide heat and supporting pressure to every area of your waist—back, front and sides—and when you remove the belt—voilà!—a tighter, firmer waistline from which the excess inches are already beginning to disappear.

**HOW LONG MUST I USE THE SAUNA BELT?**

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

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

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

**MONEY BACK GUARANTEE.** We are so convinced that the Sauna Belt is the fastest, surest, most convenient, most comfortable, most sensationally effective waistline reducer ever discovered that we offer this unconditional Money Back Guarantee: Man or woman, if your waistline is not 1 to 3 inches smaller after using the Sauna Belt for only 3 days, you may simply return the belt to us and your money will be refunded promptly and without question. So if you want a trimmer, slimmer, firmer, tighter waistline and you want it now—send for your Sauna Belt today and discover what a remarkable difference it can make in the way you look and the way you feel. It will be the best investment in your appearance you will ever make.



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



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



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

**SAUNA BELT INC., P. O. BOX 3984, Dept. AH-3, San Francisco, CA 94119**  
Please send me \_\_\_\_\_ Sauna Belts along with complete easy to use instructions, including the two 'magic' reducing exercises. I understand that if I do not lose from 1 to 3 inches from my waistline in just 3 days I can return the belt to Sauna Belt, Inc., and receive my money back.  
For each Sauna Belt and complete instructions I enclose \$9.95.  
Cash ☐ Check ☐ Money Order ☐ (No COD's)  
Woman: waist size \_\_\_\_\_ Man: waist size \_\_\_\_\_  
Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



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DEPT. 59



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"Roaring Twenties" is a new magazine devoted to that exciting decade. It's filled with authentic photos, cartoons, movie stills, songs, poems, illustrations, feature articles, etc., from those rousing years. 1-yr. subscription, (6 issues), \$3. Roaring Twenties, Box 412-52, Danvers, Mass. 01923.



## Sparkling gems

Exquisite man-made Brillante Gems are clear and white in elegant 14 kt. white gold settings with tapered baguettes. \$27 per kt. 7 kt. round, \$221; 5 kt. pear, \$168; 3 kt. marquise, \$115; 6 kt. emerald cut, \$195. Free size chart, catalog. Regent, AH-5, 511 East 12th St., New York, N.Y. 10009.



## Watch the birdie glow

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## Memory in Bronze

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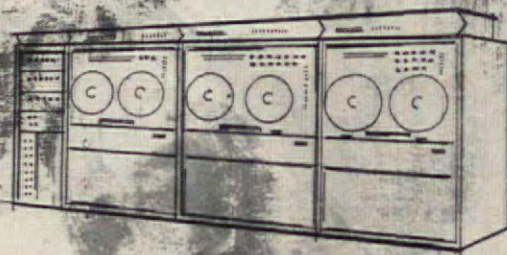
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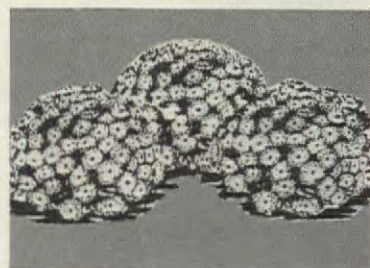
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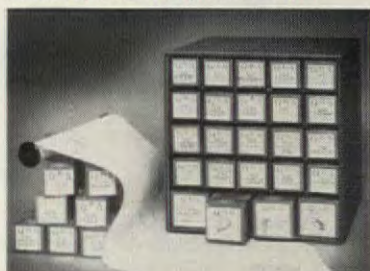
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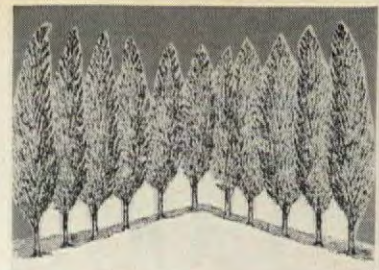
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YOUR CHOICE AT 30c each. Early dates: Good—Fine. Later dates: Fine—BU. Orders under 5.00 add 15c postage. 48 hour shipment—Satisfaction Assured.

MONTREY COINS, Dept. AH-5 311 Homeland NW, Albuquerque, N.M. 87114

### IF YOU WOULD LIKE TO FIND OUT HOW TO PLACE AN ADVERTISEMENT IN THE AMERICAN HOME MARKET PLACE, WRITE: ?

AMERICAN HOME MAGAZINE, DEPT. MP 641 LEXINGTON AVE., NEW YORK, N.Y. 10022



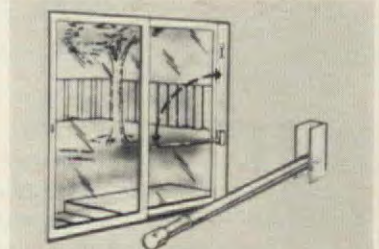
### Lane liners

Lombardy Poplars are hardy, fast-growing and graceful. 2 to 4 ft. tall, 1 yr. old trees are ready for first transplanting for corners, to line lanes, etc. Mature to 70 ft. Minimum order 5 for \$1.45; 25 for \$5.95. Add 60¢ postage. Michigan Bulb Co., Dept. LP-1402, Grand Rapids, Mich. 49502.



### Donkey bead thongs

These attractive slippers are hand-made by Haitian natives. Strong leather sole is topped with 4 rows of hand-painted beads lacquered to last in pinks, blues, yellows, greens, whites, reds and purples. For home or beach. Sizes S, M, L, XL. \$5.98. Hobi, Dept. AH-5, Lake Success, N.Y. 11040.



### Safe and secure

Burglar-proof lock for sliding doors provides security against intruders, and gives you peace of mind. Aluminum "Safety Bar" fits all doors; adjusts up to 50 in. long. Requires no tools or screws to install. \$5.98; 2, \$10.98. Add 60¢ postage. Ferry House, Dept. AH-5, Dobbs Ferry, N.Y. 10522.



### Go-go bag

Sheepskin brown leather carryall is truly fashioned for on-the-go ladies. Custom made in Morocco, it's 11 1/2 in. wide and 7 in. high, with plenty of room for all you need to stash. 2 snap pockets; snap lock. \$9.95 plus \$1 postage. Amtech, Dept. AH-5, 108 New South Rd., Hicksville, N.Y. 11802.

continued



**Amazing New Horticultural Development — TO-PATO**

# **GROWS TOMATOES & POTATOES BOTH ON THE SAME PLANT**

**plant indoors now and in 6 to 8 weeks healthy vigorous plants  
will be ready for your outdoor vegetable garden**

**Grows Huge Bunches of Succulent Red Tomatoes  
and Bushels of Sweet, Crisp Pontiac Potatoes**

HERE IS WITHOUT DOUBT, THE MOST AMAZING, VALUABLE NEW PLANT DISCOVERY IN ONE HUNDRED YEARS. Imagine growing delicious juicy red table tomatoes and beautiful crisp large baking potatoes on the same plant. And harvesting bushels of tomatoes and potatoes all summer long in one half the usual space.

**Less Than \$3 Worth of Plants Will  
Yield Up To 50 lbs. of Tomatoes & Potatoes!**

Each plant will grow up to 4 feet tall and each kit will yield up to 50 lbs. of the fastest growing and hardiest Marglobe variety tomatoes and Red Pontiac Potatoes. And really fresh vegetables with all the taste and vitamins intact.

Anyone can have a green thumb with this plant, even if you've never been near a vegetable garden before. It's that easy and fool proof and since your garden will be one half the usual size, you'll need only half the effort in weeding, watering and walking.

**Proven in Hundreds of Greenhouse and  
Garden Tests TO-PATO Plant Will Grow  
in "Any" Soil and "Anywhere" in the U.S.A.**

The TO-PATO plant miracle didn't happen overnight, but is the end result of horticulture research and hundreds of test plantings in hothouses and outdoors and under every kind of weather and soil conditions.

The fact is that the TO-PATO plant will thrive in any soil and anywhere in the U.S.A. that ordinary tomatoes and potatoes will.



**TO-PATO Plants Give You the  
Easiest Vegetable Garden  
You'll Ever Have!**

When your plant kit arrives, open it, read the simple clear instructions and within 15 minutes your plants can be in a lighted window and on their way. You don't touch it again for about 5 weeks, when plants will be 4-6 inches high. Then you'll have about another 15 minutes of horticulturing fun and again nothing more for another 2-3 weeks. Now you'll have healthy strong young plants ready for garden planting and the thrill of a lifetime.

A special easy method of planting allows you to pick your potatoes at the same time you pick your tomatoes *without* disturbing the roots.

## **A Family Delight**

Show your youngsters the wonder of nature and give them the thrill of eating fresh

vegetables from their own garden. Friends and neighbors will also be delighted and amazed.

**Prove it Yourself on Our  
30-DAY MONEY BACK  
GUARANTEE**

Accept our introduction offer with our famous money back guarantee. We want everyone who loves good gardening and good eating to enjoy these plants. It's first come, first served so rush your order today and insure yourself a full summer long crop. The supply is limited!

Each kit makes 6 plants, enough for a family of three unless you're a large fresh tomato and potato loving family, then order more. We guarantee that all our seeding kits will be delivered in healthy germinating condition and unless you are completely satisfied we will replace kits or refund your money within 30 days.

## **MAIL 30-DAY NO RISK COUPON**

**PALM CO., Dept. 3495  
4500 N. W. 135th St., Miami, Fla. 33054**

Please rush me my #D8784 TO-PATO Kits checked below. I understand if not completely satisfied I may return within 30 days for a complete and prompt refund.

Enclosed is check or M.O. for \$\_\_\_\_\_.

— TO-PATO KIT, 6 plants @ \$2.98

— 2 TO-PATO KITS, 12 plants @ \$4.96  
(Save \$1.)

— 4 TO-PATO KITS, 24 plants @ \$8.92  
(Save \$3.)

☐ Send C.O.D. I enclose \$1. goodwill deposit and will pay postman balance plus all postal charges.

NAME \_\_\_\_\_

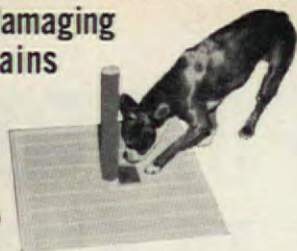
ADDRESS \_\_\_\_\_

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



# PROTECT CARPETS

from damaging  
dog stains  
with  
TRAIN  
-O-  
MAT®



Chemically odorized, sanitary mat attracts dog at "comfort" time. Instinct tells "this is the spot." Train-o-Mat housebreaks pet easily, surely, effortlessly. Attractive 18 x 18" washable holder. Kennel-tested. Money-back guarantee.

Holder with 2 months supply of mats . . . \$4.98 ppd.  
Holder with 6 months supply of mats . . . \$6.98 ppd.  
Attachable 12" pole for male dogs . . . add 50¢

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Send today for colorful ideas on how to transform walks, driveways, pool decks, patios, tennis or badminton courts with permanent concrete stain by Kemiko. Easy to apply. Won't peel, crack or chip. Architect's choice since 1930. Mail coupon for free color brochure.

**KEMIKO, INC., DEPT. AH-5**  
918 North Western Ave., Hollywood, Calif. 90029

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



3-6-30-35-20 bu. sizes.

**ALSTO CO.**

Dept. AH-5, 11052 Pearl Rd., Cleveland, Ohio 44136

## BURN TRASH SAFELY OUTDOORS

Burn household and yard refuse safely outdoors in any weather without watching. Scientific draft design ends neighbor annoyances of sooty fly ash, smoke smell. Will burn damp, green material to fine ash. Made of aluminum bonded to steel. World's finest 2 bu. cap. \$16.95 with money-back guarantee.



## DRI-GUARD for "NO CONTROL"

(for male or female)

**Go Places! Sit with Confidence!**

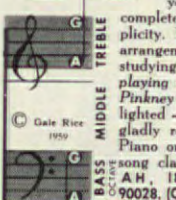
Unique "Moisture-Guards" enclosing absorbent liners in vinyl holder prevent any seepage. COMPLETELY EFFECTIVE! Light, cool, undetectable under clothing. Easy change, only 4 snaps. Holds up to 4 liners for 10 hours sleep without changing. Machine wash/dry. Thousands of users nationwide say it is the safe, sure way to meet the problem of "No Control." Child's Dri-Guard can be changed without removing orthopedic braces.

Complete w/2 launderable liners **\$5.95**  
Package of 2 extra liners **1.75**  
Box of 50 disposable liners **6.95**  
Child's Dri-Guard (waist 20"-28") **5.95**

Money-back guar. All postpaid  
GIVE WAIST SIZE (sizes thru 56")  
**DRI-GUARD, Dept. 198**

982 Batavia St. Orange, Calif. 92667

## YOU CAN PLAY 2 SONGS on PIANO or ORGAN FIRST DAY! or money back —



(CORRESPONDING AREAS — MUSIC & KEYBOARD)

## RoJan a better way to read music



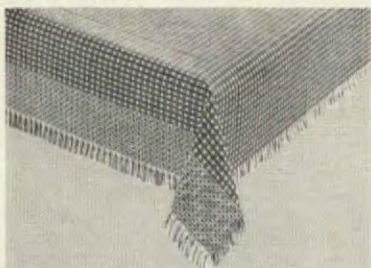
## A time for tiers

Seeking fluffy-feel curtains for a fresh spring-look? These lovely bleached muslin tiers with snowy white giant ball fringe are perfect. 74 in. wide per pair. 20, 25, 30, 36, 40 in. long, \$5.50 per pair. Matching 10x80 in. valance, \$3. Country Curtains, Dept. AH-5, Stockbridge, Mass. 01262.



## Tasty needlework

Herb Garden crewel kits include design-stamped oyster Belgian linen, wool, needle, instructions. Chives, Thyme, Dill, Mint, Rosemary, Oregano. 8x8 in. \$1.50 each. Wood frame in maple, red, or green finish. \$1 each. Add 35¢ postage. Victoria Gifts. 12 A Water St., Bryn Mawr, Pa. 19010.



## Old-fashioned is in

Self-fringed, homespun cloths flatter any table. Reversible, too. In gold, red, blue, olive, brown, orange, sand. 52x52 in., \$6.50; 52x72, \$8.95; 62x90, \$11.95; 62x108, \$13.95. 72 in. round, \$14.95. 2 napkins, \$1.75. 2 place mats, \$2.50. Jenifer House, A-570, Great Barrington, Mass. 01230.



## A natural in canvas

The Swingalong sports two giant initials stencilled in bold black on natural canvas, and boasts a big 10½x13½x3¼ in. Zippered flap compartment with tuck-away pocket underneath, tags this web strap bag a must. \$4.98. Vernon, Dept. A51, 560 So. 3rd Ave., Mt. Vernon, N.Y. 10550.



## Six-coin set

Collectors 20th Century set of six rare U.S. coins includes uncirculated Morgan silver dollar, Walking Liberty half dollar, Barber dime and more. Set, \$7.95. 2 for \$15. Add 25¢ postage. 10 sets, \$69.50. Free catalog available. Novel Numismatics, Dept. T-69, 31 Second Ave., New York, N.Y. 10003.



## Homeowner's hero

Northel runs to the rescue of homeowners with a septic tank problem. Non-toxic reactivator powder keeps tank or cesspool clean; works to prevent overflow, back-up and odors. A money saver, too! 6-month's supply, \$3.95; 1 yr., \$7. Northel, Dept. AH-5, Box 1103, Minneapolis, Minn. 55440.



## An eye for beauty

This man is the founder of Studio Girl Cosmetics, a division of Helene Curtis. Want to be a Beauty Advisor and sell beauty aids in your spare or full time? It's profitable fun. Write for 2 free samples and information. Harry Taylor, Studio Girl, Dept. BD630, 11461 Hart, No. Hollywood, Calif. 91605.



# WORLD'S FIRST SPOT-REDUCING DIET!

Designed by America's best-known diet doctor—to smooth out ugly bulges that have never given way to any diet you have ever tried before!

Based on an entirely new medical principle, it works *two* ways to give you a *better* figure than you may even have had as a teenager! Like this . . .

1) First, it carves anywhere from 5 to 10 to 15 pounds off your body in the *very first week!* And up to 10 pounds a week from then on, as only the *first step* of this wonder-working new medical diet!

2) And then—after you have lost as much as 20 or 30 or even 40 pounds in the first 6 weeks alone—you then concentrate on those ugly bulges no other diet has ever been able to touch before! Still through nothing but diet alone, you then see up to . . .

6 inches MORE gone from your waist . . .  
6 inches MORE gone from your hips . . .  
6 inches MORE gone from your buttocks . . .  
4 inches MORE gone from your thighs . . .  
2 inches MORE gone from your calves . . .

Until you can hardly believe that the figure you are looking at in the mirror is your own! And all through the application of a new medical principle by America's most famous diet doctor!

Like this . . .

**Most Diets Remove Skin-Fat Only! But This Diet Pulls Deep Fat And Excess Protein Right Out From The Muscle Areas Themselves! THAT'S WHY IT SMOOTHS OUT UGLY MUSCLE BULGES THAT YOU CAN'T EVEN EXERCISE AWAY!**

Now you are beginning to understand the powerful logic of this new reducing plan! It is so important to your future health and appearance, however, that we must go into a few more details about it with you right now:

Fat stores itself in several places in your body. Much of it, of course, is deposited right underneath your skin. You can feel it if you squeeze the skin. This is *skin-fat*, and it is the fat you usually get rid of in ordinary diets.

Any good diet will burn this skin-fat away. This diet does too—but far more quickly than you have ever dreamed before! As much as 5 to 15 pounds in the very first week, as starters! (That's why the doctor says that this diet has its own "Built-In Will Power"—because you lose weight so incredibly fast, this way, that you wouldn't break this diet for the world!)

But then, after this massive quick-weight loss—after this skin-fat has been burned right out of your body—this new medical diet goes one step further that opens up a whole new world of beauty to you!

Now it goes after the DEEP-FAT in your body—the fat, and excess protein, that is inter-laced



with the muscles of your waist, your hips, your buttocks, your thighs, and all the other ugly "problem-bulges of your body"!

These are the areas ordinary diets really can't touch—because their food-mixtures reinforce these muscle-fat bulges rather than carve them down! These are the areas that laugh at even back-breaking exercises—because they only make the muscles there GROW, and don't have the slightest effect on the fat!

**But This New Diet Causes These Muscle-Fat Bulges TO FEED ON THEMSELVES! To Gently, But Rapidly, Pull Out Excess Fat And Protein Right Out Of Those Bulges! So Those Bulges Look Almost As Though You Had SMOOTHED THEM AWAY WITH AN ERASER!**

Now for the final point—and perhaps the most convincing fact of all:

This new QUICK INCHES-OFF DIET is given to you by perhaps the most successful reducing specialist in the world! It is backed and proven by over forty-five years of medical experience of Dr. Irwin Maxwell Stillman, who gave you last year the revolutionary Doctor's Quick Weight-Loss Diet.

But now Dr. Stillman has gone far beyond mere quick-weight loss alone! He has taken his previous Quick Weight Loss principles, and literally MULTIPLIED their power to give you a more beautiful new figure! Where you not only skyrocket down to your ideal weight—even easier than before—but also where you carve away up to 6 to 10 inches from the very problem spots that have always resisted trimming before!

Thus, Dr. Stillman has done what might have previously been considered impossible. He has actually improved his previous techniques! He has combined what is probably the world's fastest and healthiest system of losing POUNDS, with a brand-new system of carving off PROBLEM-INCHES—till you get the slimmest, healthiest, youngest-looking figure you have ever known in your life!

**Prove Every Ounce Of It—At Our Risk!**

The rest is up to you, of course. Right now, look bluntly at your figure in the mirror. Ask yourself these questions—all of which are now within your reach:

How would you look one week from today

about 10 pounds lighter?

How would you look two weeks from today about 20 pounds lighter?

How would you look three weeks from today about 30 or more pounds lighter? And with your face as radiant, and livelier and younger-looking than your figure!

And then, go on even further—

After you've lost that weight, how would you look with another 6 inches CARVED OFF YOUR WAIST? Another 6 inches CARVED OFF YOUR HIPS? Another 6 inches CARVED OFF YOUR BUTTOCKS? Another 4 inches CARVED RIGHT OFF YOUR THIGHS?

No one has ever told you this kind of weight loss, and inch loss was ever possible before. IT IS NOW! Its source is the Coupon below. All you risk to try it is a 6-cent stamp. It works for YOU, or you don't lose a penny!

Why not send in the Coupon—today?

MAIL NO RISK COUPON TODAY!

**INFORMATION, INCORPORATED, Dept. AH-1  
200 Madison Ave., New York, N.Y. 10016**

Gentlemen: Please rush me a copy of THE DOCTOR'S QUICK INCHES-OFF DIET by Dr. Irwin Maxwell Stillman. I understand the book is mine for only \$6.98 complete. In addition, I understand that I may examine this book for a full 30 days entirely at your risk. If at the end of that time, I am not satisfied, I will simply return the book to you for every cent of my money back.

☐ Enclosed is my payment.

☐ Please charge my credit card:

Signature \_\_\_\_\_

☐ American Express ☐ Bank Americard

☐ Diners Club

Account \_\_\_\_\_

No. \_\_\_\_\_

Name \_\_\_\_\_

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## About The Author— Dr. Irwin M. Stillman

During his fifty years of experience in the practice of medicine, IRWIN MAXWELL STILLMAN, M.D., D-IM, has helped millions of over-weight men and women to reduce. A Diplomate in Internal Medicine, Dr. Stillman is presently a consultant in Internal Medicine at Coney Island Hospital, Brooklyn, New York. Formerly, he was an attending physician in Medicine at Coney Island Hospital and at Harbour Hospital, a Fellow of the American College of Angiology, and a Fellow of the American Geriatric Society. Dr. Stillman received a gold diploma from the New York Medical College in 1968.

**INFORMATION, INCORPORATED • 200 Madison Ave., New York, N.Y. 10016**



# How would she look in your home?

Danse d'Espagne  
by DEGAS  
beautifully recast  
in Foundry-Stone



EDGAR DEGAS, *Danse d'Espagne*, recast in Foundry-Stone from the original bronze. Stands 17 inches high on a handsome matte black base.

Accept it for a 30-day trial, and keep it as a membership gift if you decide to join Sculpture Collectors... with no obligation to buy anything—ever.

*Nearly lost forever—now it can be yours forever!*

Because Degas worked in wax and clay, much of his sculpture was lost forever. Luckily, *Danse d'Espagne* survived—and a small number of bronzes were cast a few years after the artist's death in 1917.

Now a full-size casting has been made in Foundry-Stone from one of the original bronzes in the collection of Sculpture Collectors. It is available only from Sculpture Collectors.

## How would it look in your home?

You are invited to accept *Danse d'Espagne* for 30 days—and see. We hope that after you've experienced the pleasure of living with this graceful work, you'll decide to keep it as a membership gift by joining Sculpture Collectors—the extraordinary club that never obligates you to buy anything...ever.

As a member, four times a year you'll "preview," by means of photographs and descriptions, three new pieces available *exclusively* to members. These works are commissioned by Sculpture Collectors directly from artists such as Dali, and other outstanding European and American sculptors—among them, Cipriano, Dehner, Ente, Glinsky, Hartwig and Minaux. Each work is signed, then handcast in Foundry-Stone (a newly developed polyester material that permits a wide variety of textures, colors and finishes), in an edition sufficient to meet the needs of members. Each comes with a certificate of authenticity, a biography of the sculptor and an appreciation of the work.

If any appeals to you, you may have it to live with for 30 days, and still retain the right to decline it. The works you decide to keep are yours for as little as \$25 and *never* more than \$45.

## Lifetime membership just \$10

Only \$10 makes you a lifetime member of Sculpture Collectors and brings your free gift—*Danse d'Espagne*—plus a complimentary subscription to the sculpture journal, *The Foundry Mark*. You need not send any money now. Just fill out and mail the coupon and we'll bill you later for your \$10 lifetime membership dues.

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Sculpture  
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185 Madison Ave., New York, N.Y. 10016

Please enroll me as a member and send me my introductory gift of membership, *Danse d'Espagne* by Degas, recast in Foundry-Stone. If I choose, I may return it within 30 days, thereby canceling membership. Otherwise, I will pay my \$10 lifetime dues. I have no obligation to buy anything, now or ever.

One membership per family.  
Offer available only in the U.S.A.

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with  
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From  
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Simply smashing!  
Kleenex Boutique towels and matching  
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avocado green, sunny yellow. Napkins in bold  
gold and avocado green.

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# MAY

## Enjoy the Springtime charm of Salem.

The springtime charm bracelet Jennifer is wearing consists of an owl, four-leaf clover, rabbit, butterfly, lady bug, frog (and, around the bend, a flower sachet and Jade turtle), all in 14 karat gold. If you'd like one, send the end flaps from two Super King Size Salem wrappers and a check for \$205 to Springtime, P.O. Box 2311 Grand Central, New York, N.Y. 10017.



...you can't take  
the country  
out of Salem