THE AMERICAN HOME

Winter 35¢
January-February

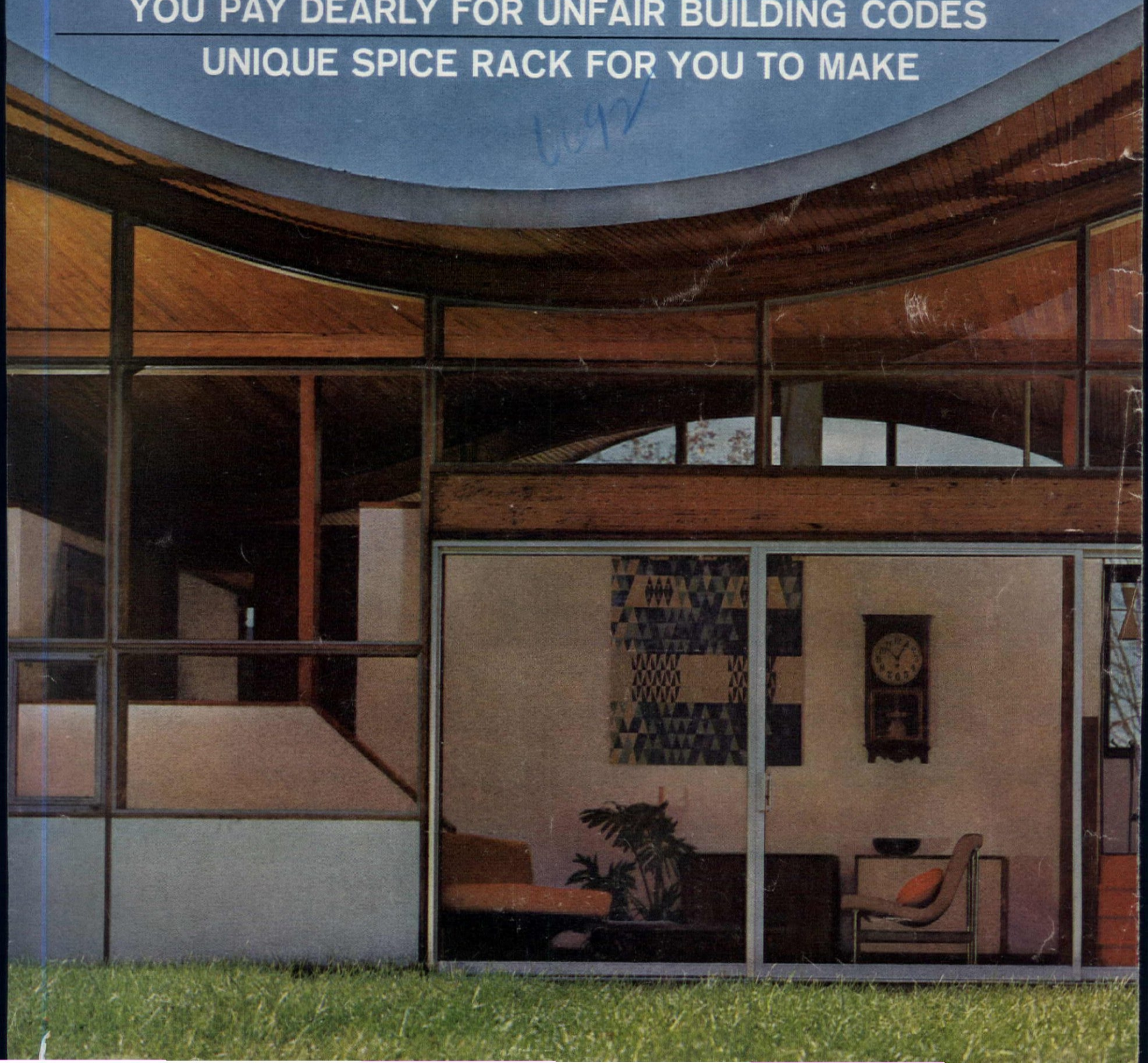
SPLASHING NEW WAYS TO DECORATE YOUR BATHROOM

HEARTY EATING FROM THE PENNSYLVANIA DUTCH

THERE ARE HIDDEN DANGERS IN YOUR WATER SUPPLY

YOU PAY DEARLY FOR UNFAIR BUILDING CODES

UNIQUE SPICE RACK FOR YOU TO MAKE



4. Festive supper with a spirit of Sweden

Creamed Smoky Pea Soup. Cook Knorr Smoky Green Pea Soup Mix in 2 cups water for 10 mins. Stir in 1 cup milk, heat. Garnish with grated carrot. Serve with crisp Premium Crackers and canned salmon on lettuce bed, garnished with lemon and radish roses. For added Swedish inspiration: serve dessert of lingonberry, strawberry or raspberry preserves on Premium Crackers.

5. Party supper with the romance of France

Savory Tomato 'N Onion Soup. Cook Knorr Golden Onion Soup Mix in 2 cups of water and 1 cup of tomato juice for 10 mins. Enjoy with bite-size "Top Hat" hamburgers served on crisp Premium Crackers. **"Top Hat" Hamburgers:** Prepare your favorite hamburger recipe. Shape into tiny balls; press and flatten. Place stuffed green olives on top and broil. Serve hot.

6. Filling supper with a taste of Austria

Spring Vegetable Satin Spread. Stir 1 foil pak Knorr Spring Vegetable Soup Mix into 1 pint sour cream. Chill 2 hours. Serve as spread or Premium Crackers, along with Crab Devilled eggs and grilled Vienna Sausages. **Crab Devilled Eggs:** Mash yolks of 6 hard-cooked eggs. Add ¼ cup mayonnaise, 2 or 3 drops lemon juice ½ cup crabmeat. Refill egg halves. Chill.

®

1. Quick supper with the zest of Italy

Garden Vegetable Soup. Cook according to directions on box. Enjoy with crackling-crisp Premium Crackers and tasty Italian antipasto. **Antipasto:** Arrange slices of Italian salami, beets, green olives, artichoke hearts and pimiento on bed of lettuce. Top with anchovies. As an extra Italian touch, serve Espresso coffee enhanced with lemon peel or stick of cinnamon.

2. Gala supper with a dash of Switzerland

Swiss Cheese Rarebit. Mix 1 foil pak Knorr® Cream of Leek Soup Mix and ¼ tsp. dry mustard in top of double boiler. Gradually stir in 2 cups milk. Cook over boiling water, stirring till thickened. Cover; cook 5 mins. Add 2 Tbs. margarine. Add ½ lb. shredded Swiss cheese, stirring till cheese melts. Pour over Premium Crackers. Garnish with cooked shrimp. Serves 4.

3. Hearty supper with a flavor of Norway

Hearty Beef Soup. Cook Knorr Hearty Beef Soup Mix as in directions on box. Garnish with grated egg yolk. Enjoy with tomato aspic and crisp Premium Crackers, spread with **Crunchy Cheese Spread:** Mash 3-oz. pkg. cream cheese. Add 2 Tbs. mayonnaise, ⅓ cup each finely chopped radishes and green pepper, ¼ tsp. grated onion. Pack into small cup, then unmold.

Explore the flavor of 9 countries with 9 new ideas from Knorr Soups and Premium Saltines

KNORR MAKES EUROPE'S BEST SELLING SOUPS

Like a bird poised for flight, our cover house sits on a sprawling 10-acre site in rural Lambertville, New Jersey. Owned and designed by architect Jules Gregory, its roof structure is a double conoid. The rise shown here is matched by a similar one at the other end. More about this fanciful house on page 6.

Fun supper with the charm of Holland

nicken Noodle Supreme. Cook Knorr Chicken oodle Soup Mix as in directions on box. Beat 1 g thoroughly. Pour gradually through strainer to hot soup. Stir and cook 1 minute. Enjoy th crisp Premium Crackers, Ham Kabobs d Gouda Cheese. **Ham Kabobs:** Alternate unks of ham and green pepper on wooden tooth- cks. Brush with corn oil and broil. Serve hot.

8. Light supper with a touch of Denmark

Shrimp Wiggle. To 1 foil pak Knorr Cream of Mushroom Soup Mix, gradually add 1¼ cups milk and 1 cup water, stirring constantly. Cook over low heat, stirring until thickened. Cover and simmer 5 minutes, stirring occasionally. Mix in 1 cup cooked shrimp, 1 cup cooked peas, dash of onion salt. Serve hot over crisp Premium Crackers. Garnish with tomato. Serves 4.

9. Hurry-up supper with a glow of England

Curried Beef Noodle Soup. Follow directions on Knorr Beef Noodle Box; add ½ tsp. curry powder. **Pickled Mushrooms:** Drain canned mushrooms. Marinate in French dressing. Chill. **Stuffed Celery:** Mash 3-oz. pkg. cream cheese. Stir in 1 Tbs. mayonnaise, 2 Tbs. chopped pimiento, few drops onion juice. Stuff celery. Chill. Serve with Premium Crackers and cheddar cheese. Serves 4.

9 "snack suppers" seasoned with the enchantment of Europe!

Formica Illustrated: Cabinets Highland Walnut #93-BG-39, Tops Primrose Linen #55-C-16

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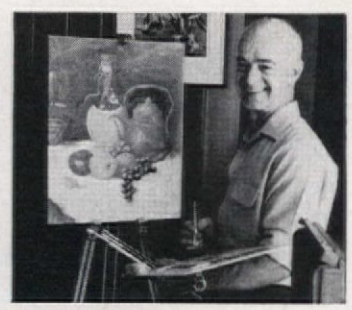
PATRICK MCGOWAN, So. Pasadena, Cal.

Gives up typing
"I had a dreary clerk-typist job. Today, I do high-fashion illustrations for one of Albany's largest department stores."
WANDA PICKULSKI, Rexford, N.Y.

Clerk to cartoonist
"I was an airline clerk when I enrolled. Now, after winning Fifth Prize in a national cartoon contest, I've signed a contract to do a daily comic strip."
JOHN WHITAKER, Memphis, Tenn.

Becomes art teacher
"Thanks to you, my painting classes overflow with both children and adults. I've never enjoyed anything so much in my life."
MRS. RAE DOWDY, South Boston, Va.



No more layoffs
"The plant I've worked for has closed its doors. But I'm not worried. Thanks to you, I have my art sales to fall back on."
JOSEPH BENNETT, Adrian, Michigan

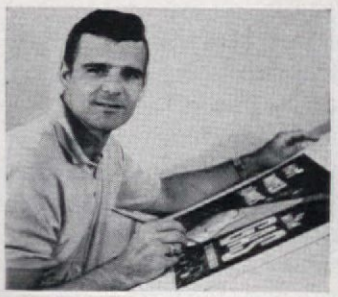
Wins prizes
"Thanks to you, I've won many prizes in exhibitions and have sold most of my paintings. Just last week I got a check from the Buffalo Art Gallery."
HELEN D. KAY, Kenmore, N.Y.

Boosts salary $2,000
"Without your training I would not have my present job as illustrator for the *Chicago Sun-Times*—at a $2,000 boost in salary."
PAUL BREWER, Chicago, Ill.

Gets "dream" jobs
"With no art training, I was getting nowhere in cartooning. Now I get syndication, greeting cards—really 'dream' jobs."
BETTE FILLEY, Seattle, Wash.

Retires successfully
"Thanks to you, I'm doing a satisfying business in my own art studio. I've found fun and profit in my retirement."
JOHN WARREN, Morristown, N.J.

Adds to family income
"To think that a mother of six lively young ones, without domestic help, can study art and hold painting classes at home!"
ELIZABETH H. LINCOLN, Ware, Mass.



Doubles salary
"I was a pipefitter's helper when I enrolled. Now, I'm a commercial artist in the advertising department of the same company—at twice the salary!"
JOHN BUSKETTA, Uniondale, N.Y.

Cinderella story
"Mine is a 'Cinderella' story, thanks to your Course. I now paint five days a week to keep up with my orders—up to $400 each."
MRS. PATTI DOLEZAL, Yuba City, Cal.

Doubles income in spare time
"By the time I'd finished half the Course, my spare-time free-lance work was bringing in more than my job as bank teller."
KEITH MELLOR, Tucson, Ariz.

Better than medicine
"My doctor has said time and again that all the medicine in the world could never replace this Course and what it has done for me."
THEO. M. BRYANT, Whittier, Cal.

Carpenter to artist
"With no previous art training, I landed a commercial art job by saying I was a FAS student—and showing the work I had done for you."
KENNETH W. GUERNSEY, Springfield, Ill.

"We're looking for others who like to draw"... says Norman Rockwell

The people pictured above have changed their lives through art—so can you

IF YOU LIKE TO DRAW OR PAINT—you must have toyed with the idea of "doing something" in art.

Why not explore the idea further? If you show talent—a group of America's most famous artists stand ready to give you the art training you need.

These distinguished men (listed below) own and run the Famous Artists Schools. They spent years pouring all they know about drawing and painting . . . all their priceless trade secrets . . . all their professional know-how . . . into a monumental series of art lessons. As one of their students, you can share this vast knowledge and experience—no matter where you live. You study at home, in your spare time.

America's 12 Most Famous Artists

NORMAN ROCKWELL	FRED LUDEKENS
JON WHITCOMB	BEN STAHL
AL PARKER	ROBERT FAWCETT
STEVAN DOHANOS	AUSTIN BRIGGS
GEORGE GIUSTI	HAROLD VON SCHMIDT
PETER HELCK	ALBERT DORNE

You Are a Class of One

Your instructors—who are themselves practicing professional artists—correspond directly with you. For each assignment you send in, they spend as much as two or three hours showing you ways to improve your work. They make separate drawings and paintings especially for you. They write you personal letters of advice and guidance. Eventually, they become your friends, eager to hear news of your success, eager to help in any way they can.

As you can see—from the small sample of Famous Artists students pictured above—this training works well.

Find Out If You Have Talent

To find others with talent worth developing, the famous artists created a special talent test. Formerly, the School charged for the test, but now they offer it free and grade it free. If you show talent on the test, you are eligible for Famous Artists training. But there is no obligation at all. To get a copy of the test, simply mail the coupon. It could be your first step to seeing your picture on this page.

Famous Artists Schools
Studio 5906, Westport, Conn.

I would like to find out whether I have art talent worth developing. Please send me, without obligation, your Famous Artists Talent Test.

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JOHN J. VERONIS, Publisher

IN THIS ISSUE

From cover to cover, our big Winter issue gets you off to a bright and shiny start this New Year of 1963. Want to know what's spanking new in flowers, plants, and shrubs? Planning to panel a room, redecorate the bathroom, entertain the boss? You'll find our pages crammed with ideas. On the more serious side, we bring you a comprehensive report on a new boom in the building industry—the retirement village. Does the retirement village really open a new idyllic life for your parents? Or are older people better off where they are? The answers and many more stimulating articles are on the pages that follow.

The Curtis Publishing Company: MATTHEW J. CULLIGAN, *President;* CLAY BLAIR JR., *Editorial Director*

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DEAR READER:

It is a sad but true commentary on modern values that very often many present pleasures are missed because of an overconcern with "tomorrow." We certainly have nothing against an attitude of careful planning, but constant living in the future can do much to dim our enjoyment of those blessings that are already ours.

For instance, when searching for a house, far too many families are more concerned with how much they will be able to sell the house for in the distant and hazy future than with whether or not the house is suited to their particular needs. We don't, of course, believe that if and when a house is sold it is necessary to take a financial licking. But, in view of the fact that a house does provide living quarters for a number of years, it is strange that an expectation of a profit on its future sale should be a primary influence in purchasing. This attitude fosters the belief that you can get something valuable for very little and at the same time capitalize on it. It accepts and encourages an inflationary philosophy. More important, it is an attitude that puts a price tag on the intangibles that are the essence of a home.

The house in which we live is not just a piece of real estate, it is our home—a place for love, laughter, shelter, and comfort. Unlike other investments the family develops strong emotional attachments to it. As such, the house often becomes a symbol to the members of the family of the existence and strength of the family group. If we bring up our children to think of a house as primarily a financial investment, we rob them of the security that comes with a strong association between house and family.

This same preoccupation with financial considerations has prevented many families from making desirable and practical improvements to their home. They often reject these improvements because there is no absolute guarantee that should they ever sell the house, they will get back every last penny they invested.

It is our belief that—just as in selecting a house—home improvements should not be considered in terms of resale value but in the amount of pleasure and convenience they will provide a family over a period of years.

THE EDITOR

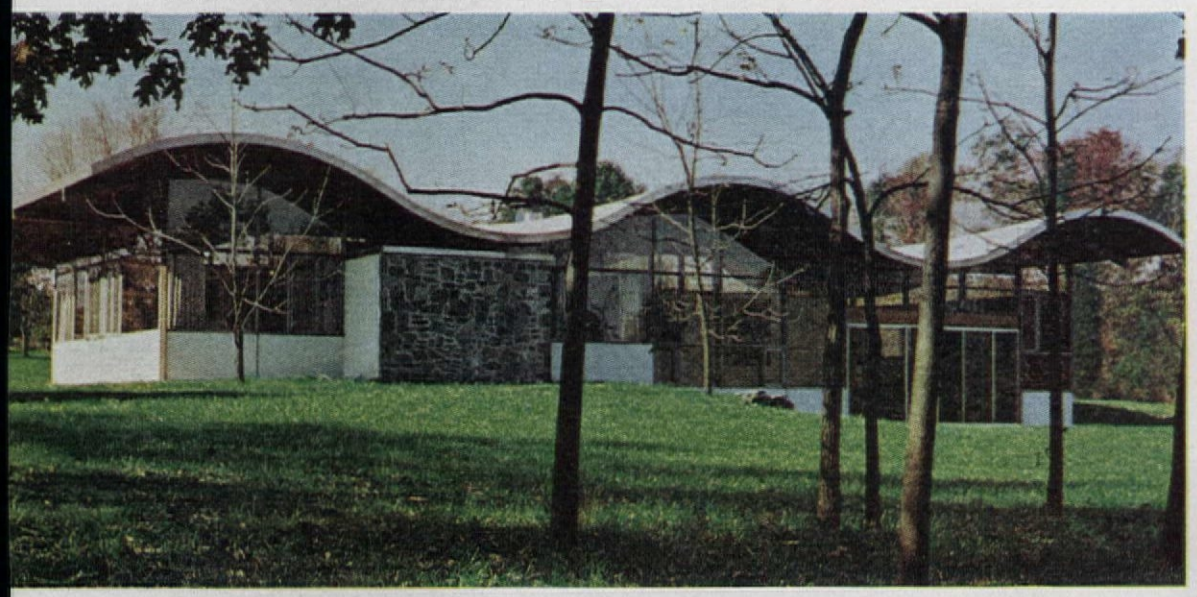
Mommy, can I have a bowl for breakfast, too?

Why not? Anytime, for that matter. New Lipton Chicken and Noodle Soup with Diced Chicken Meat is that delicious. Lipton plumps chunks of succulent white meat (white meat only!) and a shower of tiny fine egg noodles into a golden broth. Try it today. Better yet, try all 12 great soups from Lipton—the soups that taste like mother just cooked them.

ALPHABET VEGETABLE · TOMATO · BEEF NOODLE · MUSHROOM · TOMATO VEGETABLE · GREEN PEA · CHICKEN NOODLE · CHICKEN RICE · ONION · CREAM STYLE CHICKEN · COUNTRY STYLE POTATO

ALAN BORG

BOLD ROOF LINE CREATES AN EXCITING HOUSE INSIDE AND OUT



As well as showing the entire roof line and the way it "floats" over the house, photo, left, also indicates the architect's desire for eliminating foundation planting.

View below dramatizes the undulating roof from the inside and the band of glass that continues around the house below the laminated wood beams. Scene is from the hallway looking toward the living room and terrace.

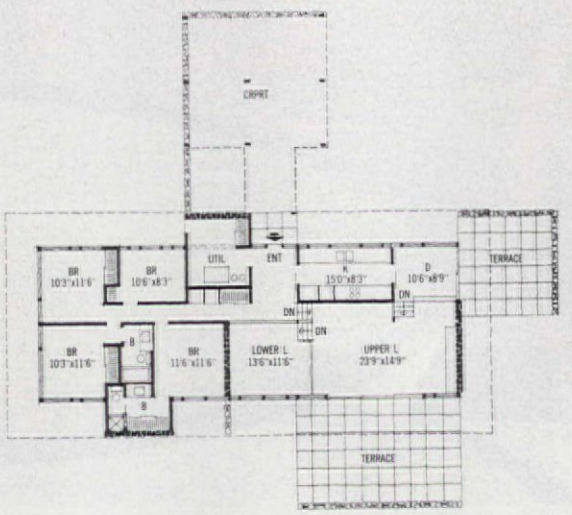
Information: Dorothy Rodenburg

Solid roof decking is made of 2x3s on edge, rigidly nailed together. It rests on laminated wood beams.

View looking through efficient corridor-type kitchen to dining room and terrace.

Reaction to this house will be strong. Either you will be completely captivated by it or completely repelled by it, because there is no middle ground in an architectural statement as strong as this one. If your reaction is negative, it would be well to understand that this is an important house because it states in no uncertain terms certain aspects of residential architecture. In essence, it says that there can be more to a house than just being a shelter from the elements, that there are other important things to consider—space and the way it flows through a house, light coming into the house in the daytime and going out of the house at night, structure as an element of design and decoration, and landscaping as a foil for a house and not just a cover up for design weakness. These are the things the architect owner, Jules Gregory, has so successfully achieved in this unusual and beautiful design created for his own family.

While the bold roof line emulates the rolling New Jersey countryside where the house is located, it was not designed for this purpose. Rather, it was designed to provide a feeling of lightness and to create different feelings of space—in some areas low ceilings for an intimate atmosphere, and in other areas lofty heights for drama and a change of pace. The band of glass that completely encircles the upper portion opens the house to a play of daylight that constantly changes from dawn to dusk. This light is transmitted from room to room because partitions and solid exterior walls go only to a height of 7′ from the main floor level—the space between the roof and the top of the partitions being filled in with glass for sound privacy. By referring to the cover picture you will see that it is possible to look right through the house above this 7′ height. To emphasize this play of space even more, the main part of the living room is down a few steps from the rest of the house and an inglenook with fireplace is down a few steps further—creating a soaring 17′ ceiling height in this area.



A fine floor plan makes this house a very livable one for family life as well as for formal entertaining.

To utilize this whole roof structure to the maximum, the laminated wood beams that carry the roof deck, and even the decking itself, are left exposed to become the dominant element of design and decoration. By eliminating foundation planting and concentrating on landscaping accents away from the house, the building becomes even more of a clear-cut statement of pure design. Perhaps not your concept of a dream house, but nevertheless very significant.

PARENTS, TEACHERS, AND TOTS ACROSS THE LAND ARE SAYING:

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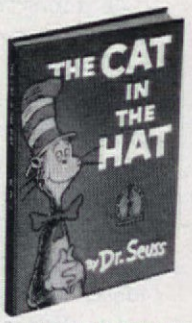
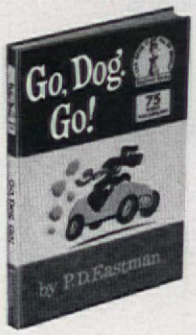
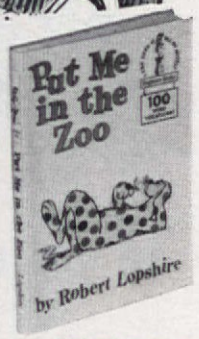


THE CAT IN THE HAT
By Dr. Seuss
Mommy was out and there was nothing to do until the magical "Cat in the Hat" walked in to entertain Sally and her brother. Then – oh, what a mess! How the cat fixed it all up before Mommy got back makes a Dr. Seuss story your child will love!



GO, DOG. GO!
By P. D. Eastman
What child doesn't love dogs – especially wildly colored dogs that ski, drive cars, skate, sail boats! P. D. Eastman's funny words and pictures will delight your child—and give him mastery of 75 simple words.



PUT ME IN THE ZOO
By Robert Lopshire
A polka-dot animal wants to get *into* a zoo, but they won't take him. Where he does wind up is a real surprise for beginning readers. Written in rhyme for added word retention, this memorable book contains just 100 different words your child already knows or will quickly learn.

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THEODORE IRWIN

At a retirement village in Florida the other day, a deeply tanned, exuberant 62-year-old home owner remarked to a visitor: "I'm so glad I moved to this place; I often feel I've found my heaven right here on earth."

In contrast, at a similar community, a 59-year-old resident recently revealed: "Sure, my arthritis is better in this climate, but I'm going back to Michigan. I guess I'm homesick and bored—miss my grandchildren and old friends too much."

Is the retirement village—that burgeoning phenomenon of our era—a Shangri-La or mirage for the elderly? If you are thinking of a new, warm-climate home for your parents in which they can settle down during their golden years, you should know what they can expect to find.

Communities devoted exclusively or largely to retirees have been springing up all over the country in the past decade and a full-fledged boom appears to be under way now. Certainly they are meant to fill a growing need. Modern medicine is enabling U.S. citizens to live longer, and liberal pensions promote early retirement. Nearly one out of four Americans (over 41 million) is 50 years old or more, with 23 million over 60. When children have married and moved out, the family home often becomes too large and expensive to carry, too much work to maintain. While surveys show that most oldsters stay put in familiar surroundings, one out of ten has enough energy and gumption—or is sufficiently rootless—to pull up stakes for a place where he can warm his thinning blood.

To meet the increasing demand, every year for the next 15 years builders are expected to put up between 100,000 and 125,000 new houses—and at least 50,000 rental units—for our senior citizens. You see these bright new homes not only in Florida, Arizona, California, and New Mexico but in Northern areas as well.

Life at a self-contained true retirement village, occupied entirely or chiefly by the elderly, can be decidedly pleasant, especially in one of the mild, sun-saturated states. Usually there's swimming, shuffleboard, a golf course, uncommonly active church congregations, a community center for dancing, hobby clubs, card games, arts and crafts, adult education courses. At some, people can fish from their back yards or a nearby pier, and a yacht club lures boating enthusiasts. Above all, there's ample social life, based on similar interests, and the leisure to enjoy it. With warmer relationships among neighbors, more home and community parties are staged than in preretirement days.

"There's a pioneer spirit here because we've started a new way of life," one retiree at Sun City, Arizona, observes. "This is not the kind of place where people sit around and wait to die. We don't have enough time for all the things we want to do."

At Port Charlotte, Florida, a 61-year-old former executive put it this way: "We're getting our second wind, just beginning life all over again. We have an upbeat outlook as we watch our community sprout in all directions day after day."

People seem to feel the retirement town is their own to shape and enjoy. There's no fear of being shouldered aside by younger men, no competitive drives. "It's wonderful having everybody on the same level," commented a retired dentist, "where people are not inquisitive about your financial status."

With no heating expenses, low taxes (in some places school taxes are nonexistent) and no winter clothes to buy, the cost of living is held to a minimum. Depending on the kind of home purchased and how much cash was paid for it, residents at Arizona's Sun City, for example, may get along on $350-$400 a month. At Florida's Port Charlotte, average expenditures for a two-adult family is estimated at $332 a month, including groceries, car, home payments, taxes, etc.

What kind of retirement village should your parents consider?

A variety of types is now available. Many are being built by churches, fraternal organizations, and labor unions, often as "high rise" apartments called lodges, manors, or "homes." Prime examples are Moosehaven and Salhaven in Florida and Presbyterian Village in Michigan. Others are converted hotels. Subdivisions of a city or "satellite units" such as at Smithville, Texas; Columbus, New Mexico; and Casa de Sol, adjacent to Mesa, Arizona, are devoted to retirees only. Liberalized federal financing has encouraged big nonprofit apartment projects like California's Senior Citizens Village near Fresno. There are "town houses" in Chicago and co-op apartments such as those in Detroit and at Rossmoor, Seal Beach, south of Los Angeles. Elsewhere the trend is surging.

It's been well established by social scientists that the best place for healthy oldsters to live is in a home of their own, which creates a sense of security and belonging. Among the scores of retirement home villages, several are outstanding:

Sun City, Arizona, 12 miles northwest of Phoenix, developed by the Del Webb Corporation, opened in January,

(continued on page 10)

ADMIRAL DUPLEX

Full-size freezer! Full-size refrigerator! 23.5 cu.ft. in one beautiful cabinet!

Now, Admiral brings you the largest capacity, most beautiful refrigerator-freezer in the world. And there's no defrosting ever! The left side of the Admiral Duplex is all freezer... the right, all refrigerator. No wasted space. All the fresh and frozen food storage you'll ever need in one compact, counter-depth cabinet that fits flush to the wall. Think of it! No more squeezing foods into an overcrowded refrigerator or tiny freezer compartment. And everything within easy reach!

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holds 269 lbs.,
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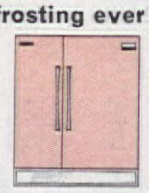
41" wide.

23.5 cu. ft.* capacity
9.5 cu. ft. freezer
holds 334 lbs.,
14.0 cu. ft. refrigerator.
48" wide.



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9.5 cu. ft. freezer
holds 334 lbs.,
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Best of all, foods stay at peak freshness with Admiral's famous "Moist Cold" refrigeration system. Save money, too! The Duplex costs less to buy and operate than two separate units. Even cuts your shopping trips! Your whole family will enjoy the convenience of an Admiral Duplex. Three different Duplex sizes to fit any kitchen. Five fashion tone colors to make it more beautiful — Copper Bronze, Turquoise, Shell Pink, Citron Yellow, and Polar White. See the new Duplex now!

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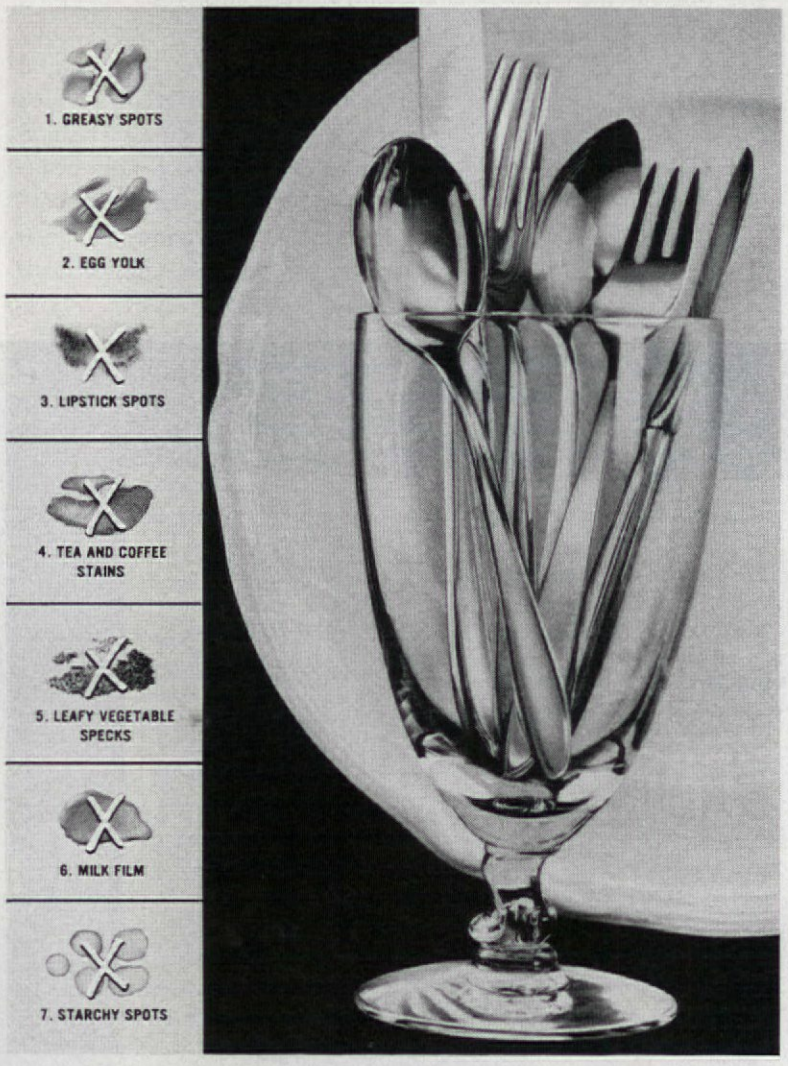

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Dishwasher *all* is recommended completely safe for finest china by the American Fine China Guild.

Retirement Village

(continued from page 8)

1960, as a haven exclusively for "active retirees" 50 or over. Of the current population of 7000 the average age is 62.5. While many home owners come from Arizona and California, the big influx is from states that have severe winters. Facilities range from a woodworking and ceramics shop to lawn bowling courts, golf courses, and a town hall. Activities are organized spontaneously without artificial "recreation director" stimulation. Over 90 clubs and organizations help keep the inhabitants busy. Webb surveys frequently elicit a comment like this: "I have reared my own children but I don't care to rear someone else's." As a former postal employee put it: "We want a restful place free from the usual squabble over schools and their costs." Similar Webb retirement cities have been launched near Tampa, Florida, and at Kern City, California.

Palm City, California, in the warm, dry Coachella Valley 16 miles from Palm Springs, is a budding self-contained, 560-acre desert community developed by Nels Severin. Present population is about 1000; 1800 homes and co-op apartments are expected to be completed this year. As in Sun City, to be eligible, either spouse must be 50 or over. But Palm City has a unique taboo: children under 18 are permitted only as visitors, not as permanent residents. Here, too, people take advantage of such facilities as horseshoe pits, croquet courts, and shuffleboard, but some remain active in a form of self-employment. The average age of home buyers is 60. A much larger Severin retirement city is rising at Livermore, near San Francisco.

Port Charlotte, Florida, (population 12,000) between Sarasota and Fort Myers, is the largest of the communities appealing to retirees. There is no minimum age for eligibility and the town boasts some 2000 school-age children. The median age of home owners is 47. Opened five years ago by the General Development Corporation, Port Charlotte now has 4000 homes, six churches, a bank, a huge shopping center, an adult education school, public beaches, a bowling alley, country club, and a new hospital. Game fishing and golf are major attractions. Port Charlotte has coined the word "renewment" to replace "retirement"; with cultural and recreational programs life can begin anew for people past their prime.

Cape Coral, Florida, 12 miles from Fort Myers on the Gulf, is another development where retirees blend with families of all ages— a community for oldsters who don't want to be restricted to their age peers. No minimum age requirement has been set up. About 65 per cent of home owners have ostensibly retired but a great many are able to take up a second career, part time or full time. With 455 children of school age, Cape Coral compares with most modern residential communities. The average age of home owners is 49. A "custom built" 52,000-acre city-in-the-making carefully planned by the Gulf American Land Corporation, Cape Coral (population 2200) is especially designed for waterfront living. Nestling on the mile-wide Caloosahatchee River, two-thirds of its homesites front on a Venetian network of navigable waterways which makes boats almost as common as cars. Only four miles from the Gulf of Mexico, Cape Coral has become a fisherman's paradise. The five-year-old "growth town" now has a million-dollar Yacht and Racquet Club, golf course, and a full complement of other recreational resources for old and young. Gulf American is shaping up another self-contained community, Golden Gate Estates, near Naples, also on the Gulf.

Generally, homes in such self-sufficient communities are modestly priced. At Sun City, one-story homes built of concrete block in pleasant pastel colors range from $10,450 for two bedrooms and bath to $15,950 for three bedrooms, two baths, and a leisure room. At Palm City, you can get a two- or three-bedroom house for $12,995 to $17,250. Cape Coral offers 23 models, all custom built, for anywhere from $9295 to $40,000 or over. At Port Charlotte, where houses are of masonry construction, the range is from $10,310 for a one-bedroom, one-bath model to $30,000 for a waterfront home with swimming pool and air conditioning. Evidently retirees have little trouble obtaining mortgages.

While these "big four" are probably the most publicized developments for retirees, other projects offer diverse inducements. At North Cape May, New Jersey, originally a seashore vacation spot, developer Carl T. Mitnick has sold about half of his 1500 homes to retired people. He advertises the community as "the St. Petersburg of the North," has free ambulance service to nearby hospitals. Another pioneer development, Youngtown, Arizona, near Phoenix, has been aimed at low-income people who must be 60 or over. Orange Gardens occupies part of the city of Kissimmee, Florida, taking advantage of existing community resources. Green Valley, 25 miles south of Tucson, Arizona, will have single-acre "ranchettes," lower-priced homes, and rental units. At Cortlandt, New York, Springvale-on-the-Hudson's cottage-like garden apartments are patterned after retirement communities in Scandinavia. The somewhat more affluent can buy into a specialized old-age community like Casa de Mañana at La Jolla, California, operated by the Methodist Church; here, one feature is a guaranteed medical care program.

A retirement village can be a blessing for many, a bane for others. Advantages are readily apparent. With retirement, lowered income, and reduced physical capacity often come loneliness and a feeling of uselessness. Relocation to a (continued on page 17)

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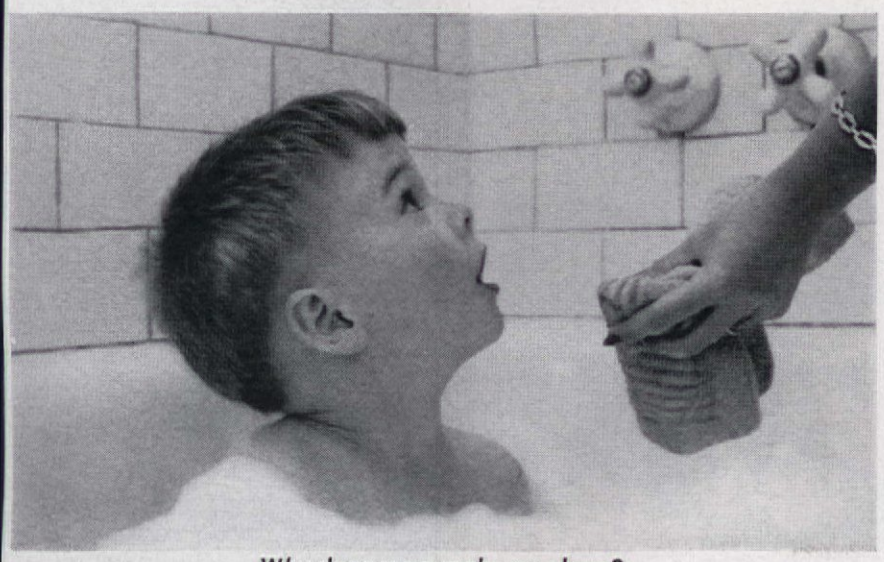

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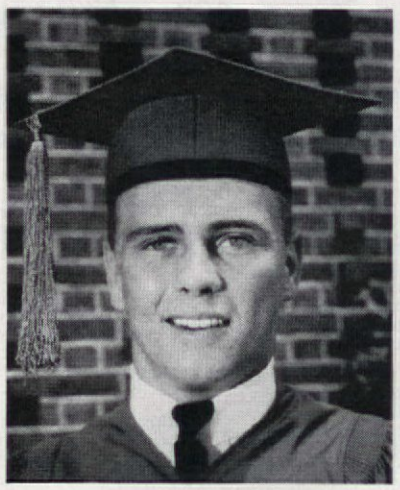

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Retirement Village

(continued from page 10)

meaningful community of neighbors and friends, with dignified living arrangements, can counter these tendencies.

"In a retirement village," says Dr. Edward B. Allen, psychiatrist and Secretary of the American Geriatrics Society, "people can find serenity when they identify with others of a similar age. They speak the same language, have common experiences, and areas of communication—able to exchange reminiscences about the first World War or the good old days of baseball. In this setting, where people are given a chance to make the most of their leisure constructively, there are social stimuli to relax. They can, for example, go dancing at their own pace. From the psychological and psychiatric point of view, they can socialize more comfortably."

Most important, points out Professor Irving Rosow, a sociologist at Western Reserve University, who has made a study of retirement villages, is that the residents—of basically homogeneous composition and backgrounds—share similar values. Many get a feeling of prestige from belonging to a retirement town.

The climate in the sunshine states, of course, is conducive to nonstrenuous sports and outdoor hobbies. Gone are the dreaded winters, the slush and snow shoveling. Residents are apt to notice that ailments such as arthritis and asthma seem to have cleared up. In the words of one retired business executive at Sun City, "I feel stronger physically than I have in the past 30 years. That's because I can get out and exercise every day."

Another retirement town home owner comments: "Retirement is a problem. A woman isn't used to having a man around the house all day, telling her how to run her home. That's why our activities are important. There are places for a man to go, things to do. I'm so busy my wife often doesn't see me until dinner."

Who can benefit from life in a retirement town?

"For perhaps 70 per cent of older people it can be satisfying," says Dr. Allen. "Much depends on a person's temperament. Those who are gregarious, extroverted, and have an adventurous spirit are apt to find fulfillment in a dynamic retirement village. If a man has never had much time for relaxation, the force of example will have a good effect on him. Widows and widowers, especially, may find companionship there."

Oldsters who need motivation to socialize and the lonely whose close friends have passed on and who have few social contacts left may find a retirement town ideal. "To relocate," advises Beverly Diamond, housing consultant of the National Council on the Aging, "people should have enough malleability to adjust to a new climate and environment. It helps if they have traveled in the past and want to be with people their own age."

Of course, a retirement town is not for everyone. Pulling up stakes and moving to another part of the country merely because the climate is milder, and housing and taxes are lower, could be a grave mistake for some. People in their sixties or seventies may discover they don't want to see only old faces and get to feel walled in. "Gerontologists," says Professor Rosow, "prefer to keep old people in their normal familiar surroundings as long as possible because they can maintain continuity in their lives."

Sociologists opposed to restricted retirement havens contend that with "chronological isolation" contacts and interests tend to become narrow.

"The philosophy of the retirement village," says Theodore R. Isenstadt, Director, Project on Aging, Family Service Association of America, "serves to perpetuate the practice of separating older people from a balanced community and family life. When they move into segregated communities, they perpetuate their separation from the mainstream of life and the already existing gap between older people and succeeding generations becomes even wider. We should strive for 'age-balanced' communities in which older people can enjoy contact with the very young, the young, and the middle aged. To be surrounded by people of all ages is to be a part of the world, to feel alive."

Those who probably would not be happy to be transplanted are the shy and introverted, who are reluctant to become "involved" in a new community and may feel too self-conscious about having their limitations exposed. People with strong special interests—in science, art, music—may be bored in a retirement village.

"Generally, people with strong family ties," says Dr. F. J. L. Blassingame, executive vice president, American Medical Association, "who live close to their children and grandchildren, or who have a circle of old friends and get satisfaction from church and charitable work or a hobby, have little inclination to move to another part of the country. If, in addition, they have always been reluctant to change neighborhoods, it is doubtful that they will adjust easily to a change of environment."

A good, soundly conceived retirement town, however, can overcome many of the reservations. Such a community fosters self-reliance, dignity, social relationships, and purposeful living for retirees. Residents should be made to use their own initiative and feel a sense of community.

"The critical factor in morale," Professor Rosow says, "is whether an isolated setting is a full-fledged self-contained community. To the extent that it approximates a community with all of a community's facilities, then it seems to support a thriving social life and to integrate its members."

On balance, should your parents seriously consider buying a home in

(continued on page 70)

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Regrettably, accurate timekeeping, the ultimate purpose of a watch, has been lost sight of by a segment of the industry. Yet, the greater cost of making a watch of highest quality and accuracy, such as Longines, is amply justified by its vastly extended life. Thus, a Longines watch bought today can still be a reliable timekeeper and a fine article of personal jewelry years after most of today's automobiles, televisions and appliances are worn out and discarded.

The Manufacturer Makes His Own Bed

One can buy a watch of a sort for $10 or less, or a Longines for $75 or more. What is the difference? Features like shock-resist, waterproof, antimagnetic, jewels, etc. mean little in themselves. It is a fact that a watch is only as fine as the ideals, integrity and experience of its maker.

Flawless Perfection...the Secret of Quality

A degree in horological engineering is a requisite to understanding the subtleties that distinguish the finest watch from less costly look-alikes. Microscopic differences of a few millionths of an inch in the 120-odd parts of a watch can make or break its accuracy and life expectancy. It needs 17 jewels to avoid wear and friction. But the best jewels can cost 100 times more than the cheapest. The difference in price is the difference in perfection.

Giving a Man's Job to a Man

The Longines watch factory was the first in the world dedicated to the fabrication of watches of ultimate quality with the help of tooling and machines. No precision manufacturing establishment is better equipped with all the marvels of electronically controlled machines or with measuring and testing devices of the highest order. But these alone cannot produce a watch of the quality of Longines. The missing ingredient would be the trained and experienced Longines watchmakers. In the Longines factory as many as three generations of trained watchmakers find employment side by side. As they advance in skills they are advanced to more demanding roles in the fabrication of Longines watches. Throughout the vast establishment there is a dedication to an ideal, the continuing challenge that the Longines watches of today must surpass in quality the Longines watches of yesterday.

The Longines Honors

The Longines watch did not, in its first years, emerge in full splendor like Minerva from the head of Jupiter. In 1867 Longines produced a few hundred watches. Not until 1879 did these pioneers in perfection feel they had approached their goal. In that year a Longines factory-made chronometer was the first of its kind to be classified *First* at Neuchâtel Observatory. In 1883, at the International Exposition at Antwerp, Longines won its first *Grand Prize*. From then on Longines has been in continuous public competitions. At 38 World's Fairs and International Expositions, Longines won highest honors. Through wars and peace, through prosperity and panics, unshaken by the fierceness of competition, Longines kept faith with a world-wide community which had come to expect only the best from a watch marked with the name Longines.

In Observatory Competition

Longines is the only watch ever classified *First* in accuracy competitions of the four government observatories—Washington, Kew Teddington, Geneva and Neuchâtel. In the last three years, to advance into the immediate past, Longines wrist watches won 193 observatory *First Prizes*—a greater number than any other manufacturer. In 1961 alone, Longines wrist watches won 43 *First Prizes*—a record unmatched in chronometric competitions.

In view of this record it is not surprising that Longines is recognized as "Official" by leading national and international sports and contest associations all the world over.

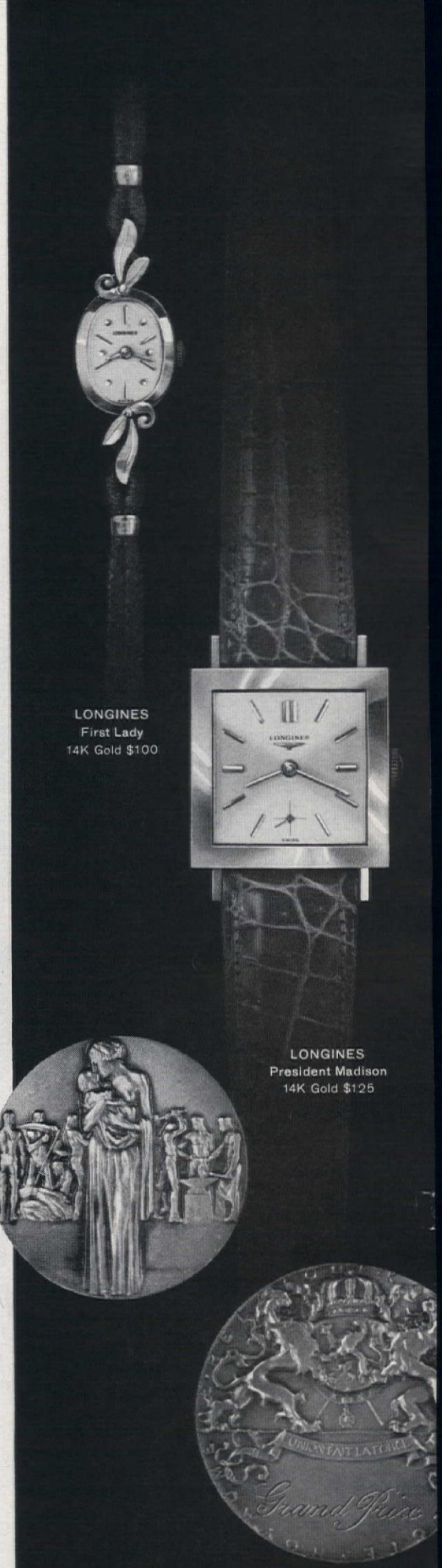
A Longines Is a Democratic Luxury

Longines is the most *costly* watch sold in America in substantial volume. Inside and out it has been made with luxurious perfection. In these days when expensive automobiles are sold by millions, the purchase of a Longines watch at $75, $100, or more can hardly be deemed an extravagance. Awareness of the value of *time* and an appreciation of things fine and beautiful is not limited by boundaries of wealth or position. One buys a Longines to treasure and keep. It repays its price over and over with long years of priceless service. Longines watches are available through authorized quality jewelers large and small in North America and 131 countries of the free world.

Standard of Comparison

Thank you for having read this far. Perhaps apologies are in order for the length of this dissertation. But we wished to place on the record the facts about Longines, *The World's Most Honored Watch*, deservedly, and by virtue of achievement, the world's standard of comparison.

W. Fred Gartman CHAIRMAN



The Longines Credo

Every Longines watch, whatever its type, for whatever its use, today, as always, is manufactured to be the finest of its kind and worthy in every respect to be called

The World's Most Honored Watch

WATCHES ENLARGED TO SHOW DETAIL • PRICES PLUS FEDERAL TAX

Kansas family reports on flameless electric home heating

"IT'S PRETTY PLAIN TO US THAT WE GET MORE FOR OUR MONEY BY HEATING WITH FLAMELESS ELECTRICITY"

The Lowell Nibbelinks of Topeka, Kansas, explain why they consider electric heating one of the best investments they've ever made

"Now that we've lived in an electrically heated home for over three years," Lowell Nibbelink tells you, "I doubt that we could ever go back to any other system.

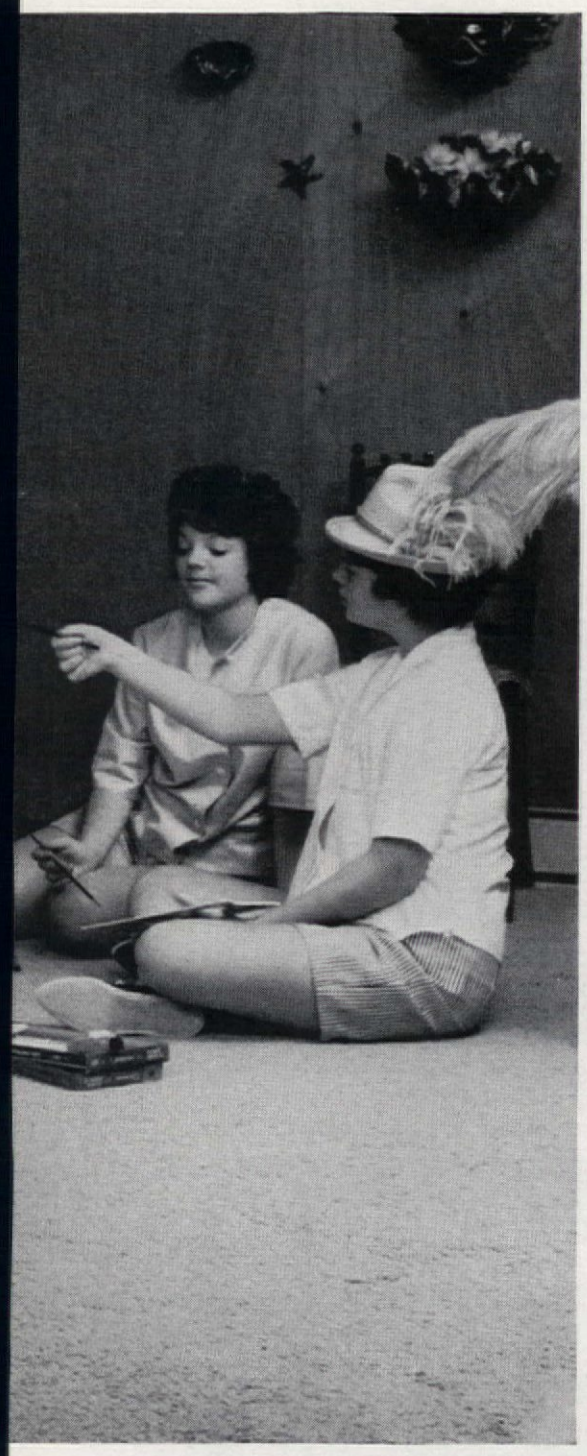
"To my way of thinking, the thing that makes electric heating such a bargain is that to all intents and purposes we're getting its extra comfort and cleanliness free of charge. Since we've moved in, I've kept pretty close track, and I'm convinced electric home heating is comparable in cost to any system we've ever had."

"You know," Martha Nibbelink adds, "since we've had electric heating, I spend so little time on routine housecleaning that it's almost embarrassing. Except, of course, that it gives me more time for other activities.

"And there's something else about electric home heating that I think is wonderful: it's such an even heat. There are just never any drafts or cold spots anywhere in the house."

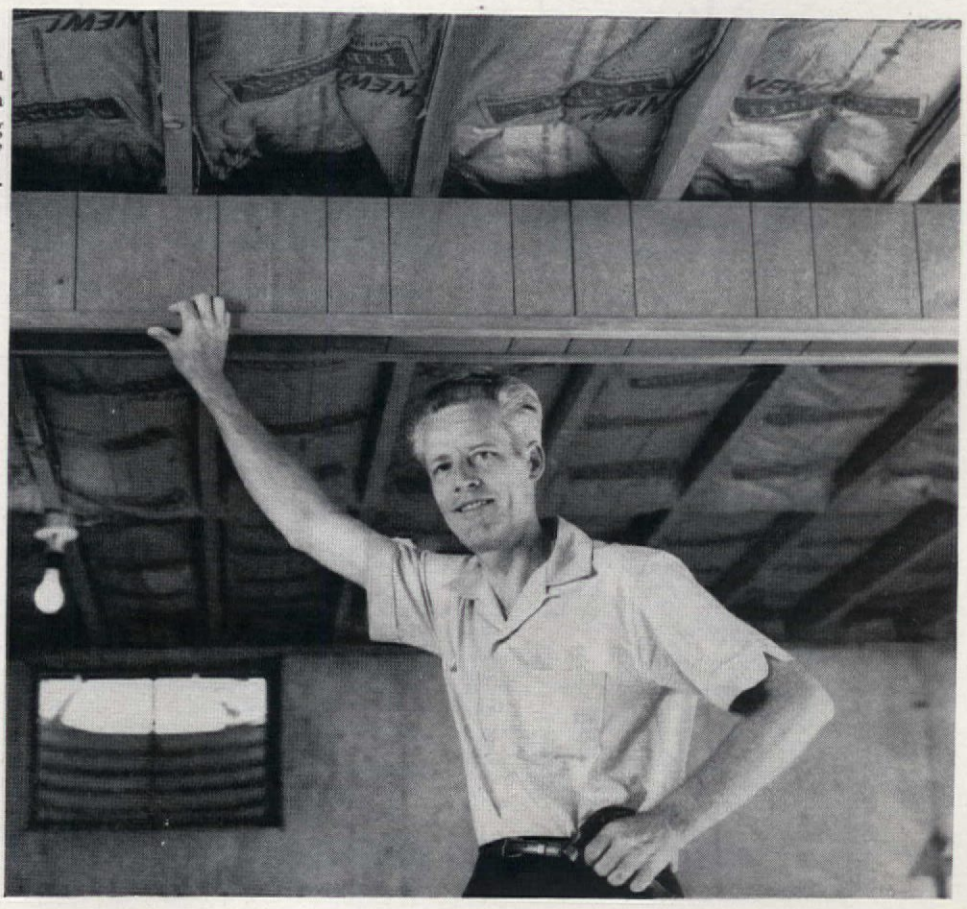
Candid opinions like these about the benefits of electric heating help to explain why over a million families all across America have already chosen this modern way to heat their homes. If you're planning to build, buy or modernize, think about flameless electric home heating. There are five basic systems to choose from and your local electric utility company will help you get all the information you need about the system that suits you best.

YOU LIVE BETTER ELECTRICALLY · *Edison Electric Institute, 750 Third Ave., New York 17*



COMPACT BASEBOARD UNITS heat the Nibbelinks' home efficiently and economically, eliminate cold spots and annoying drafts. And individual room temperature control allows the Nibbelinks to keep each room at the exact temperature desired.

A CLEANER HOME is a benefit of electric heating that every member of the Nibbelink family can appreciate. Even the light-colored walls and furnishings in daughter Marcia Kae's room stay bright and fresh-looking longer.



PROPER INSULATION throughout the house, partially shown as Lowell Nibbelink begins work on a basement recreation room, is the key to the efficient operation of electric heating and air conditioning. The cost of insulating the Nibbelinks' home has already more than repaid itself in extra savings.

OTHER BASIC SYSTEMS OF FLAMELESS ELECTRIC HOME HEATING

Wall panel heaters have heating coils located behind a decorative grill. Small fans may be used with this thermostatically controlled unit.

Electric furnaces provide compact central heating systems which can be combined with central air conditioning for year-round use.

Heat pump heats home in winter, cools it in summer. It's automatically reversible and maintains any desired year-round temperature.

Ceiling cable heat is invisible. Wires less than ⅛" thick are fastened to ceilings before plastering. Each room can have a thermostat.

Married women are sharing this secret

. . . the new, easier, surer protection
for those most intimate marriage problems

What a blessing to be able to trust in the wonderful *germicidal protection* Norforms can give you. Norforms have a highly perfected new formula that releases antiseptic and germicidal ingredients with long-lasting action. The exclusive new base melts at body temperature, forming a powerful protective film that *guards* (but will not harm) the delicate tissues.

And Norforms' *deodorant protection* has been tested in a hospital clinic and found to be more effective than anything it had ever used. Norforms *eliminate* (rather than cover up) embarrassing odors, yet have no "medicine" or "disinfectant" odor themselves.

And what *convenience!* These small feminine suppositories are so easy to use. Just insert—no apparatus, mixing or measuring. They're greaseless and they keep in any climate.

Available in packages of 6, 12 and 24. Also available in Canada.

Tested by doctors . . .
trusted by women . . .
proved in hospital clinics

FEMININE SUPPOSITORIES
Norforms®
A NORWICH PRODUCT

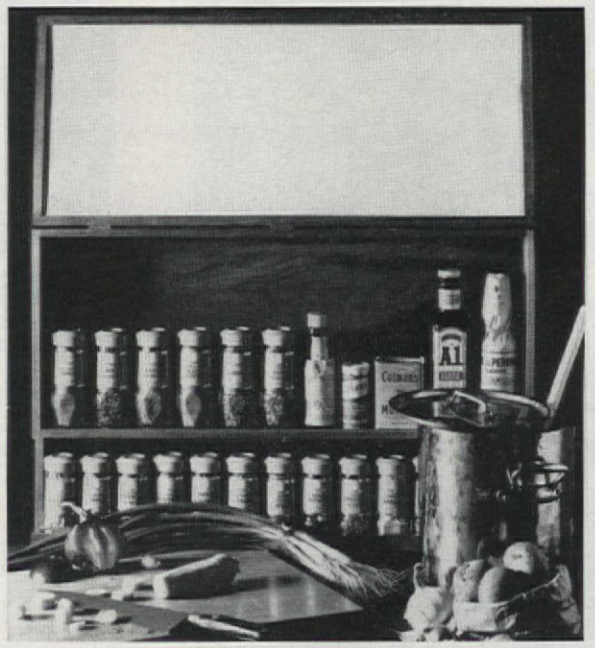
FREE *informative Norforms booklet*
Just mail this coupon to Dept. AH-31
Norwich Pharmacal Co., Norwich, N.Y.

Please send me the new Norforms booklet, in a plain envelope.

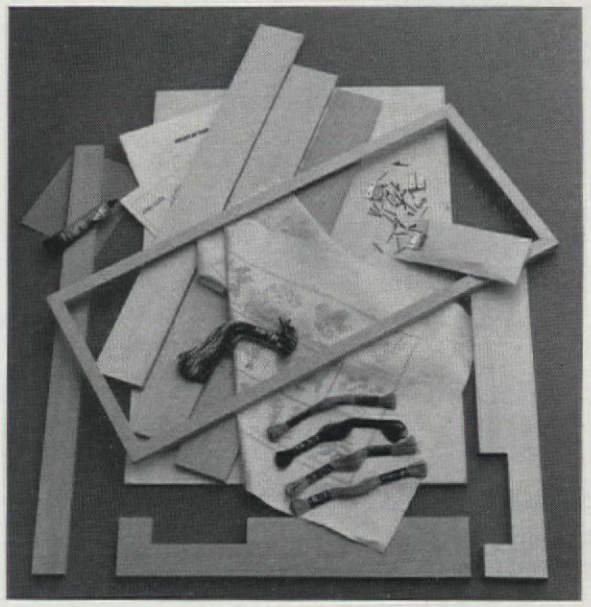
Name_____ (PLEASE PRINT)
Street_____
City_____ Zone____ State____

Spice Rack (continued from page 18)

You can tell at a glance whether to use a pinch of thyme or a dash of rosemary. Colored dots by cow, pig, chicken, lamb, and fish are matched with their appropriate spices and herbs. Over-all size of rack is 23¼x15¾x3½". Sand smooth, then put together with a few nails and glue (included in kit with instructions for assembling). Stain or paint the rack. Insert the herb chart you have embroidered in the preassembled frame. (Glass is not included.) Kit #PWK-43, price $10.98.



Lift up the embroidered chart *to store extra spice jars, tins, and condiment bottles such as catchup, vinegar, bitters, sauces, baking soda, and baking powders.*



Kit includes *wood parts cut to size, preassembled frame, stamped linen chart with embroidery floss, nails, glue, sandpaper, and a complete set of instructions.*

SPICE RACK ORDER FORM

The Spice and Herb Rack has been designed especially for *The American Home. Fill out coupon, enclosing personal check or money order (no stamps, please). Sorry we are unable to handle foreign orders.*

Please allow three weeks for handling and mailing.

THE AMERICAN HOME MAGAZINE
American Home Building, Dept. PWK, Forest Hills 75, New York.

Please send me____spice rack kit(s) at $10.98 each.
(New York City residents please add 3% sales tax)

_____
Print Name

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Print Address

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City *Zone* *State*

Only Flair Range has oven doors that glide up...safely out of the way of tall pans, your arms and shoulders. Also, when broiling, they shield your face from heat.

Only Flair electric Range has cooking units like this, units that slide back under a convenient work surface, completely hidden when not in use.

Delicious any way you look at it ... FLAIR by Frigidaire

Flair gives your kitchen the most "delicious" built-in look without the expense or fuss of building-in! It's an electric range you install quickly and easily. ■ But that's not all. Flair cooks "deliciously," too! From timers to automatic controls to quick heating cooking units, pace-setting Flair gives you all the latest convenience features. ■ Flair by Frigidaire is available in double-oven models and roomy but compact single-oven models. Prices are surprisingly low. Flair... exciting new member of the Frigidaire family of dependable appliances, products of General Motors.

Model #RCIB-645-2 (base cabinet optional)

FRIGIDAIRE

Your telephone almost never needs fixing
and if it does, there's no extra charge.
Is there anything else you use so often
that gives you such trouble-free service?

BELL TELEPHONE SYSTEM

HOSTESS PARTY CUES

With the party season in full swing, now's the time to bone up on what every good hostess should know.

Start with your guest list. Are the folks you'll invite compatible? They don't all have to like the same things, but clashing personalities are no help to any gathering.

Decide what these particular guests like to do and plan your party accordingly. Some people are best at small gatherings—perhaps a special dinner where conversation is the highlight. Others enjoy a large group in which they can move about, meeting new acquaintances and joining in a variety of small talk.

Invitations should give the date, the time (for a cocktail party specify when it is to be over: 4:00–7:00), the type of party, your name and address, and, if written, R.S.V.P. If you are inviting people from out of town, enclose directions for finding your home. Send invitations early so the guests can arrange their schedules and obtain sitters.

Consider the style of serving that would be most suitable for the type of party you are giving—buffet for a large group or seated dinner for a few couples.

Whichever style you choose, use some of the table appointments or equipment now available that make serving and eating easy. At a buffet, so the guests can enjoy the food without fear of spilling it, you might have stack trays or tables, or even pretty trays on the buffet table which will make carrying and eating easier. Put appliances to work—hot trays, chafing dishes, warmers.

For a sit-down dinner where the food will be of a more elaborate nature, you'll be more relaxed if you can employ someone to help with the cooking and serving. Since you may prefer to do the cooking yourself, you might plan a complete oven meal or one in which only the main course is hot. The object is to keep you from missing some of the conversation or from continually jumping up from the table to run to the kitchen.

After the dinner is over clear the table as soon as possible. A tea cart is helpful for this. Pile everything on it and wheel it to the kitchen. If you don't have a dishwasher, stack the dishes as neatly as possible so the kitchen too will look orderly.

The types of beverages to serve may be determined by your guest list. For those who do not prefer the stronger spirits, provide soft drinks, punch, or fruit juice. And, whatever you do, never urge someone to have a drink if he prefers not to.

Provide a coaster for each glass. The type that fits onto the bottom of a glass is excellent if people are moving around.

Serve the drinks on a tray or have a bar set up where guests may help themselves. Be sure there is plenty of ice. If your refrigerator won't supply enough, you can buy it by the bag and keep a couple of ice buckets filled. If you don't want to spend the evening washing glasses, write the name of each guest on a small piece of tape and put it on the glass. This simplifies identification for a refill.

The personal needs of your guests deserve special attention. Keep your walks and entrance steps free of toys, milk bottles, and other items which might become hazards. Be sure the entrance has proper lighting.

Provide coat closet space. Clear out one, preferably near the entrance, and have plenty of hangers. For a big party you might care to rent a coat rack. This is much better than piling coats on a bed where they become wrinkled and crushed. If there is room, place a chair or bench near the closet so guests can sit in case they need to remove or put on overshoes.

Let each guest know where the bathroom or powder room is, and keep the light on. Women will want to freshen up after their arrival and during the evening. The thoughtful hostess will provide plenty of fingertip towels. You might even want to use some of the smart and attractive paper guest towels. Guest soap, combs, aspirin, and mints should be handy. Powder puffs and tissues are important too.

Small children are out of place at an adult party. For a dinner party set the time at 7:30 or 8:00. This will give you time to feed the children and get them ready for bed. The older ones might stay up to greet the guests and then go to their rooms after a few minutes to read or watch TV. Or they might like to spend the night with friends.

The later hour will also give the guests a chance to feed their children and be easier for them to get sitters.

If you're having an early party, 5:00 to 7:00, perhaps one of your friends who is coming to the party could have her sitter take care of your children too.

Pets don't make good guests. They should be put in a separate room or in the basement. Most guests wouldn't appreciate a dog or cat jumping on them or begging for food. Nor should a dog be left outside to bark at the guests as they arrive.

The party's over. Don't urge guests to stay once they start to leave. It should not be necessary for them to explain their reasons for leaving early. They'll appreciate your consideration.

Clean-up time. Don't leave everything till the next morning. At least rinse out the glasses, empty the ashtrays, and if you have no dishwasher try to do the dishes or put them to soak. You'll wake up the next morning with pleasanter memories of the party if you don't have to face an untidy house.

M. R. BEASLEY

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

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

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

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

"It was back in '47, on my fortieth birthday. We had some friends over for a little celebration. There was lots of joking and fun about my hitting the forty mark. Chuck Russell presented me with a cane and remarked, 'Well, *old* man, you'll be needing this soon!'

"It was good for a laugh at the time, but a few nights later, as Jane and I sat reading, his remark ran through my mind, and this time it wasn't very funny. I began to imagine what it would be like to be old and helpless—dependent upon charity; I wondered what would happen to Jane if I died first; I worried about the day when I'd have to quit working and my income would stop.

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

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

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

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

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

Send for free booklet

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

PHOENIX MUTUAL
Retirement Income Plans
GUARANTEE YOUR FUTURE

OVER 100 YEARS OF LIFE INSURANCE PROTECTION FOR FAMILIES AND BUSINESS

Phoenix Mutual Life Insurance Co.
443 Elm Street, Hartford 15, Conn.
Please mail me, without obligation, your free 16-page booklet showing new retirement income plans.

Plan for Men ☐ *Plan for Women* ☐

Name_____
Date of Birth_____
Business Address_____
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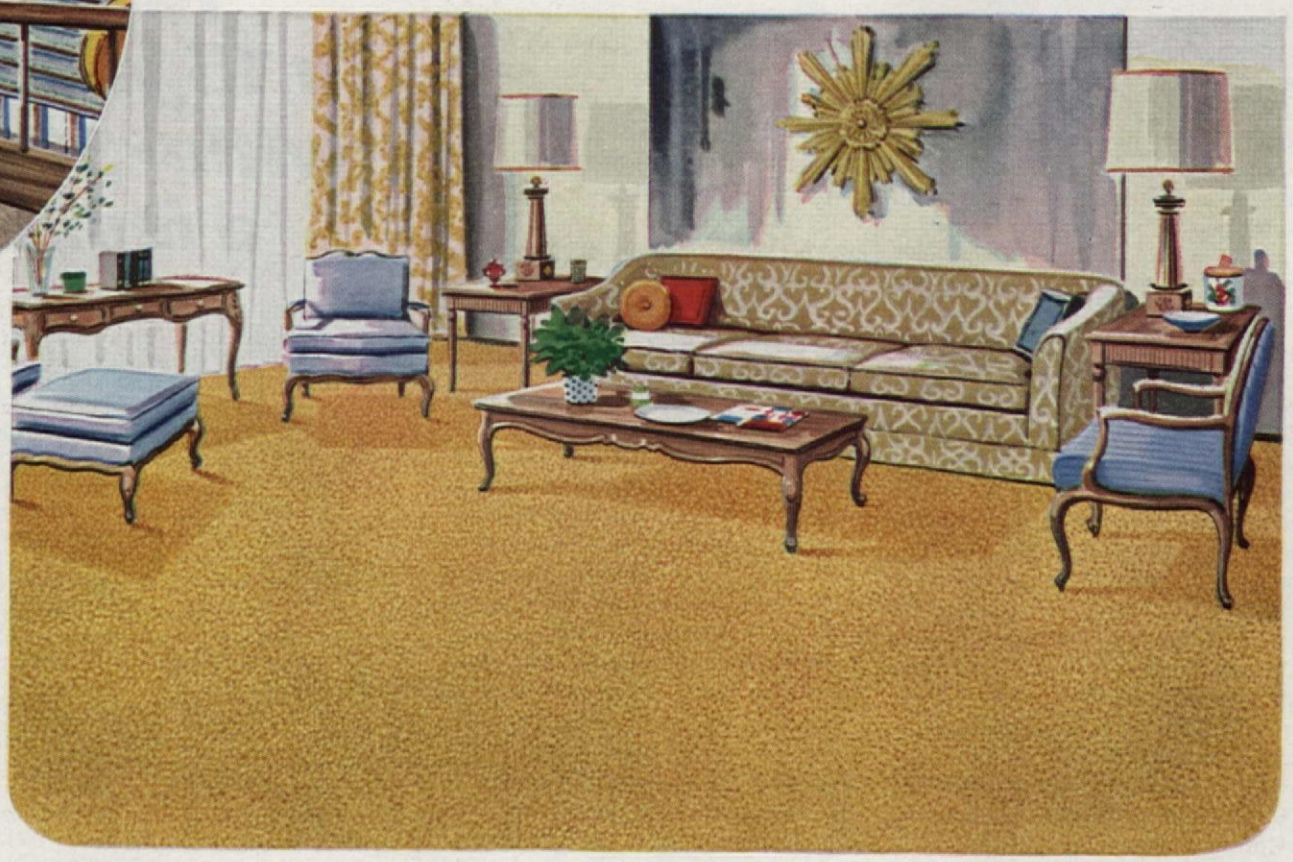
See All the Other Exclusive New Tweeds, Colors, Patterns.

OLSON

AMERICA'S FINEST



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33 Colors, Tweeds, Patterns

Any size rug in a week, up to 18 feet wide, seamless, any length. Only Olson has looms in 15 widths, (instead of just 3 sizes: 9, 12 or 15 ft.). We eliminate wasted yardage others charge for.

Rich Tweeds	Embossed Effects	Florals
Solid Colors	Early American	Ovals
Tone on Tone	Oriental Designs	Rounds

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Choice of Gold, Beige, Sandalwood or Green

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SAVE UP TO ½

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Let the Valuable Wools, etc. in Your Old Carpets, Rugs, Clothing help you to save.

FREE MAIL POSTCARD (No Stamp Needed) for Big, New Rug Book in Full Colors

See all the other lovely New Colors, Tweeds, Patterns and Model Rooms in actual colors.

Like Millions of Olson Customers, you, too, can beautify your home inexpensively with luxurious, thicker, longer-wearing, *two-sided* Olson Broadloom Rugs or Wall-to-Wall Carpeting—Direct from the Factory.

Let the famous Olson "Magic" Plan bring you more Carpet Luxury at far less cost.

By the Scientific Olson Process, the good seasoned wool in customers' used carpets, rugs, clothing is reclaimed **like new,** merged, sterilized, bleached, redyed, spun with . . .

. . . Choice New Wool, Nylon and Acetate

. . . and woven into the loveliest, new, deep-textured, permanently moth-proofed, Reversible Broadloom Rugs, Carpets you have ever seen for so little money.

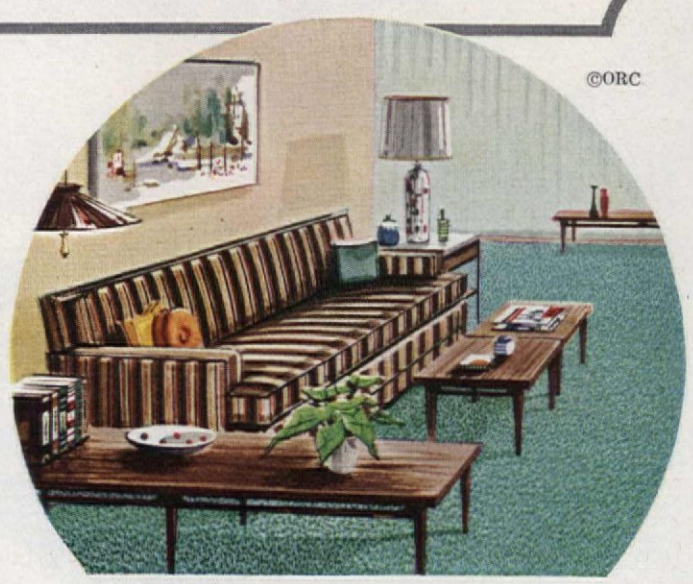
Picture the Excitement and Joy that Luxurious New Olson Rugs Will Give Your Family

Dinah Shore Says..

"I have known about Olson Reversible Rugs, Carpets for years. Now they are lovelier than ever. I have them in my home.

"If you are planning new rugs, by all means write for the beautiful, new, money-saving Olson Book and my Decorating Helps. It is free."

TV Star—Popular Hostess.



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Good Housekeeping — A PRODUCT OF PERFORMANCE DESERVING GUARANTEES — REPLACEMENT OR REFUND TO CONSUMER

USE-TESTED by McCall's

They'll Think You Paid Twice as Much

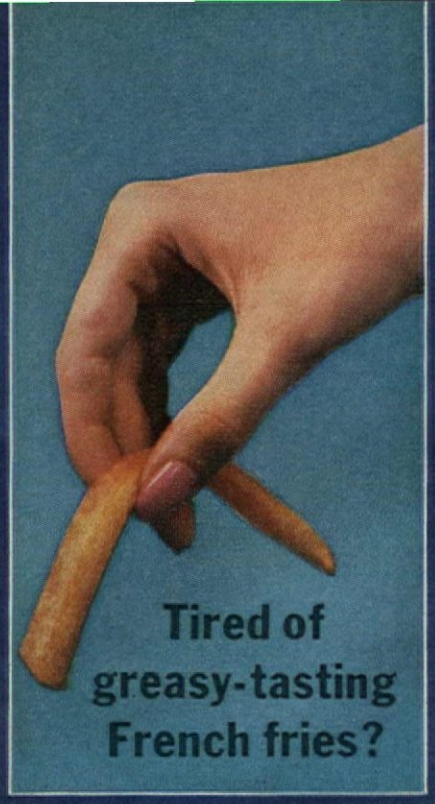
No other rugs offer so much for so little money. The thick, deep pile on both sides means double the underfoot luxury, double the wear. No wonder customers say "Olson Rugs wear like iron."

Because our special looms weave both sides at the same time, you do not pay one penny extra for the reverse side. It's like getting 2 rugs for the price of 1.

You Risk Nothing By a Trial—you are fully protected by the famous 89 year old Olson Guarantee, and the guarantee of leading magazines. You must be satisfied or we will cheerfully refund every penny.

Olson Rug Co., Dept. R2
Chicago 41 New York 1 San Francisco 8

OLSON RUG CO. Carpets



White glove test shows frying right in New Crisco gives

digestible fried foods with no greasy taste!

So little grease
you can pick it up...

yet see no grease...

feel no grease...

taste no grease!

No grease on the glove! No greasy taste in the French fries! So digestible! These unretouched photographs show how potatoes fried right in new Crisco have so little grease after normal draining, you can actually pick them up with a spotless white glove—and see no grease.

Highly unsaturated new Crisco has an exclusive vegetable formula with added, special protection against greasy taste. No other shortening has Crisco's exclusive formula! Everything you fry and bake right in Crisco is extra delicious . . . with Crisco's famous digestibility.

And how reassuring to know that new Crisco is highly unsaturated . . . with double the preferred unsaturates many scientists believe are better for you.

Crisco is America's finest vegetable shortening—contains no animal fats. Try new Crisco for digestible fried foods with no greasy taste.

CRISCO

- EXCLUSIVE VEGETABLE FORMULA
- HIGHLY UNSATURATED
- SO DIGESTIBLE

A. M. WATKINS

WHO IS BLOCKING BUILDING CODE REFORMS?

The editors of The American Home *have long fought for better-quality construction and lower-cost homes. But it has become increasingly clear in recent years that we are being blocked from these twin goals by a maddening combination of outmoded building, plumbing, and wiring codes and arbitrary and restrictive building practices. In many instances reforms are blocked by pressure from unions and special-interest groups, and by a lack of knowledge on the part of building officials.*

This not only wastes your money, but prevents the widespread introduction of efficient, top-quality products and labor-saving building methods for houses. As a result, in many parts of the country you pay dearly when you remodel or repair your house—as well as when you buy a new home. You also pay dearly (in inflated taxes) for the construction of schools, hospitals, and other public buildings.

To throw light on the problems and ways you can help solve them, The American Home *presents here the first in a series of special articles on our housing dilemma.*

You should know, first, that a building code is designed to make your house safe, and protect your family's health. There isn't any doubt that you need some code—even an outdated one. Areas without any codes are open to shoddy practices and the use of inferior materials.

Although much progress has been made in recent years toward modernizing codes, many areas of the country are still saddled with codes that have not been kept up to date. Take the Pittsburgh area, for example. A house that can be built for $18,000 in Mount Lebanon, one of the city's enlightened suburbs, costs $19,500 in Pittsburgh proper. This, according to a local builder, is because the Mount Lebanon code allows the use of modern materials and methods, while the Pittsburgh code does not. A case like this is one reason that a recent conference of building-industry leaders reported that where antiquated codes prevail, they take a toll in waste that ". . . is incalculable in terms of money, time, and efficiency." Here are a few examples of wasteful codes.

If you live in Los Angeles, California; Louisville, Kentucky; Lawton, Oklahoma; Minneapolis and St. Paul, Minnesota; and innumerable other places, you pay $100 to over $200 extra for your house wiring. The electrical part of your building code restricts the use of less-expensive, easy-to-install nonmetallic sheathed cable, which is perfectly acceptable in hundreds of other towns.

You pay from $50 to over $100 extra in excessive plumbing costs in New York City, Pittsburgh, Chicago, and many other places because of arbitrary restrictions on the use of labor-saving copper piping.

The country abounds with a wide variety of other antiquated code requirements. Though prefabricated fireplace forms can save you from $180 to $300, compared with laborious, hand-made fireplaces, they are banned in such towns as Springfield, Massachusetts; Green Bay and La Crosse, Wisconsin.

Also outlawed in many parts of the country are such modern and efficient new products as prefabricated metal chimneys, which can save you at least $50 a house, and strong roof trusses. The latter, one of the brightest building advances of recent years, can cut costs from $100 to over $200 a house.

In all, experts have cited literally scores of restrictions and/or requirements often encountered throughout the country. Each individual restriction can cost from $5 to as much as $500. Not all, of course, are encountered in every area. It also means that you will pay an average of 10 to 20 per cent more if you remodel or repair your present house.

WHY SUCH WASTE?

One answer is the existence of old *specification* codes, written years ago before the introduction of many new products and methods. They specify exactly which materials and methods you may use in a house, such as 13-inch masonry foundation walls instead of 10-inch, or a 4-inch iron pipe instead of 3-inch. If there's a better product on the market you won't be able to use it—even if it has passed rigid tests and been accepted by countless other communities.

Experts agree, almost to a man, that every specification code should be scrapped entirely in favor of much more efficient *performance* codes. A performance code simply spells out the desired goal to be achieved—for example, a floor that will hold a load of 40 pounds per square foot.

Moreover, a performance code is much easier to keep up to date with technical breakthroughs in building. It is also easy to administer, which can mean great savings in your building department budget.

A specification code is almost impossible to keep up to date. And modifying it to include new products and methods is complicated and expensive. *(Continued on Page 76)*

ROBERT W. HOUSEMAN

THE NEW ORDER OF THE BATH: PRETTY, PRACTICAL AND FULL OF COLOR

Designer: Dick Smith, A.I.D.

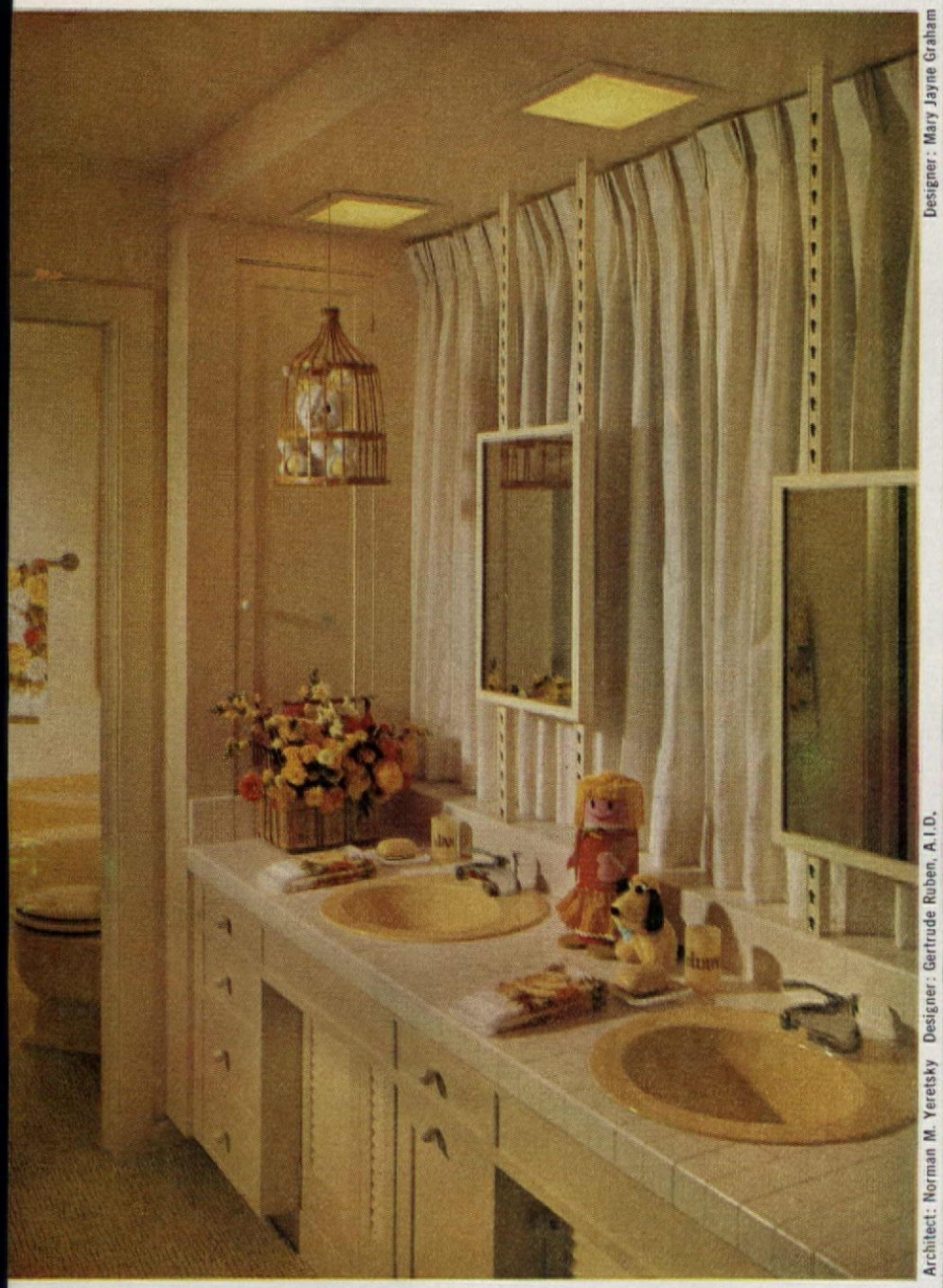
An extraordinary remodeling in small space gives a luxurious combination of sunken tub and outdoor view. (The tub is actually a stock model, specially installed.) Where a small window gave little light, the wall was pushed out and replaced with a glass wall topped with louvers for ventilation. Garden, with picturesque plantings, is enclosed with grapestake fencing. Original shower remains at left with new, wider, translucent doors. The marble used around tub also covers storage and lavatory at left. Because lighting is important, there are ceiling fixtures in addition to general illumination. In the home of G. D. Humerick, Los Angeles.

Custom designed for a new house, this 20th-century idea of a Roman bath is the newest concept in bathrooms, combining airy privacy, a step-down sunken tub, twin washbowls, good storage, and luxurious materials. The expanse of durable terrazzo and marble counter tops, large mirror, and sliding doors is softened with red and white wallpaper, geranium cotton carpeting and towels. The size of this bathroom, in the home of the I ving Ogners, Beverly Hills, is visually doubled by ceiling lighting, mirrored wall, and light-colored backgrounds, and large window.

Designer: Charles Pollock, A.I.D. Information: Barbara Lenox Photographer: Horst Ahlberg

Not since the heydays of the ancient Romans
and the gay days of the Victorians has the bath been so important.
It's the darling of the decorators,
a room in its own right to furnish and accessorize beautifully.
Here's how! Whether your bathroom is big or small,
new or old, comb these pages for bright decorating ideas.

If your bathroom is larger than average or long and narrow, make the most of its size and shape with marvelous, well-planned storage and lavish big-drama decorating.



Designer: Mary Jayne Graham

Architect: Norman M. Yeretsky Designer: Gertrude Ruben, A.I.D.

No morning squabbles in this decentralized bath designed for two lucky girls in the Kenneth Cowans' home. A door closes off tub and shower room. Wash-up area has twin storage and basins. Large curtained window is background for mirrors, adjustable on metal channels.

Gleaming mirror and overhead lighting show off a marble-topped built-in with prettily appointed dressing table in this generous bathroom. Louvered shutters instead of draperies at the window mean easy maintenance. Colors are coordinated with blue, white and gold bedroom.

All Information: Jessie Walker All Photographs: Kranzten Studios

Architect: Norman M. Yeretsky Designer: Gertrude Ruben, A.I.D.

Shimmering mirrored wall emphasizes the spaciousness of this long, narrow white and blue bathroom. Designed as a bath-dressing room for Mr. and Mrs. Kenneth Cowan of Glencoe, Illinois, one wall is devoted to luxurious marble-topped built-ins and inset blue tub. The feminine primping counter, with storage beneath, has its masculine counterpart at the other end of tub. Opposite wall has a wonderful line-up of storage—including full-length closet, linen shelves, and drawers for accessories.

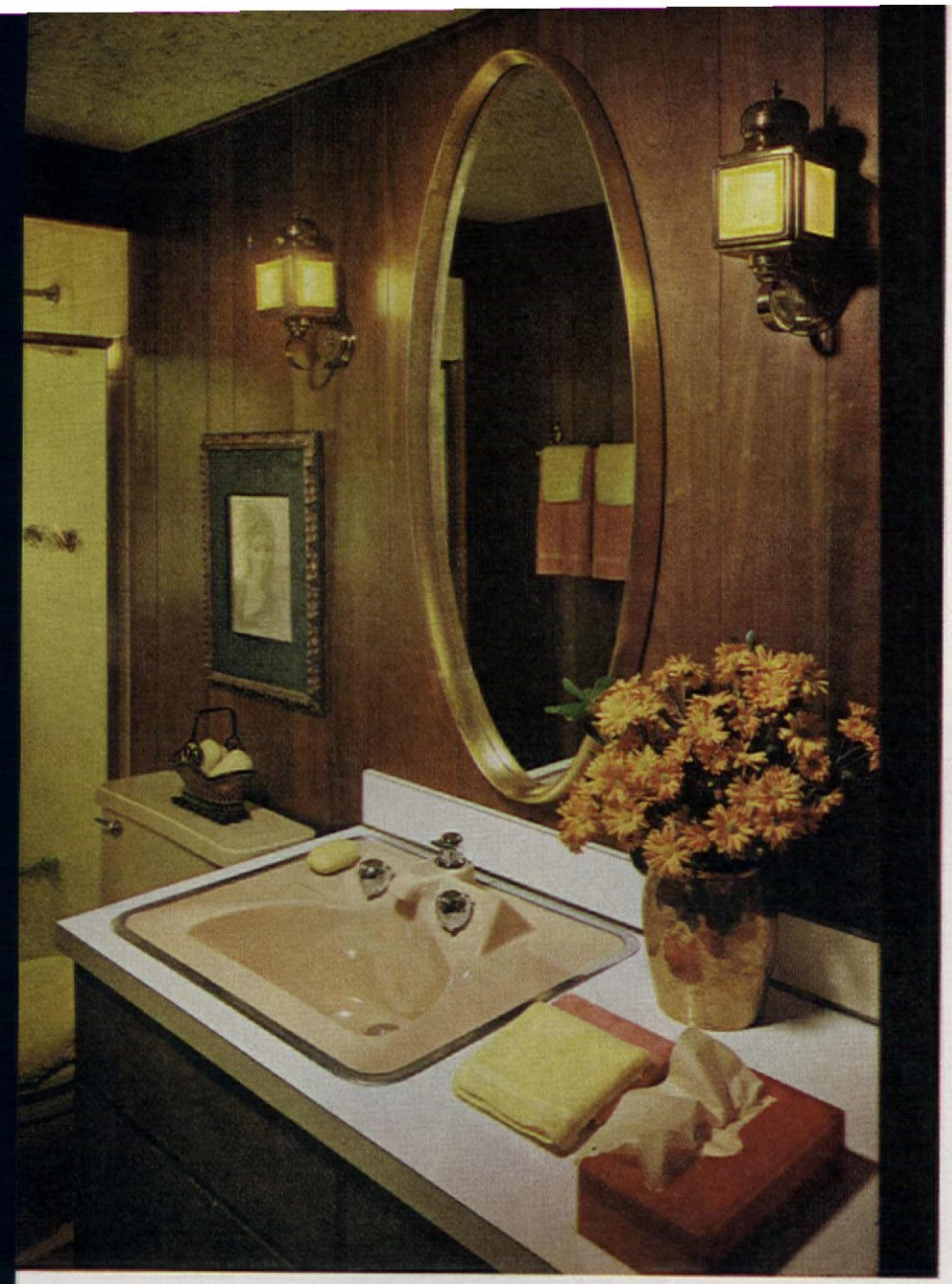
If you think your bathroom is too small or too cut up to decorate, look at these. There's a world of decorating possibilities for even the smallest space.

Designer: Arthur Burke, N.S.I.D. Owner: Thomas Dolan Information: Elizabeth Rehill Photographer: William Maris

Tucked into a cozy dormer, this tiny second bathroom has its own bright personality. The walls and ceiling are covered with spritely red chicken-wire pattern wallpaper to minimize the architectural eccentricities. Real chicken wire on the long paneled window-doors is a charming and inexpensive follow-through. Fresh white batiste curtains shirred on rods let in the sun while camouflaging the dormer beyond. Because accessories become twice as important in a small space, these are carefully chosen. Note the crystal and brass towel bars, the handsome wall mirror and miniature stand with bamboo motif. See through the mirror the clever arrangement with picture on the ceiling.

Architect: Walter Pfeiffer Information: Dorothy Rodenburg

Why not turn a postage-stamp bath into a little gem? Many smart decorating effects that might be out of place in a big, luxurious bath are perfect in a small space, and decorating is so quick and easy, you can redo often. Here a small-scale room is lavished with handsome documentary wallpaper on all walls. Gleaming carriage lamps flank a heavy mahogany-framed mirror for a dramatic lighting effect. Warm pine-paneled, built-in unit houses sink and storage cupboards. There are swinging louvered doors on stall shower to match those of cabinet.



Designer: Richard Himmel, A.I.D.

Stylish dignity is given a tiny bathroom in the home of Mr. and Mrs. Lee Marks of Skokie, Illinois, by paneling the walls and storage with walnut plywood. Plywood requires no maintenance, comes in many finishes and is excellent for new or remodeled bathrooms. Acoustical tile ceiling is used here in all but shower stall. Owner-decorator Shirley Marks, N.S.I.D., has used large oval mirror and coach lamps for golden accents.

Architects: Altman-Siachek Information: Jessie Walker Photographer: Kranzten Studios

Quaintly Victorian, this sparkling bathroom is called "favorite room in the house" by the owner. Ornate mirror came from an old chiffonier, was painted black to match shutters. Flashes of red stand out against whiteness of dimensional plastic brick wall covering and luxurious cabinet.

Custom-looking cabinet and lavatory are ready-made solution to small space. Wall covering is vinyl coated, contrasts prettily with painted pecky cypress-board walls. Combination medicine cabinet and hinged mirrors is easy to install. Colorful and whimsical are the accessories.

If you can believe
that the four bathrooms
below started out with
all white fixtures and
walls, you will realize
the decorating power of
colorful paint, paper,
and lots of bright towels.

Kelly green, bright as a meadow, is used with courage in every available paintable area in this little bathroom. Nothing looks fresher and newer against white. Simple lavatory is recessed into an alcove flanked by shallow built-in bottle storage with pull-down hamper below on one side, deeper closets behind the double doors on the other. Shower curtain has white trim added for a custom look. The luxurious rug is machine washable, of course. Tawny tones of orange, yellow, and russet bathroom linens are accents.

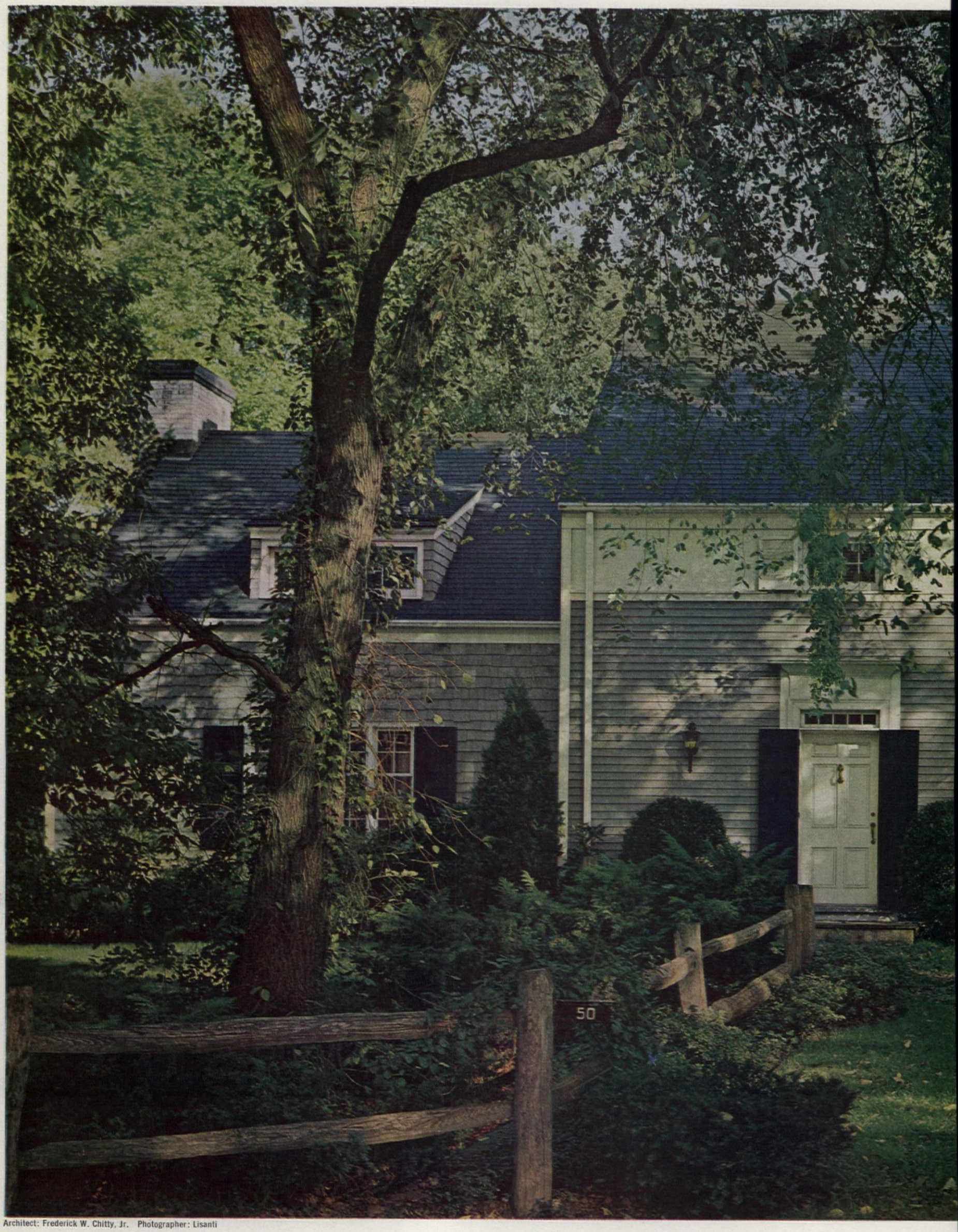
Brilliant light and deep blues are used unsparingly with accents of emerald green towels in a once all-white bathroom. Simple ladder towel rack holds the towels for the whole family. An extra shower curtain has been shirred on rods inside storage door frames at right. Striped wallpaper border over small pattern circles the room. You can have any paper made stain-resistant for a slight extra charge. Glossy painted walls in a bathroom should first have a flat primer coat to make the wallpaper adhere properly.

Ernest Silva Studio

A subtle variation of a favorite scheme—red, white, and blue—is highly flattering to an all-white bathroom. Actually, white fixtures lend themselves to a color scheme like this. Dark blue delineates the wall areas in contrast to the sparkling tile. Red cotton rug and hamper, red and pink towels are gay accents. We used lots of individualistic accessories: charcoal-striped shower curtain, globe light at the interesting old mirror with oriental frame, Victorian umbrella stand to hold towels, curly wicker chair.

Sunny yellow is a happy color cure for the plainest of bathrooms and is enhanced here with orange and red orange. Open and airy, the gay-as-gingham wallpaper has a companion fabric stitched as a simple border trim on ready-made shower curtains. Stock louvered doors with dark walnut stain ventilate storage areas. Decorative and colorful are the towels piled on high-up shelf, which, incidentally, serves to support hanging lights in the right position over washbowl. Wire mirror and shelves are a light touch.

Shopping Information, page 90



Architect: Frederick W. Chitty, Jr. Photographer: Lisanti

JOHN INGERSOLL

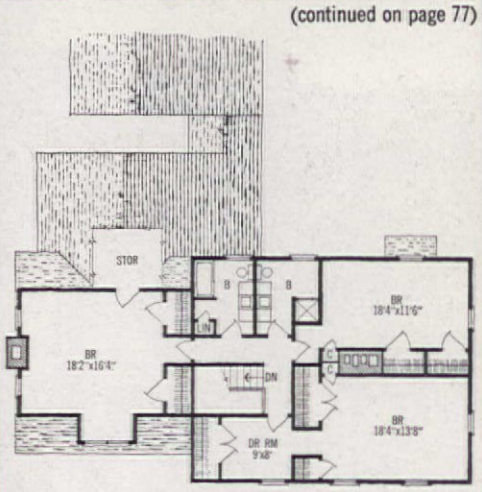
A LOVELY COLONIAL COPY WITH PLANS YOU CAN BUY

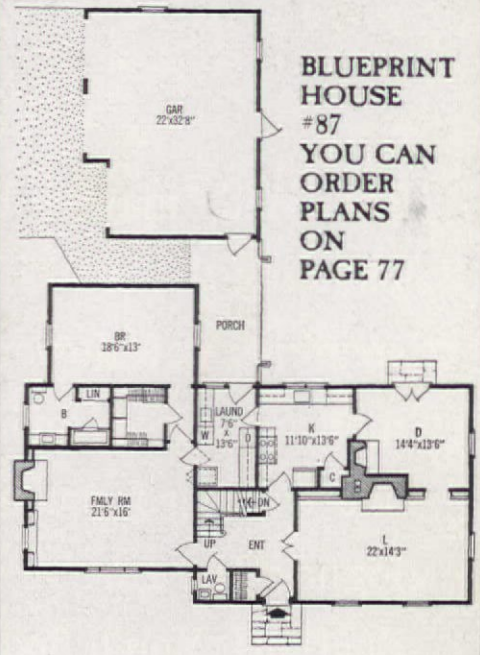
If you've always wanted a home that looks as though it were taken from the pages of American history, this is your chance. A closer copy of the typical Connecticut farmhouse, circa 1750, would be hard to find. Yet, you would find it completely acceptable for today's suburban scene. Enthusiasm for traditional architecture seems to be running higher than ever. Certainly owner Dan Higgins, Jr., of Eggers & Higgins, architects, and his wife love it. When they built they wanted nothing more than a good replica of a colonial home.

What is it about this house that makes it such a good colonial copy? Attention to details. The cellar-size windows on the second floor were built into old farmhouses to accommodate a snow-shedding, steeply pitched roof. Window lights are over the front door instead of *in* the door. This was because colonial doors were hewn from solid oak, a wood not readily worked with hand tools. (The Higginses used low-grade glass to resemble hand-blown panes.)

The floor plans below show that the house has, of course, been updated for the needs of modern living. Two bathrooms upstairs and one down provide the ultimate in convenience, and the pantry-laundry off the kitchen is a room most new homes mistakenly omit. Don't be concerned if you

(continued on page 77)





BLUEPRINT HOUSE #87 YOU CAN ORDER PLANS ON PAGE 77

THEODORE A. WESTON
AND GRETCHEN HARSHBARGER

NEW FLOWERS TO CHIRP ABOUT

The winds may be howling but spring's in the air when you start planning the beautiful garden you'll have this year. And what an exciting array of spanking new flowers and plants are available—all yours for the ordering. Seedsmen and nurserymen all over the country have many new items they'll have ready and waiting for you to look over in their display racks, show grounds, and catalogues. Here we're previewing for you the most outstanding of this year's introductions. You'll find new sizes, new shapes, new colors! Some of them, such as the

All-America winners, will be available from almost every garden supply source. Others will be exclusive with individual firms that sell nation-wide. The flowers pictured above are all annuals that are started from seed each spring. You can grow them yourself or buy started plants later on. Seed of most kinds can be sown directly in the soil outdoors where the plants will bloom. Petunias and impatiens, however, should be started early indoors in order to produce flowers by midsummer. You'll find specific information on the *(continued on page 88)*

Irwin Horowitz

WE
MUST
STOP
CONTAMINATING
OUR
WATER

MILTON J. E. SENN, M.D.
with EVAN McLEOD WYLIE

The American Association for the Advancement of Science, an organization of two million scientists, has recently urged its members to abandon traditional reluctance to become involved in public issues and voice their opinions on subjects of great national importance.

In this challenging article for The American Home, *Dr. Milton J. E. Senn, Director of the world-famous Child Study Center at Yale University and one of the nation's most distinguished children's doctors, warns that one of the most vital questions that can be put before the American public is how great is the peril from the polluted waters to which we are being exposed and by what steps can this peril be reduced.*

Very recently I returned to the United States from a global journey that had taken me to 14 countries to study the progress that is being made in improving and safeguarding the health of millions of the world's children. In Europe, in Asia, and in islands of the Pacific Ocean, I had seen striking evidence of the elimination of ancient diseases and the improvement of sanitary conditions. Again and again, I had been reminded of how water must always be of immense concern to physicians because it is potentially one of the chief avenues for the transmission of disease. Yet awaiting me on my desk when I returned to New Haven, Connecticut, were disturbing reports of the growing health hazards that confront children in America because of contaminated water.

In Long Island, New York, the underground water table beneath some of the suburban communities, over which my plane had circled as it returned from overseas, was reported to be so polluted by the mingling of sewage wastes that water drawn from kitchen taps is apt to foam thickly with detergent suds from septic tanks and cesspools. In some instances, families living in homes with TV, two-car garages, and all sorts of other modern conveniences have been reduced to boiling their drinking water and drinking from camping jugs.

Striking closer to home was a report in a medical journal concerning a nearby Connecticut community which is notable for its beautiful old colonial homes and high standard of living. Children in the primary grade school had abruptly been stricken with nausea, fever, vomiting, headaches, and abdominal pains. More than 20 cases had occurred and been diagnosed as infectious hepatitis, a virus disease that attacks the liver.

By astute detective work, a team of federal and state disease investigators had been able to pinpoint the source of the hepatitis outbreak to drinking fountains in a corridor near the third-grade classroom in the primary school. These drinking fountains were served by two deep wells separated at what was considered to be a safe distance (100 feet) from the underground septic tanks which served as the school's sewage disposal system.

The tracing of the Connecticut school infectious hepatitis epidemic to sewage-polluted well water reinforced the growing suspicion of United States public health authorities that much of this disease in the country may be moving by contaminated water.

Not long ago an outbreak occurred in a block of adjacent homes in a rural village in Kentucky. The local doctor, suspecting polluted water, summoned public health experts who found the disease was almost certainly spread by the transmission of the hepatitis virus from the septic tank in the back yard of one home to a series of neighboring drinking water wells. When colored marker dye was poured into the plumbing drains of the suspected house, it appeared in water from seven neighboring wells within a very short time—in one instance within 30 hours—even though these wells were from 80–200 feet deep.

The same situation, a doctor who reported the epidemic noted, might have occurred in many of the huge suburban areas surrounding our large cities where septic tanks and drinking wells are closely intermingled. But would a suburban doctor, he asked, be as quick to suspect water contamination as the common cause of the epidemic?

The disturbing discoveries about the outbreaks of infectious hepatitis and the distasteful detergent suds problems plaguing many communities should drive home to all of us—physicians, home owners, and municipal authorities—that perils to family health from polluted water are steadily increasing. We can no longer afford to enjoy the popular illusion that because we live in America our drinking water is safe. In fact, clean water has become one of the nation's major health problems.

What do we know about polluted water in America in 1962? We know that 100 million Americans get their drinking water from rivers and streams into which 120 million dump their wastes—treated and untreated.

We know that some cities which depend upon rivers for water supplies have such inadequate purification systems that bacterial counts are commonly high in the water mains. In other cities the water is safe but extremely distasteful because of the high chlorination it must undergo to ward off pollution.

We know that aside from the pollution of rivers and streams, there is the contamination of underground water by the billions of gallons of wastes and chemicals poured into the soil by sewage systems, industry, and agriculture. This pollution of underground water is far more serious than that of surface water. Underground water moves slowly. It may take months or even years before evidence of the pollution makes its appearance and it may take many more years for natural forces within the earth to purify it.

Thus, while everyone assumes that scientific barriers protect us from the great water-borne diseases that ravaged nations in the past, more of the earth's water may be contaminated today than at any time in history.

What progress are we making toward protecting ourselves and our children from the known and unknown harmful effects of polluted water? As important as recognizing that a dangerous water problem exists must be understanding that we can do something about it now.

The most immediate concrete action that can be taken is the rigid control and eventual elimination of private septic tanks in the densely populated areas surrounding our cities. In the great postwar rush to these new suburbs, tens of thousands of new homes have been built beyond sewer lines and water mains. Septic tanks have been permitted on small lots in suburban developments involving thousands of homes. It is estimated that 23 million Americans now rely on private septic tanks for sewage disposal and more than one-third of the new homes now being constructed in the United States also will have private septic tanks, despite the growing concern of the public health authorities.

Any sanitation engineer will tell you there is nothing wrong with a septic tank so long as it is in the right place. In a rural setting, in the right kind of soil and water table, with plenty of underground space between it and drinking wells and running streams, it is a safe and effective means of disposing of domestic sewage. But as one Florida sanitary engineer has put it, "The septic tank is a country cousin that came to town and promptly got into trouble."

Widespread use of the tanks in the new suburban regions during the 1950s has revealed they cannot be relied upon to deal effectively with the enormous amount of water wastes poured into them by washing machines, dishwashers, kitchen garbage disposal units, and multiple bathrooms. Nor can they be counted upon to contain and dissolve the new synthetic detergents.

Moreover, studies have shown that more than one-half of the soil in the United States actually is unsuitable for handling septic tank wastes from a large number of homes. The minimum requirement for a three-bedroom modern house is approximately 1000 square feet of design areas in what sanitary engineers call a "60-minute-soil." Few existing recommendations of local health departments live up to that standard.

When septic tanks are overburdened, overflows of their liquid wastes are apt to appear on the ground above them. Not only do these overflows create offensive odors but they also are a health menace. They may harbor the germs of dysentery, hepatitis, typhoid, and polio. They are also breeding grounds for mosquitoes and other disease-carrying insects. They are, therefore, particularly a threat to children playing on lawns and in back yards.

In various parts of the country, failure of the tanks has created serious pollution problems. Sewage liquids have backed up into home owners' bathtubs, toilets, and kitchen sinks and flooded whole neighborhoods. In one suburban community outside St. Louis, Missouri, yards and lawns became so flooded with septic tank wastes that families could hardly get their children to school.

Many expanding communities have permitted the installation of septic tanks in new developments on the assumption that adequate centralized sewer systems could be installed later. Instead, they have found themselves trapped by wishful thinking.

Even when tank failures occur, many home owners, fearing the effect on property values, are reluctant to admit that a problem exists, and refuse to support remedial action by the community. Resistance builds up to floating bond issues and raising taxes to pay for the installation of the sewer system and to the expense and inconvenience of ripping up streets and tearing up lawns, gardens, and shrubbery to install pipe lines. But as the health hazard inevitably increases, the eventual cost of installing the centralized sewer systems in established neighborhoods becomes several times what the cost would have been of placing pipes in the undeveloped land.

Mounting evidence of the dangerous inadequacy of septic tanks has appeared in the many suburban

(continued on page 72)

ROOM WITHOUT A VIEW

So you haven't a living room that commands a sweep of the distant mountains, or a dining room so perched that the brook bubbles past your window. Till that day arrives proceed with cover-up decorating. If the vista is a whizzing blur of traffic or a bleak, blank wall, cover up with a magnificent window treatment and let your windows create the view. Dress up, shutter up, blind up. Lavish with luxurious fabrics, colorful glass, interesting panels used architecturally. Till you can see the dogwood blossoms from your window, keep these ideas in mind!

Indoor awning of fringed blue canvas creates a cozy reading nook in the New York apartment of Mr. and Mrs. Sol Tanne. The spanking white louvered shutters let in needed light or air, but screen view.
Designer: Norman White of Country Imports

Photographer: F. M. Demarest

Luminous glass panels framed in rich walnut turn problem windows into a decorating asset in dining area of the Denman Hampsons' city apartment. In pleasing silhouette are cane and bentwood chairs.

In a dramatic living room, bold black filigree sliding panels trace an airy pattern against voluminous wall-to-wall draperies, to draw or not. Windows complement over-scaled neo-classic print on sofa.

Woven wood blinds in white, brown, and blue are decorative and efficient. Here they go clear to the floor, their length emphasized by pleated cotton draperies held back by low-placed antique iron brackets mounted inside the window.

Designer: Hector Grand, A.I.D., for Skyview-on-the-Hudson Photographer: Ernest Silva

Designer: Arthur Burke, N.S.I.D. Information: Elizabeth Rehill Photographer: Lisanti

Information: Dorothy Rodenburg

A room of many vistas is created in a long, narrow living-dining area typical of many postwar houses. In the Samuel Dermans' delightful home in Bridgeport, Connecticut, off-center living room windows are covered with curtained arches alternating with arches in printed damask ticking. Panels slide on tracks for easy access to windows. Translucent linen is used on divider wall arches. Dining room picture window has architectural frame of braid-trimmed ticking.

Draperies hung with classic simplicity within a graceful, arched framework form a distinguished backdrop for the furnishings. Who would guess that Mr. and Mrs. Joseph Greenbaum's living room overlooks the entrance to New Jersey's Garden State Parkway? The architectural window wall blends with the ceiling beams so often found in large, new apartment dwellings. Deep bronze color scheme is sparked with claret red for a Mediterranean flavor.

Shopping Information, page 90

MEALS TO IMPRESS. Is someone very, very special coming to dinner? Like the boss and his wife or visiting royalty or the Duke of Wellington himself? Then go all out. Let the budget take the hindmost and serve a dinner Escoffier himself would have been proud of. We suggest Filet Wellington. Order nothing but the tenderest tenderloin of beef. Roast to the pink of perfection, let cool, and cover with just a suggestion of a finely chopped ham and mushroom stuffing. Then lovingly encase in a flaky, fancifully decorated crust. It's really easier than you think and you'll score the biggest victory since Waterloo. Guaranteed to get your husband a raise too! You'll find more VIP dishes along with recipes on page 63…Crêpes Crevette, Roast Duckling Madeira, and Suprêmes au Vin Blanc.

Irwin Horowitz

JUNE M. TOWNE and Foods Staff

IT'S TIME YOU USED YOUR NOODLES

...and all the other pasta you see on this page! The whole wide world loves pasta. The Burmese have a passion for pasta. So do the Chinese and Japanese. We've even favorite pasta tricks from Armenia and Paraguay. You'll find pasta teamed with tender lamb and artichokes, with steak and bamboo shoots, with chicken and coconut, with mushrooms and meat, and, of course, good old Italian-style macaroni stuffed with sausage and baked in tomato sauce. Recipes are on page 57. Pasta identified on page 70.

William Creighton

A DUTCH TREAT! Nobody loves desserts better than the Pennsylvania Dutch. They eat them for breakfast, dinner, and supper—and till the groaning table is "all" at weddings and funerals. Here is a special favorite, Lemon Strip Pie, that tumbles out of their homey, spick-and-span kitchens just as often as any shoo-fly pie. Rich with molasses and dotted with pastry "dollars," what a mouth-watering dessert to "top off on!" Try a raisin-filled Funeral Pie, a buttery Moravian Sugar Cake, or a partyish Daffodil Cake. For rib-sticking winter fare, there's Poorman's Brown Flour Potato Soup and hearty Ham With Onion Gravy. Recipes on page 66.

Rudy Muller

Great idea: indoor barbecues

you make them with *Campbell's* Tomato Soup

BARBECUED HAMBURGERS

2 lb. ground beef
1 tsp. salt
Dash pepper
1 can Campbell's Tomato Soup
¼ cup sweet pickle relish
¼ cup chopped onion
1 tbsp. brown sugar
1 tbsp. vinegar
1 tbsp. Worcestershire

Mix beef, salt, and pepper; form into 8 patties. Brown in skillet (use shortening if needed); pour off fat. Combine remaining ingredients; pour over burgers. Simmer 20 min. or till done. Stir now and then. 8 servings.

BARBECUED CHICKEN

2 lb. chicken parts
2 tbsp. shortening
1 can Campbell's Tomato Soup
⅓ cup each chopped onion, celery
1 small clove garlic, minced
2 tbsp. brown sugar
2 tbsp. Worcestershire
2 tbsp. lemon juice
2 tsp. prepared mustard
2 to 4 drops Tabasco

In skillet, brown chicken parts in shortening; stir in remaining ingredients. Cover; simmer 45 min. or until chicken is tender, stirring now and then. For an extra-bright touch, garnish chicken with thin lemon slices. 4 to 6 servings.

BARBECUED FRANKFURTERS

1 lb. frankfurters
½ cup chopped onion
¼ tsp. chili powder
2 tbsp. shortening
1 can Campbell's Tomato Soup
½ cup water

Slash frankfurters every inch. In skillet, brown frankfurters in shortening. Add chopped onion with chili powder; cook until onion is tender. Stir in soup and water; simmer a few min. Stir now and then. Just before serving add some pickle chips if you like. 4 to 6 servings.

Another new recipe idea from Kraft and Ballard

GROUND BEEF GRAND STYLE

Good eating! Easy fixing!

Looks delicious. Tastes elegant. Yet easy on the budget—and the cook. A grand new combination of ground beef and those two versatile favorites from Ballard and Kraft.

Philadelphia Brand Cream Cheese
Does wonders for ground beef. It's the guaranteed fresh cream cheese from Kraft, in the new oval-design label.

Ballard Biscuits
OvenReady® or Buttermilk —surround this bubbling casserole with hearty goodness. Unmistakably home-baked. Utterly delicious!

Get both . . . in your grocer's dairy case

GROUND BEEF GRAND STYLE

1 can Ballard OvenReady Biscuits
1½ pounds ground beef
1 cup chopped onion
1 package (8 oz.) Philadelphia Brand Cream Cheese
1 can (10½ oz.) cream of mushroom or chicken soup
¼ cup milk
1 teaspoon salt
¼ cup catsup
⅓ cup sliced stuffed olives, if desired

Brown ground beef and onions, drain.

Combine softened cream cheese, soup, milk. Add salt, catsup, olives, ground beef. Pour into 2-quart casserole. Bake at 375°, 10 minutes.

Place Biscuits around edge of casserole; if desired, top with olive slices. Bake at 375°, 15-20 minutes until golden brown. Makes 5-6 servings.

• SUKIYAKI

Preparation time: 25 min.
Cooking time: 10 min.

1½ lbs. sirloin steak, sliced paper thin and cut in pieces
¼ c. pure vegetable oil
½ c. bouillon
½ c. soy sauce
1 tbs. sugar
1 tbs. sherry
3 medium onions, thinly sliced
1 c. sliced celery
1 c. bamboo shoots, thinly sliced
½ lb. sliced mushrooms
1 c. shredded spinach
4 green onions, sliced
1 lb. vermicelli, cooked and drained*

● Brown steak in hot oil in large skillet. Combine bouillon, soy sauce, sugar, and sherry. Add half to meat. Push meat to side of pan. Add onions and celery and cook over low heat for 3 minutes. Add remaining bouillon mixture, bamboo shoots, mushrooms, and spinach; cook 3 minutes. Add green onions; cook 1 minute. Place hot cooked vermicelli on one side of platter and sukiyaki on other side; or serve directly from skillet. Serve at once.

*Or use folded fedelini.

Makes 6 servings *701 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• ITALIAN STUFFED RIGATONI

• PARAGUAYAN PASTA WITH MUSHROOM AND MEAT SAUCE

• BURMESE CHICKEN

Preparation time: 30 min.
Cooking time: 25 min.

1 fowl, 5 lbs.
1 can (4 oz.) coconut
1½ c. milk
1 large onion, finely chopped (1 c.)
2 cloves of garlic, minced
3 tablespoons peanut oil
½ tsp. saffron
¾ tsp. ginger
½ tsp. dried red pepper flakes
5 tbs. flour
1 tsp. salt
1 lb. spinach or egg noodles,* cooked and drained
Chopped cucumber, chopped peanuts, thinly sliced green onions, chili powder

● Simmer fowl in salted water until tender. Remove meat from bones; cube. Return chicken bones and skin to broth; simmer until stock is reduced. Reserve 4 cups of broth. Place coconut and milk in saucepan; bring to boiling; remove from heat; let stand 30 minutes. Strain through cheesecloth; squeeze until all milk is extracted. (You should have about 1⅓ cups of coconut milk.) Sauté onion and garlic in peanut oil; add saffron, ginger, red pepper flakes, and flour; mix well. Stir in reserved chicken broth gradually; mix thoroughly; add cubed chicken; simmer 5 minutes. Add salt and coconut milk; heat but do not boil. Spoon over cooked noodles. Serve with listed condiments.
*Or use whole wheat spaghetti or mostaccioli.

Makes 6 servings *885 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• CHINESE NOODLES WITH LOBSTER AND VEGETABLES

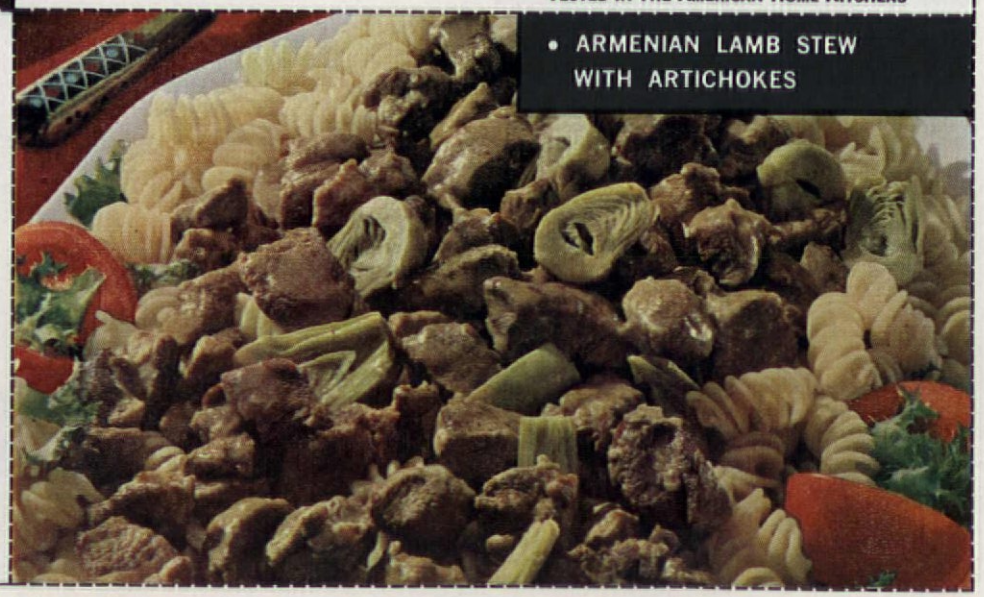
Preparation time: 25 min.
Cooking time: 25 min.

½ lb. medium broad noodles
Pure vegetable oil
½ c. cut green beans, cooked and drained
½ lb. mushrooms, sliced
½ c. thinly sliced bamboo shoots
⅓ c. thinly sliced onion
½ tsp. salt
⅛ tsp. pepper
½ lb. lobster meat, cubed
1 c. chicken broth
2 tsp. cornstarch
1 tbs. cold water

● Boil noodles in salted boiling water 10 minutes; drain; rinse in cold water; drain well. Heat 1 inch of oil in 8-inch skillet. When oil is hot, add noodles and press noodles firmly to bottom and sides of skillet, making a nest. Cook until noodles are crisp but not brown. Remove and drain on paper towels. Place on platter. Drain all but 2 tablespoons of oil in skillet. Add beans, mushrooms, bamboo shoots, and onions; sauté 3 minutes. Season with salt and pepper. Add lobster and chicken broth; stir and cook 2 minutes longer. Combine cornstarch and water and add to lobster mixture, cooking until sauce is clear and thickened. Pour lobster and vegetables into noodle nest.

Makes 6 servings *260 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS



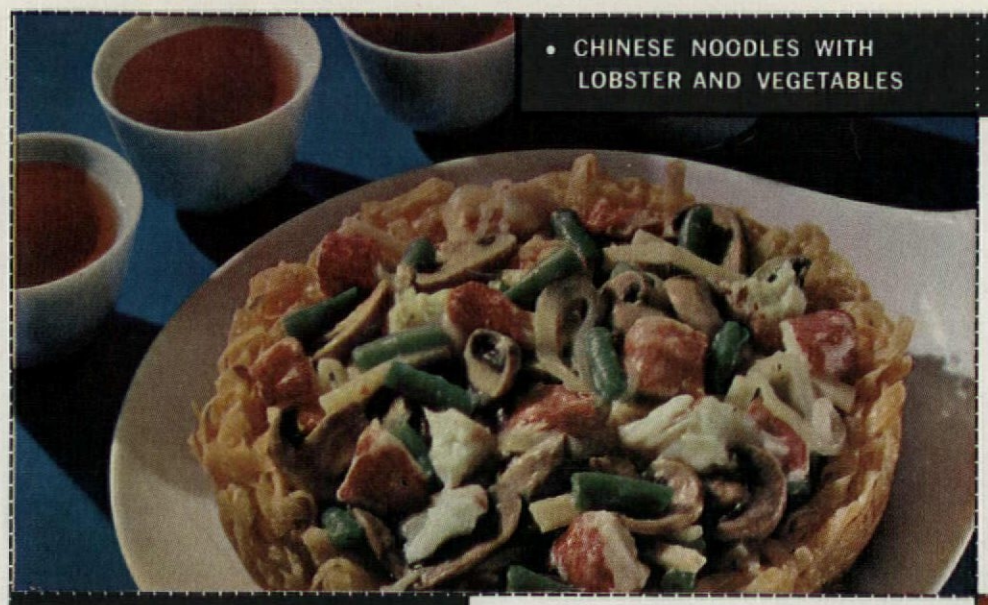
• ARMENIAN LAMB STEW WITH ARTICHOKES

To cook pasta properly, use a large pot and a large quantity of water—3 quarts for each half pound of pasta. Add a teaspoon of salt per quart of water and a teaspoon of olive oil to prevent sticking. Add pasta to vigorously boiling water; cook uncovered until tender but still firm. Drain at once.

AMERICAN HOME RECIPES

Use Your Noodles

(pictured in color on pages 52 and 53)



• CHINESE NOODLES WITH LOBSTER AND VEGETABLES

• ARMENIAN LAMB STEW WITH ARTICHOKES

Preparation time: 25 min.
Cooking time: 1 hr. 20 min.

2 lbs. boned lamb shoulder, cubed
2 tbs. pure vegetable oil
1 large onion, finely chopped (1 c.)
1 tsp. salt
1 tsp. anise seeds
1 pkg. (10 oz.) frozen artichoke hearts
¾ lb. rotelli (spirals)*, cooked and drained
1 tbs. flour
2 tbs. lemon juice

● Brown lamb in oil; add onions; sauté 3 minutes. Add salt, anise seeds, and water to cover. Cover; simmer about 1 hour and 20 minutes, or until meat is tender. Add artichokes; simmer 5 to 8 minutes, or until artichokes are done. Place hot cooked rotelli on platter. Spoon meat and artichokes over. Thicken broth with flour; add lemon juice; pour gravy over meat. Garnish with tomato wedges and chicory, if desired.

*Or use noodles, faralle, gemmele, triangles, or cappelletti.

Makes 6 servings *625 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• PARAGUAYAN PASTA WITH MUSHROOM AND MEAT SAUCE

Preparation time: 45 min.
Baking time: 25 min.

3 slices bacon
1 med. onion, chopped (½ c.)
¼ lb. boneless ham, cut in julienne strips
2 Spanish sausages or ½ pound hot Italian sausage*, thinly sliced
1 can (8 oz.) tomato sauce
1 tomato, chopped
1 tsp. salt
¼ tsp. pepper
1 c. finely chopped mushrooms
1 c. bouillon
¾ lb. rollini (wagon wheels), cooked and drained**
1 c. grated Cheddar cheese

● Fry bacon until crisp; drain on paper towel; crumble. Add onions, ham, and sausage to bacon drippings; sauté lightly. Add tomato sauce, tomato, salt, and pepper; cover; simmer 20 minutes. Add mushrooms, bacon, and bouillon; simmer 15 minutes longer. Arrange layers of cooked rollini, sauce, and cheese in 2-quart casserole ending with sauce and cheese. Bake in moderate oven (350° F.) 25 minutes, or until lightly browned.

*For less hot flavor, use half sweet sausage.

**Or use millefiore, cut zita, noodles, lumache grande, or fusilli.

Makes 6 servings *550 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• BURMESE CHICKEN

• SUKIYAKI

• ITALIAN STUFFED RIGATONI

Preparation time: 1 hr. 30 min.
Baking time: 35-45 min.

1 large onion, finely chopped (1 c.)
3 tbs. olive or pure vegetable oil
2 cans (6 oz. ea.) tomato paste
1 can (1 lb. 13 oz.) Italian plum tomatoes
4 c. water
1 tbs. sugar
1 tbs. salt
½ tsp. pepper
1 bay leaf
½ tsp. oregano
¾ lb. rigatoni (large macaroni)*
1 lb. hot Italian sausage, chopped**
¾ c. dry bread crumbs
⅓ c. milk
1 egg
⅓ c. grated Parmesan cheese

● Sauté onion in hot oil until soft, add tomato paste, tomatoes, and water; stir well. Add seasonings; cover; simmer 1 hour, stirring occasionally. While sauce is cooking, cook rigatoni in 5 quarts of salted water 10 minutes. Drain; rinse with cold water; drain well. Remove casing from sausage; break up meat; brown well. Add bread crumbs, milk, and egg; mix well. Stuff each rigatoni with filling. Layer sauce and rigatoni into large casserole. Sprinkle with cheese. Bake in moderate oven (350° F.) 35 to 45 minutes. Serve at once.

*Or use tufoli, or maruzze.

**For less hot flavor, use half sweet sausage.

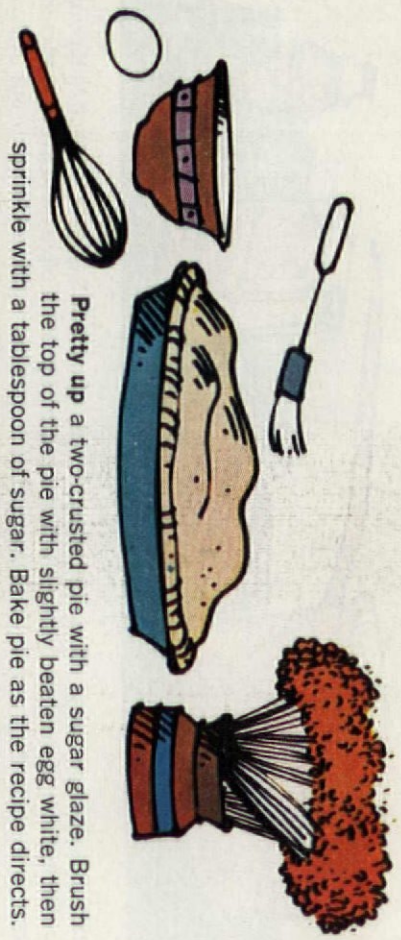
Makes 6 servings *795 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

AMERICAN HOME RECIPES

Use Your Noodles

(pictured in color on pages 52 and 53)



Pretty up a two-crusted pie with a sugar glaze. Brush the top of the pie with slightly beaten egg white, then sprinkle with a tablespoon of sugar. Bake pie as the recipe directs.

6 tough sink stains–
and the most effective way to remove them all.

These 6 stains burrow deep into the porcelain of your sink. They hide there, safe from rubbing. You know the trouble they give you and your cleanser. Hard rubbing removes only the surface of the stain... misses the deep part.

You need a cleanser that cleans as deep as the stain is. Comet is the name of that cleanser. Only Comet has Chlorinol...the most effective cleaning, bleaching and disinfecting agent there is.

Food stains can't get away from Comet. It bleaches the fight right out of them. There's nothing left of aluminum potmarks. Comet removes all 6 tough sink stains. Comet gets out stains better than any other leading cleanser.

Get Comet, the stain-removing cleanser. At once, you'll know how much better it works. Every product you use should do its job as well as this one does!

1. COFFEE 2. TEA 3. RASPBERRY 4. GRAPE JUICE 5. BLUEBERRY 6. ALUMINUM POTMARKS

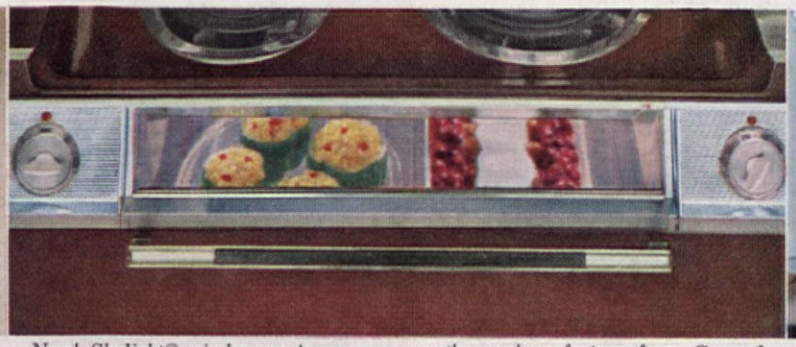
Americana Model J795 with built-in exhaust system. Dark coppertone shown. Also in white and 4 Mix-or-Match colors.

General Electric ushers in the New Contentment...

americana '63

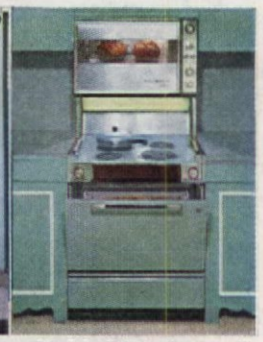
Suddenly there's a new contentment in your cooking...joyous meals, time to spare...a kitchen always fresh and clean—because Americana® has its own built-in exhaust system. It's a complete range...including *2 full ovens*—but fits your kitchen (no matter how small) because Americana is *only 30" wide*. And so many new features! Read all about them below.

New built-in exhaust system vents on two separate levels.



New! Skylight® window on lower oven, another unique feature from General Electric. Separate control knobs let you operate this lower oven independently.

Whopping lower oven on the Americana also features a convenient second broiler.



Model J794 also available, without the exhaust.

Read how these wonderful Americana features bring new contentment to the hours you spend in your kitchen.

New built-in exhaust system is more efficient than separate hood—exhausts vapors, heat and odors both from cooktop and oven. Americana's exhaust system includes permanent filters that are washable.

New Skylight window on lower oven gives you a topside view of your cooking—without the need for stooping.

Sensi-Temp® unit (right front unit) holds any temperature you select—automatically. For maximum economy, it adjusts to fit 4-inch, 6-inch or 8-inch pans at the touch of a button.

Notice the eye-level top oven. It comes with broiler and automatic rotisserie—no extra cost. Chrome backliner is removable. Convenient side-mounted controls.

Whopping lower oven includes a second broiler. Americana is so compact, yet so roomy, you could cook a feast for 50 all at once. Storage drawer underneath, too.

This beauty is no beast to clean. Practically everything that needs cleaning can be washed at the sink. Tilt-lock Calrod® units lift up, stay up while trim rings and reflector pans are removed. Both ovens are porcelain-lined with rounded corners. Jeweled chrome trim swipes clean as new.

Flameless cooking. General Electric ranges can't soot up pots, pans or walls.

Also available: Americana Model J794, for kitchens where venting is not practical. Identical to Americana Model J795, except for the exhaust feature.

Americana '63 is now on display at your General Electric dealer. Why not drop in and see it sometime this week?

By any measure...There is nothing "just as good as" General Electric

GENERAL ELECTRIC

NEXT TIME IT'S FROZEN DINNER...GIVE IT FLAIR WITH CRANBERRIES

Chicken, turkey, pork—all your favorite frozen dinners—look brighter, taste righter, with Ocean Spray jellied or whole berry sauce. It's the thoughtful little extra touch that makes the big difference. **HEIGHTEN THE FLAVOR, BRIGHTEN THE PLATE WITH OCEAN SPRAY**

• SUPRÊMES AU VIN BLANC

Preparation time: 35 min.
Cooking time: 30 min.

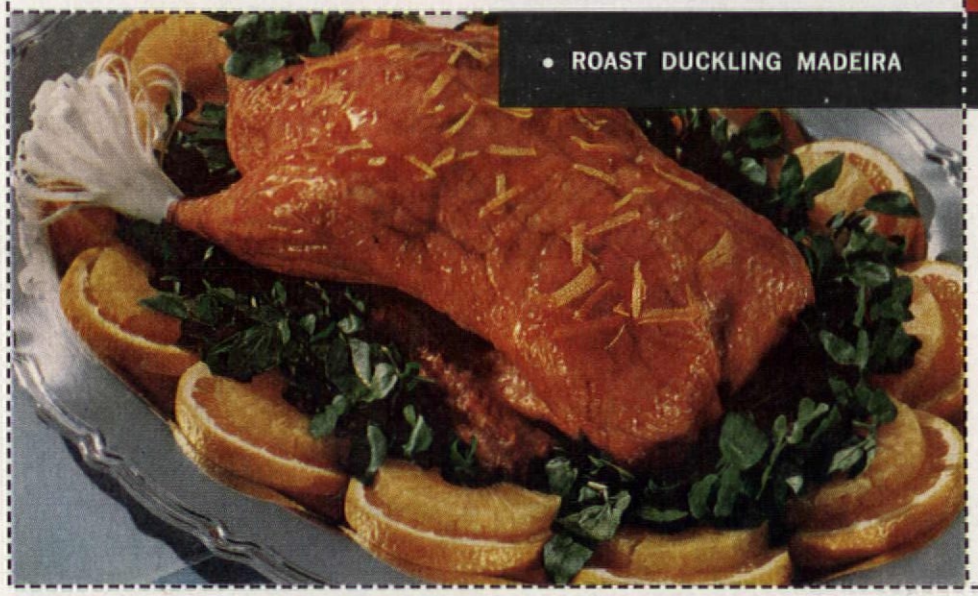
4 whole chicken breasts
3 lbs. potatoes, pared, cooked, and mashed
½ c. melted butter or margarine
3 egg yolks, beaten
Milk
Melted butter or margarine
⅓ c. butter or margarine
⅓ c. seasoned flour
1 c. chicken broth
½ tsp. rosemary
½ tsp. salt
⅛ tsp. freshly cracked pepper
½ c. dry white wine

● Skin and bone chicken breasts; cut each in half (each half or filet is a suprême). Set oven at hot (425° F.). Beat ½ cup melted butter or margarine and egg yolks into potatoes. Add milk if needed to soften. Spoon into large pastry bag with star tube. Pipe tower of potatoes onto ovenproof platter; smooth with spatula; decorate with potato swirls. Brush with melted butter or margarine. Bake in hot oven 15 to 20 minutes, or until golden tipped. While potatoes bake, melt ⅓ cup butter or margarine in large skillet. Dip suprêmes in flour; shake off excess. Sauté suprêmes until golden brown on both sides; remove; keep warm. Pour broth into skillet; stir over medium heat until all brown bits are melted. Crush rosemary; add to skillet with salt, pepper, and wine. Return suprêmes to skillet; lower heat; cover; simmer 5 minutes. Arrange suprêmes around potatoes on platter. Garnish with truffles, tomatoes, limes, and parsley, if desired. Serve pan juices in sauceboat.

Makes 8 servings *574 cal. per serving* *Source of Vitamins A, B*

TESTED IN THE AMERICAN HOME KITCHENS

• FILET WELLINGTON



• ROAST DUCKLING MADEIRA

• CRÊPES CREVETTE

Preparation time: 25 min.
Cooking time: 35 min.

CRÊPES
3 eggs
3 tbs. melted butter or margarine
1½ c. milk
¾ c. sifted all-purpose flour
1½ tsp. baking powder
½ tsp. salt
SAUCE
4 egg yolks
⅓ c. lemon juice
1 c. butter or margarine
FILLING
2 pkg. (10 oz. each) frozen shelled, deveined shrimp, thawed
1 tbs. minced onion
2 tbs. butter or margarine
1 pkg. (10 oz.) spinach, cooked, drained, and chopped

● **Make Crêpes:** Beat eggs until foamy; beat in butter or margarine and milk. Beat in dry ingredients. Cover; refrigerate several hours. **Make Sauce:** Combine egg yolks and lemon juice in double boiler over hot water. Add ½ cup butter or margarine; stir until melted. Add remaining butter or margarine; stir until melted and sauce is thick. **Prepare Filling:** Cut up shrimp. Sauté onion in butter or margarine; mix in shrimp, spinach, and ⅓ cup sauce. Melt ½ teaspoon butter or margarine in 6-inch skillet. Pour in enough crêpe batter to cover pan thinly; brown bottom; turn; brown second side. Repeat to make 12 crêpes. Spoon filling on crêpes; roll up. Place in baking dish; cover with sauce. Broil until browned and bubbly.

Makes 6 servings *583 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

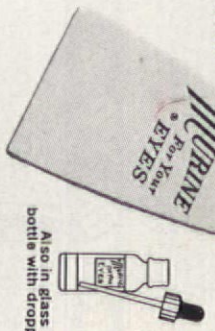
AMERICAN HOME RECIPES

Meals to Impress

(pictured in color on pages 50 and 51)

Baking apples? If you've had the problem of having them crack while they bake, here's a way to avoid it. Remove a one-inch strip of peel from the top or middle and bake according to recipe.

REST YOUR EYES WITH
MURINE



People of all ages have discovered the pleasant practice of refreshing their eyes every day with Murine. It's a special comfort when your eyes are busy with close work or exposed to dust, wind, glare, etc. Keep a bottle of Murine handy and use it regularly to soothe away that "tired-eye" feeling.

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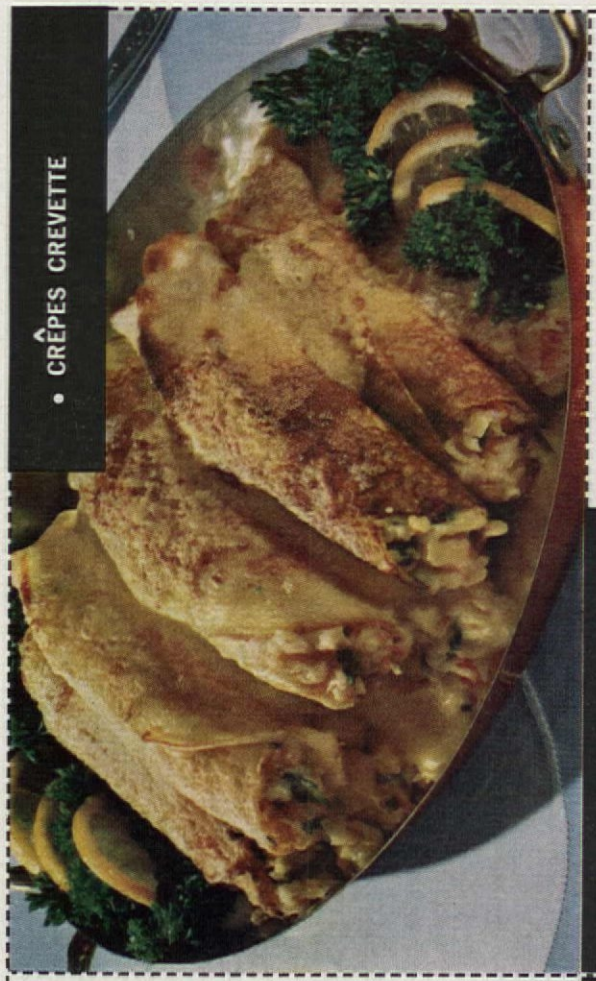
AMERICAN HOME RECIPES

Meals to Impress

(pictured in color on pages 50 and 51)

A French knife is the best utensil to use for chopping nuts and dicing fruits and vegetables. Hold the handle in your right hand. Hold the tip firmly down on the chopping board with the finger of your left hand. Using the point as a pivot, move the blade up and down and back and forth.

• CRÊPES CREVETTE



Preparation time: 30 min.
Cooking time: 40-50 min.

1 beef filet, 6-8 lbs.
Melted butter or margarine
½ lb. mushrooms
3 tbs. butter or margarine
1 lb. ground cooked ham
¼ c. sherry or white wine
2 tbs. tomato paste
2 c. sifted all-purpose flour
½ tsp. salt
¾ c. shortening
6 tbs. water
2 egg yolks
4 tbs. water

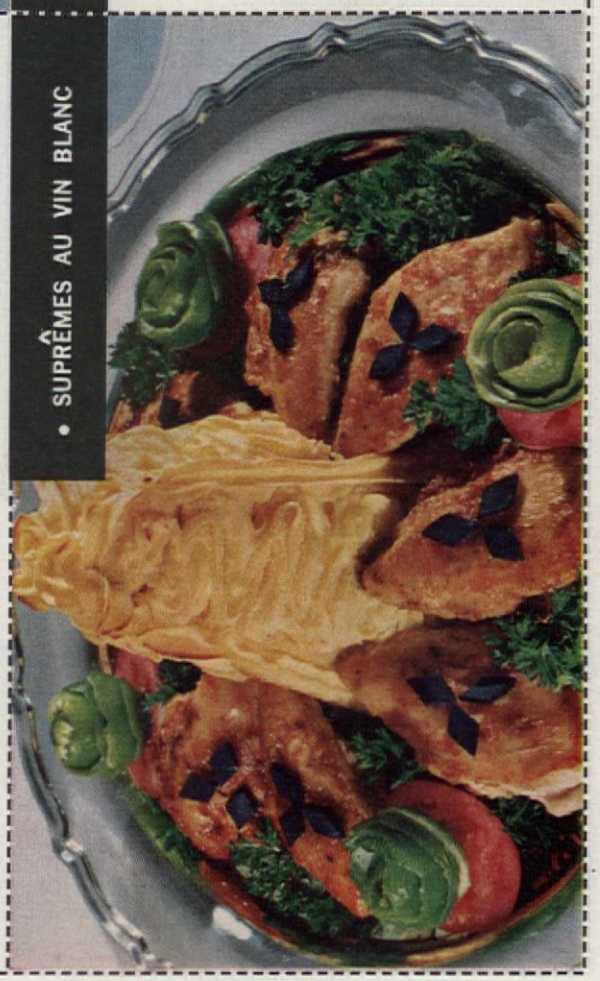
• Set oven at hot (425° F.). Trim fat from filet; place on rack in roasting pan; brush well with melted butter or margarine. Roast 20 to 25 minutes; remove from pan; cool. Chop mushrooms finely; sauté until soft in 3 tablespoons butter or margarine. Combine mushrooms, ham, wine, and tomato paste; reserve. Sift flour and salt into mixing bowl; cut in shortening until mixture is like cornmeal. Sprinkle 6 tablespoons water over mixture, a tablespoon at a time; toss with fork until mixture clings together. Roll out on floured board to a rectangle 3 inches longer than filet and wide enough to encase it. Set oven at very hot (450° F.). Place filet on pastry 2 inches in from one long side. Pat mushroom mixture firmly onto filet. Bring pastry up and over filet to cover it; moisten edges; press well to seal. Moisten ends; fold in; seal. Beat egg yolks and 4 tablespoons water; brush over pastry. Cut designs from pastry scraps; arrange on pastry roll; brush with egg mixture. Transfer carefully to baking sheet. Bake 20 to 25 minutes or until golden brown.

Makes 12 to 14 servings *850 cal. per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• FILET WELLINGTON

• SUPRÊMES AU VIN BLANC



Preparation time: 15 min.
Cooking time: 1½-2 hrs.

1 duckling, 4 to 6 lbs.
1 orange
Parsley
Bay leaf
Liver from duckling
2 tbs. butter or margarine
1 can (6 oz.) frozen orange-pineapple concentrate, undiluted
1¼ c. water
½ c. currant jelly
1 tbs. cornstarch
½ c. dry Madeira

• Set oven at hot (425° F.). Place duckling on rack in roasting pan. Shred peel from orange, being careful not to include any white; reserve for sauce. Cut orange into quarters; put in cavity of duckling with handful of parsley and a bay leaf. Roast duckling 1½ to 2 hours, or until golden brown; pour off fat as it accumulates. Sauté duckling liver in butter or margarine in skillet until brown; remove; chop and reserve. Pour orange-pineapple concentrate and 1 cup water into skillet. Cook over medium heat, stirring constantly, until all brown bits are blended with juice. Add currant jelly; heat until melted. Mix cornstarch and ¼ cup water; stir into jelly mixture. Cook, stirring constantly, until thickened and bubbly. Add wine and reserved liver and orange peel; keep warm. Remove duckling to heated platter; spoon some sauce over duckling. Serve remainder of sauce in sauceboat. Garnish platter with watercress and orange and pineapple slices, if desired.

Makes 4 servings *583 cal per serving* *Source of Vitamins A, B, C*

TESTED IN THE AMERICAN HOME KITCHENS

• ROAST DUCKLING MADEIRA

Applesauce Raisin
Real applesauce, plump sliced raisins, fragrant spices give this cake a chewy Early American taste.

Date Nut
An old-fashioned treat! Rich chewy sliced dates, crispy chopped almonds and just a hint of spice add old-time flavor.

Orange
A new taste sensation! Candied orange peel adds extra chewy flavor to the orange essence in this rich, moist cake.

Fudge Nut
Dark and chocolatey! Rich cocoa and the finest chopped pecans make this cake a chewy delight.

6 Good Old-Fashioned Chewy Cakes!

Yes—these are 6 of the chewiest cakes you ever served. Every moist, rich bite is full of sweet fruits and nutmeats.

Duncan Hines®

Early American® COLLECTION

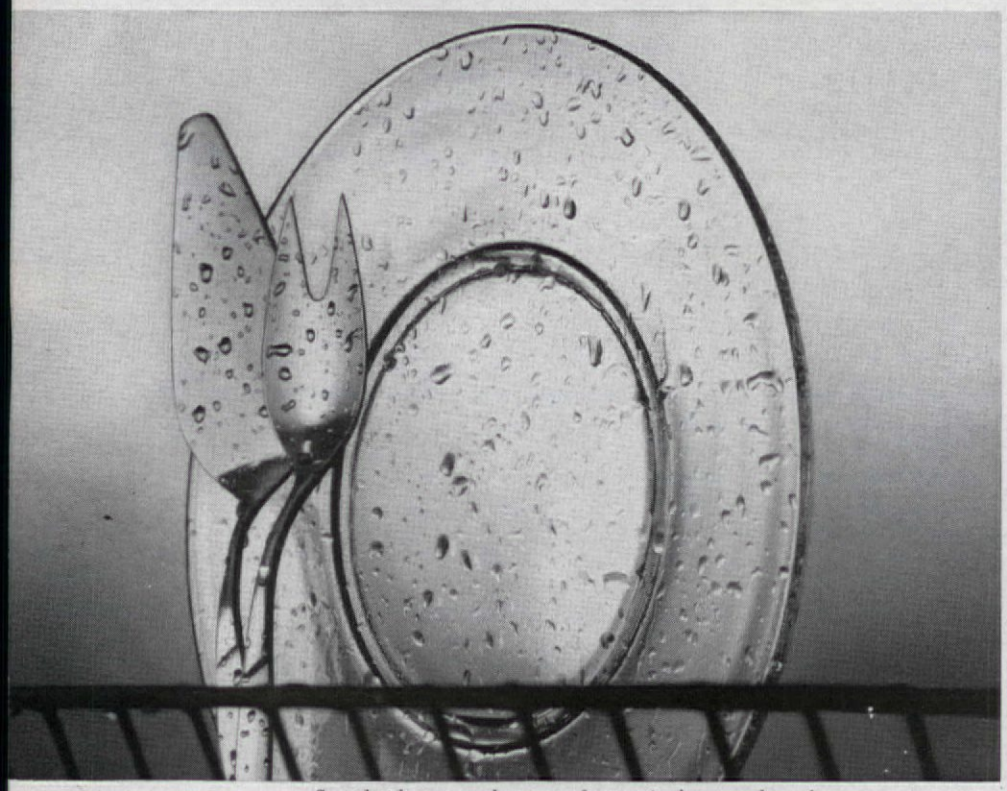
The fruit and nut filled cake mixes

Cherry Almond
What a chewy flavor combination! Chopped maraschino cherries and slivers of toasted almonds right in the cake.

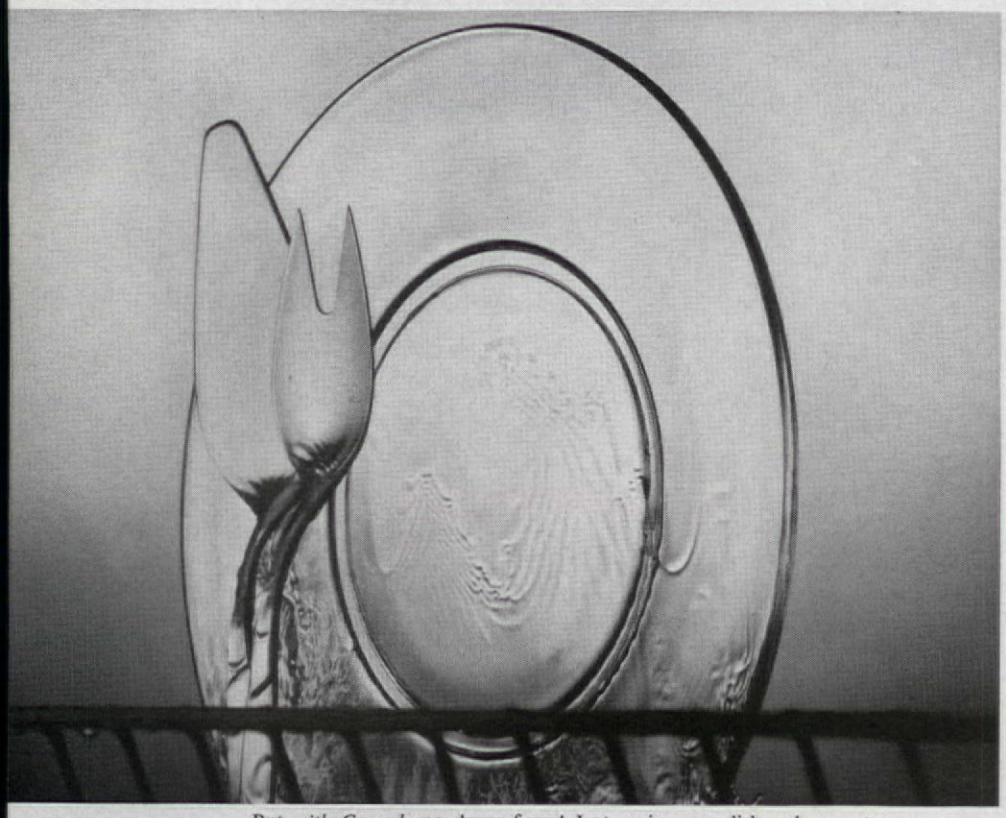
Butter Pecan
There's real butterscotch in this moist, chewy cake and loads of chopped pecans. A favorite everywhere!

See why more dishwasher owners use Cascade than any other product...

Cascade eliminates drops that dry into spots!



WATER DROPS See what happens when even clean water is sprayed on glassware, silver. This test shows how drops form. These dry into ugly spots.



CASCADE But *with Cascade* no drops form! Just as in your dishwasher, water slides off in clear-rinsing "sheets." Dishes, silver dry as spotless and sparkling as possible.

No other dishwasher detergent cleans better...

Cascade is absolutely unsurpassed at stopping spots (your toughest problem in automatic dishwashing). That's because Cascade has Chlorosheen . . . an exclusive formula that eliminates the drops that cause spots. No drops left to hold grease and food particles or dry into cloudy streaks or messy spots. You've never seen dishes cleaner, silver brighter! No other dishwasher detergent does a better job. Better get Cascade for *your* dishwasher!

...or is safer for china patterns!

Cascade is rated safe for today's loveliest china patterns by the American Fine China Guild, whose members make Castleton, Flintridge, Franciscan, Lenox and Syracuse china. Their recommendation was given Cascade after testing every leading dishwasher detergent. Look for this important seal of approval on every Cascade package.

PROCTER & GAMBLE'S CASCADE IS ENDORSED BY EVERY LEADING DISHWASHER MAKER

MORE DUTCH TREATS

(story begins on page 54)

Upcountry from Philadelphia in the lush Pennsylvania-Dutch land, the air is fragrant with pungent and spicy scents—apples, molasses, sausage, sauerkraut. Heavenly smells of cakes and pies come from every kitchen. Obviously, this is a people who love to eat!

Their hearty diet begins with breakfast—a man-sized meal including meat, potatoes and, if not shoo-fly pie, certainly crumb cakes and cookies. At the big noon meal there will be meat and potatoes, plus several vegetables and other main dishes such as hot rice pudding or potato filling. Of course, there will be the famous sweets and sours. Several fruits and puddings may be served along with pie and cookies, or perhaps two kinds of pie on the same dessert plate. Supper, the evening meal, is the place for homemade soup with plenty of "stuff" in it. Instead of sandwiches, there are coffeecakes, doughnuts, or homemade bread spread with layers of schmierkase (creamy cottage cheese) or lattwarrick (apple butter).

Not too long ago, the delights of this fine old art of cooking were limited to the Dutch. They had to learn at Grandmother's knee how much milk is "just so" and how much shortening is "about like an egg." But, luckily for today's young cooks, many of these traditional recipes have been written and standardized. We've chosen some of the most representative dishes—tried and true favorites that are sure to make a hit with your family.

LEMON STRIP PIE (pictured in color on page 54)

PREPARATION TIME: 25 MIN./BAKING TIME: 35–40 MIN.

1 c. sifted all-purpose flour; 3 tbs. sugar; ⅓ c. butter or margarine; 4 eggs; ½ c. sugar; 3 tbs. flour; 1 c. molasses; ⅓ c. water; 1 tsp. grated lemon rind; 2 tbs. lemon juice; 2 tbs. melted butter or margarine; 1 unbaked 9-in. pastry shell

Sift 1 cup flour and 3 tbs. sugar into bowl; blend in ⅓ cup butter or margarine and 1 egg. Roll out on lightly floured board to ¼ inch thick. Cut into strips and small rounds or "dollars." Beat remaining 3 eggs until light; mix in ½ cup sugar, 3 tablespoons flour, molasses, water, lemon rind and juice, and 2 tablespoons melted butter or margarine. Pour into unbaked pastry shell. Arrange cut pastry strips carefully on top of pie; secure to edge. Bake in moderate oven (350° F.) 15 minutes. Place pastry rounds or "dollars" between strips; bake 20 to 25 minutes longer, or until center is set. Makes one 9-inch pie.

HAM WITH ONION GRAVY

PREPARATION TIME: 10 MIN./COOKING TIME: 20 MIN.

1 ham steak, 1½ inches thick; 2 cups thinly sliced onions; 1 c. dairy sour cream; ¼ c. milk

Trim all but ¼ inch of fat from ham. Render trimmed fat in heavy skillet. Pan broil steak over low heat until golden brown (3 to 4 minutes each side for fully cooked ham; 6 to 8 minutes each side for cook-before-eating type); remove from pan. Pan fry sliced onions in pan drippings until tender and delicately browned; stir in sour cream and milk; heat thoroughly. Pour over ham steak on platter. Makes 4 servings.

FUNERAL PIE

PREPARATION TIME: 25 MIN./BAKING TIME: 35–40 MIN.

2 c. sifted all-purpose flour; 1 tsp. salt; ⅔ c. shortening; 6 tbs. water; 2 c. seeded raisins; 2¼ c. boiling water; ⅔ c. sugar; 2 tbs. flour; 2 tsp. grated lemon rind; 3 tbs. lemon juice

(continued)

Eat well... but wisely!

Cut down saturated fats in your family's meals with Mazola® Corn Oil!

Every time you use Mazola instead of more saturated fats and oils, you cut down saturated fats in the diet—*without making drastic changes*. What's more, the poly-unsaturates in Mazola are *natural* poly-unsaturates—never changed to more saturated fat by special processing or hydrogenation. And there's no more delicious way to eat well—but wisely.

Golden-light Mazola fries crisp and golden outside—tender and juicy inside...makes lighter, fresher tasting salad dressings, too. Mazola still gives full value...full pints...full quarts.

Of all leading brands, only Mazola is Corn Oil!

MAZOLA MARGARINE

P.S. The Corn Oil in MAZOLA® MARGARINE has less saturated fat than the hydrogenated oil most other margarines use.

BE ORIGINAL WITH PARTY SNACKS

and Lea & Perrins... the original Worcestershire

Perk up the snacks that perk up the party. Use lively Lea & Perrins in party spreads and hors d' oeuvres. It brings out the flavor that brings you the compliments. Insist on Lea & Perrins—the *original*, genuine Worcestershire Sauce.

NEW! Free 48-page "Be Original" cook book of 100 new, exciting recipes, including snacks and dozens of other kinds of dishes. Write today to Lea & Perrins, Box A, Fair Lawn, N. J. **LEA & PERRINS**

RAIN stays OUT while these windows stay OPEN

ENJOY FRESH AIR even during a rainstorm with PELLA WOOD MULTI-PURPOSE WINDOWS like these. Screens and storm panels *remain in place* the year 'round to end seasonal window chores. DESIGN IDEA: if you want windows with small square or diamond panes, choose PELLA snap-in, snap-out glass dividers.

Distributors in U. S. and Canada.

Pella® **WINDOWS**

— WE'LL ANSWER YOUR INQUIRY WITHIN 24 HOURS —
ROLSCREEN COMPANY, Dept. OC-5 Pella, Iowa
Please send free illustrated details on PELLA WOOD MULTI-PURPOSE WINDOWS.

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CITY & ZONE _____ STATE _____

MAKERS OF PELLA WOOD WINDOWS, WOOD FOLDING DOORS AND PARTITIONS, ROLSCREENS AND WOOD SLIDING GLASS DOORS

CASTER LOOSE?
fix it quick with
PLASTIC WOOD®
Handles like putty—hardens like wood!

$1,000 CONTEST

Send picture and description of unusual use for Molly anchors and tell why you used Molly anchors. Judging will be based on skill in describing your preference for Molly anchors. Win one or more of 68 prizes. 1st prize, $500. Contest closes July 31, 1963. Write Molly Corp., Box 1139, Reading, Pa., for entry blank and contest rules. Subject to all governmental regulations.

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MOLLY® SCREW ANCHORS

BETTER THAN NAILS & SCREWS—Molly anchors let you put fixtures where you want, not just where studs are. Spider backing reinforces area in which used. Won't pull through. BETTER THAN TOGGLE BOLTS—Easy to install, need much smaller hole, fixtures can be removed and replaced in same anchor! Money-back guarantee. Ask your hardware supplier for genuine Molly screw anchors... the name is stamped on the cap.

FASTEN FIXTURES TO HOLLOW DOORS WITH MOLLY JACK NUT® ANCHORS

Jack Nut screw anchors need only 3/8" expansion space, grip any material 0" to 3/8" thick. Perfect for use in thin materials where nails and screws won't hold.

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MOLLY CORP., BOX 1139-N READING, PA.

Enclosed is $_____ for sample box of (check):
☐ Molly screw anchors ☐ Jack Nut anchors
☐ Send entry blank and contest rules

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

(continued)

Sift 2 cups flour and salt into bowl; cut in shortening with pastry blender or 2 knives until particles are size of peas. Sprinkle with water, a tablespoon at a time, mixing lightly with fork until all flour is moistened. Press dough into ball; turn out on lightly floured board; divide in half. Roll one half out to a 12-inch circle; transfer to pie pan. Roll out second half; cut into ½-inch strips; reserve. Cook raisins and water in covered saucepan 6 to 8 minutes, or until tender. Combine sugar and flour; stir into raisins. Cook over low heat, stirring constantly, until mixture comes to boiling; remove from heat. Stir in lemon rind and juice; pour into pastry-lined pan. Arrange pastry strips crisscross fashion on top of filling; seal strips to edge; flute edge. Bake in hot oven (425° F.) 35 to 40 minutes, or until golden brown. Makes one 9-inch pie.

MORAVIAN SUGAR CAKE

PREPARATION TIME: 25 MIN./RISING TIME: 1¼ HRS./BAKING TIME: 20 MIN.

⅓ c. warm water (105°–115° F.); 1 pkg. active dry yeast or 1 cake compressed yeast; ¼ c. sugar; ¾ tsp. salt; ¼ c. butter or margarine; ½ c. scalded milk; ½ c. hot, mashed potatoes; 1 egg, slightly beaten; 3¼–3½ c. sifted all-purpose flour; softened butter or margarine; ½ c. melted butter or margarine; 1 c. lt. brown sugar, firmly packed; 2 tsp. cinnamon

Measure warm water into bowl; sprinkle or crumble in yeast; stir until dissolved. Add sugar, salt, and ¼ cup butter or margarine to scalded milk; cool to lukewarm; stir into yeast mixture. Add potatoes, and egg; beat until smooth. Beat in enough flour to make dough that is easily handled. Turn out on floured board; knead until smooth. Place dough in greased bowl; roll over to bring greased surface to top. Cover; let rise in warm place (85° F.), away from draft, about 45 minutes, or until doubled in bulk. Divide dough in half; pat each half into greased 9x9x2-inch pan; brush tops with softened butter or margarine. Cover; let rise about 30 minutes, or until doubled in bulk. Punch holes all over surface of dough with index finger. Pour ¼ cup melted butter or margarine over each cake. Combine brown sugar and cinnamon; sprinkle half on top of each cake. Bake in hot oven (400° F.) 20 minutes, or until rich golden brown. Makes two 9-inch cakes. |

POOR MAN'S BROWN FLOUR POTATO SOUP

PREPARATION TIME: 15 MIN./COOKING TIME: 35 MIN.

4 large potatoes, pared and diced (4 c.); ¾ c. finely chopped onion; 2½ tsp. salt; water; 1 tbs. butter or margarine; ¼ c. flour; 4 c. (1 qt.) milk; 1 hard-cooked egg, chopped; ⅛ tsp. pepper; salt

Put potatoes, onion, and salt in large saucepan; add enough water to cover. Bring to boiling; boil gently about 25 minutes, or until potatoes are tender. Melt butter or margarine in heavy skillet. Add flour; stir constantly until flour is dark brown; stir in just enough milk to make a smooth paste. Add remaining milk to potatoes; heat to simmering. Add browned flour mixture; mix well; heat about 5 minutes longer. Add egg and pepper, and more salt if necessary. Makes 6 servings.

DAFFODIL CAKE

PREPARATION TIME: 30 MIN./BAKING TIME: 35–40 MIN.

1¼ c. sifted cake flour; 1½ c. sifted sugar; 1¼ c. (10 to 12) egg whites, at room temperature; ¼ tsp. salt; 1½ tsp. cream of tartar; ½ tsp. vanilla; 4 egg yolks; 1 tsp. grated orange rind; 2 tbs. orange juice; 2 tbs. sugar; red jam or jelly; confectioners' sugar

Sift flour and ½ cup sugar together. Combine egg whites, salt, cream of tartar, and vanilla in large bowl. Beat with rotary beater, wire whip, or at high speed on electric mixer until soft peaks form. Add remaining sugar, a ¼ cup at a time, beating well after each addition. If beating by hand, beat 25 strokes or turns after each addition. Sift flour mixture over egg whites, a fourth at a time; fold in lightly. Turn bowl slightly and use 15 folding strokes after each addition. After last addition, fold an extra 10 to 20 strokes. Beat egg yolks, orange rind and juice, and 2 tablespoons sugar in second bowl until very thick and light. Fold in ⅓ of egg-white mixture, using 15 strokes. Layer batter into ungreased 10-inch tube pan as follows: spoon in ½ the remaining egg-white mixture; spoon in egg-yolk mixture; top with rest of egg-white mixture. Bake in moderate oven (375° F.) 35 to 40 minutes, or until cake springs back when pressed lightly. Invert pan; cool cake about 2 hours. Loosen gently from sides and center tube; remove from pan. Split into 3 layers; spread enough red jam or jelly between layers to hold them together. Sprinkle top of cake with confectioners' sugar. Makes one 10-inch cake.

It does show . . . through every light, moist layer of every cake you bake with Gold Medal. And for good reason . . . Gold Medal is the flour so fine, so trustworthy, you don't even have to sift. Why not give everything you bake this added touch of Gold Medal confidence. It's confidence you can feel—right down to your fingertips!

YOU CAN MAKE THIS

HEIRLOOM SAMPLER CLOCK

This wonderful easy-to-do clock is as handsome as the day is long . . . and accurate, too. Think how many times a day you'll enjoy your handiwork, as you tell time by the big readable numerals and the antiqued black hands. Stand it on the mantel or hang it on a wall—it's an heirloom-in-the-making that you'll treasure for years. Colorful fruit and numerals are embroidered on fine linen with cross-stitch. Wood frame is ready to assemble and stain or paint—all parts presanded, and grooves and holes for screws are already in place. It's easy to install the fine electric clock movement. Overall size is 13½ x 17½ x 3¼". Glass is not included. Kit # PSC-23, price $12.98 postpaid. Federal excise tax included.

Complete kit contains stamped 100 percent Belgian linen with embroidery thread, U.L. Approved Telechron electric clock movement, assembled front frame, easy-to-assemble box frame, instructions. Kit assembly takes less than half an hour after face has been embroidered.

HEIRLOOM SAMPLER CLOCK ORDER FORM

Heirloom Sampler Clock has been designed expressly for *The American Home*. Fill out coupon, enclosing personal check or money order (no stamps, please). Sorry, we are unable to handle foreign orders.

Please allow three weeks for handling and mailing.

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Please send me_____ Heirloom Sampler Clock Kit(s) at $12.98 each. Federal excise tax included.
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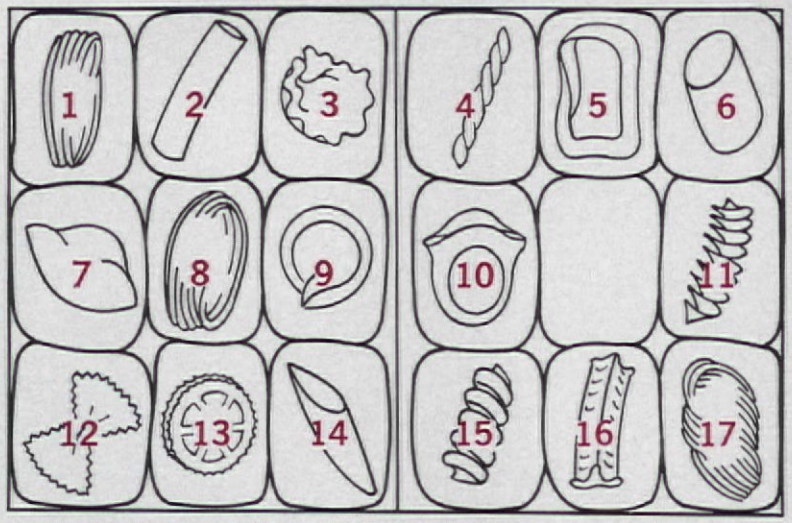
Use Your Noodles... (pictured in color on pages 52 and 53)



1. *Whole wheat spaghetti.* 2. *Cut Ziti.* 3. *Millefiore.* 4. *Gemelle.* 5. *Spinach noodles.* 6. *Tufoli.* 7. *Maruzze.* 8. *Low-calorie spinach noodles.* 9. *Cappelletti (little hats).* 10. *Lumache grandi.* 11. *Rotelli.* 12. *Farfalle (bow ties).* 13. *Rollini (wagon wheels).* 14. *Mostaccioli.* 15. *Fusilli.* 16. *Triangles.* 17. *Folded fedelini.*

Retirement Village

(continued from page 17)

a retirement town? Based on a concensus of authorities, here is a checklist your parents should bear in mind after visiting a community and inquiring about factors vital to them:

1. Are stores, churches, medical and hospital facilities, movies, recreation, and cultural outlets such as adult education courses easily accessible?
2. Is the retirement village close to all forms of transportation?
3. Does the climate permit comfortable outdoor living—swimming, fishing, and golf at least most of the year?
4. Is an active, modern city of at least medium size not too far off?
5. Is there a choice of a variety of homes, in all price ranges, built to take full advantage of the climate?
6. Are neighbors in about the same socio-economic class as your parents, with generally similar interests and background?
7. Is there good television and radio reception?
8. Are all utilities available—gas, electricity, telephone, palatable water, and sanitary sewage disposal?
9. Is the retirement town one in which your parents can become involved in fresh pursuits?
10. Do they want a community exclusively for the elderly or a "balanced" one with younger people?

Clearly, no single pattern of a retirement town fits the needs and desires of all oldsters. But there are plenty of choices. If your parents do decide on a retirement town, Dr. Allen suggests: "Go there in a positive, receptive frame of mind and you're likely to enjoy and profit from a retirement community. Try to get interested in other people, be open to new ideas, join clubs, share your problems with others, say 'yes' when you're asked to take part in a civic activity. If you retire *to* rather than *from*, you're in for longer, satisfying, and creative years."

FOR EASIER LIVING

What type of home is best for retirement? Primarily, the three most important factors are low cost, easy maintenance, and provision for safe, easy living. Many retirees are partially infirm and others are apt to become physically limited in later years. For such home owners, leading architects suggest:

- The house should be on one floor, with few if any steps, inside or out.
- It should be laid out so that living areas receive maximum sunlight and are provided with good quality, artificial lighting, since vision tends to diminish with advancing years.
- Materials used should require a minimum of maintenance.
- Nonslip terrazzo floors are preferable.
- Projecting thresholds should be eliminated.
- Because the elderly are acutely sensitive to noise, soundproofing is essential.
- Storage units, appliances, and electric outlets should be located to eliminate as much stooping and stretching as possible. Walk-in type closets are desirable, with shelves lower than usual.
- Halls and doors, as well as the space in the bathroom, should be large enough for a wheelchair.
- Windows should be easy to operate and clean (sliding or casement preferred), the sills low enough to look out from a sitting position.
- Handrails should be next to stairs (if any), bathtub, and toilet seat.
- Shower and tub bottoms should be non-skid. Shower stalls should be at least four feet in one dimension for an inside bench.
- Laundry facilities should be easily accessible, simple to operate.
- Doors should be three feet wide.
- Master light switches which turn all lights on and off are helpful.
- A sit-down kitchen sink at average height, with disposer, spray single-handle faucet is useful. THE END

A step ahead

Engineered by a 5'4" housewife

(that's the average—we like 'em any size)

It makes sense . . . Why not let the American housewife guide us in designing the perfect range top . . . So, we did. The result you see above is the most comfortable-to-cook-on range in America. The new "Terrace Top"—available only from Westinghouse.

From work-height studies and other experiments, we found that most cooking chores required not one but *two* working heights for maximum comfort. Thus the unique split-level design of the Terrace Top flameless electric range.

The front surface units are lowered to just the right height for stirring, blending, flipping, beating. (Much less fatiguing than standard-height units.) The back surface units are higher than the front units but still lower than counter height. They're perfectly placed for foods that don't require constant attention.

Note, too . . . Side-mounted controls that eliminate reaching over hot utensils. The timing center that controls the big, roomy oven and outlet for small appliances *automatically*.

Nice, and so is the price . . . as *only* your Westinghouse dealer can tell you. *You can be sure . . . if it's* **Westinghouse**

IMAGINE . . . MASONRY
FIREPLACES
only $400 or less
average installed price
COMPLETE, READY TO BURN

They're the Fabulous New
Heatilator 500 Series Fireplaces

What's the secret? These unique new Fireplace systems include fireplace form, chimney and housing, simplify installation unbelievably. You supply masonry of your choice, and labor. Total costs should not exceed $400. Available in 4 sizes, including open corner models.
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Priced to fit any budget. Model shown above can be painted any color. 3 other models factory finished in black, red and white. All Heatilator Fireplaces carry Good Housekeeping Guaranty.

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VEGA INDUSTRIES, INC.
Syracuse 5, N.Y.

Contaminated Water

(continued from page 45)

communities where undecomposed detergent suds cause drinking water to foam thickly. Extensive research studies by detergent manufacturers indicate that the suds are not injurious to human health. But their presence provides a dramatic warning that sewage also may be making a round trip from sinks and toilets into the septic tank, out into the surrounding soil, and into nearby wells which supply drinking water. No one can be sure what bacteria or virus organisms may accompany the detergent suds on their underground travels since these are not obliging enough to foam, taste, smell, or add color to the water.

As new expressways reach farther out into the country, new suburbs will rise in the 1960s in totally undeveloped rural lands. Along with them must rise thousands of new shopping centers, schools, and industries. Facing up to the fact that septic tanks have no place in such new residential areas is the first task of all Americans. The time has come for home builders, municipal authorities, contractors, medical societies, and citizen groups to join together in campaigns to eradicate septic tanks from heavily populated areas and eliminate them from most new home building projects.

If your family dwells in a community with modern centralized sewage and water-supply systems, you may feel that water pollution does not affect you. Yet contaminated water is an acute concern of all public health authorities from coast to coast.

If you live in a city, the rural and woodland reservoirs which provide your water supply may be menaced by pollution from new suburban and exurban developments. The lake and ocean beaches surrounding most of our major cities are frequently closed because of sewage pollution. Health commissioners warn that such beaches may be closed to millions of bathers unless there is diversion and treatment of the sewage which is polluting their waters.

Many of the municipal waste treatment processes in use today were designed for the wastes of forty years ago. For a growing number of cities they are now inadequate.

Many public health authorities now suspect that viruses may be capable of penetrating municipal water systems. Surgeon General Luther Terry has said, "We are by no means sure that at least some viruses are not slipping through our present water purification and disinfectant processes and entering our water mains."

Few ships and boats afloat, from the myriads of outboard runabouts and cabin cruisers that abound in our lakes, rivers, and coastal waters, to the large freighters and ocean liners that enter our harbors, have any facilities for the treatment and disposal of shipboard sewage. Toilet and galley wastes are simply pumped directly overboard into the water.

HOUSE PLAN CATALOGUE

Catalogue of 30 Best Blueprint Houses includes photograph, floor plan, dimensions and square footage of each house.

Send 10c to cover cost of handling and mailing.

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PLASTIC WOOD®
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MAKE EXTRA ROOMS with PELLA FOLDING DOORS and their natural beauty of WOOD. And, use them as closures for closets, utilities and storage areas. Easily installed. Order finished or unfinished. Distributed in Canada, too. Send for color pictures of them in actual use.

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Makers of Pella Wood Windows, Wood Sliding Glass Doors, Wood Folding Partitions and Rolscreens

Now that the St. Lawrence Seaway has opened the Great Lakes regions to ships from all over the world, communities along the lakes' shores must beware of water-borne diseases brought by these vessels that may find their way into water-supply systems—particularly diseases from other countries which have long been gone from America or never before achieved a foothold here.

Another great menace to our health from polluted water comes from chemical compounds. In the last 20 years at least half a million new chemical compounds have come into existence and at least 10,000 new compounds now are developed each year.

Admittedly, great benefits are derived from these wonders that the chemical industry has given us, but much more research is required of their long-range effects for us to find out how we can live safely while benefiting from them.

As fast as we manufacture these chemicals we put them into use in our private homes and industries and, in most cases, when done with them discharge them into our rivers or streams or into the ground.

Most people have little understanding of the problems these chemicals pose in water contamination. For instance, studies at the United States Public Health Service's Robert A. Taft's Sanitary Engineering Center in Cincinnati, Ohio, have revealed that a large number of new and unusual contaminants may be concealed in the average glass of drinking water. Not only do acceptable waste-treatment processes fail to remove many of these contaminants, but also water-purification processes are equally ineffective.

Pesticides and herbicides in chemical form now are used by the millions of tons by farmer, factory, and housewife. Sprayed, dusted, and scattered over crops, lawns, and trees, they permeate the soil and underground waters and may survive to reach the rivers, streams, reservoirs from which we obtain our drinking water. Some of these new chemicals have been found to be poisonous to birds and fish. At the present time, any estimate of their deleterious effects on our water supplies must be largely guesswork.

Right now, the new chemicals attracting the most attention among sanitary engineers and public health officials are the synthetic household detergents used in washing dishes and laundry. In the short space of ten years they have captured about 90 per cent of the household market. Almost the entire production—currently billions of pounds annually—is eventually flushed down plumbing lines to be discharged into America's surface and underground waters.

Although they are highly effective cleansers, the synthetic detergents differ radically from the animal fats and oils from which we formerly manufactured our soaps in that they have been found to be resistant to being destroyed or neutralized (continued)

This General Electric Iron sprinkles, steams, dry-irons...tells you when to add water!

See the "Water Window" on General Electric's beautiful new iron? This is one iron you don't have to shake to see if there's water inside for steam or spray ironing!

You sprinkle *as you iron!* Just depress the button up front with your thumb, and a continuous, fine spray of warm water dampens the fabric ahead. No tiresome "pumping" as with many other spray irons.

There's a handy fabric guide right on the iron. Three wash-and-wear settings. Low-temperature steam settings for delicate fabrics. And, of course, it's a fine dry iron, too!

Visit your General Electric dealer soon for the biggest "Accent on Value." General Electric Company, Housewares & Commercial Equipment Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

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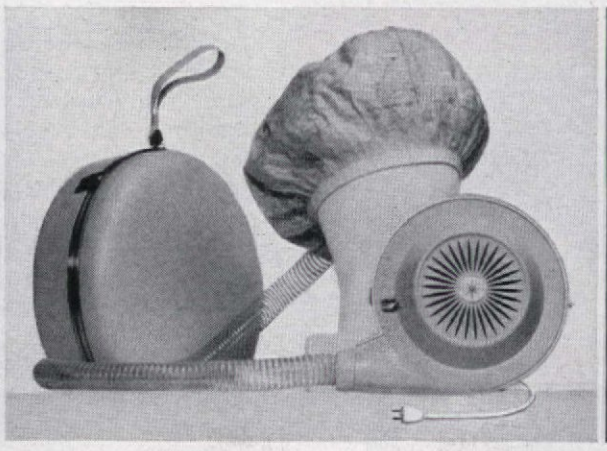
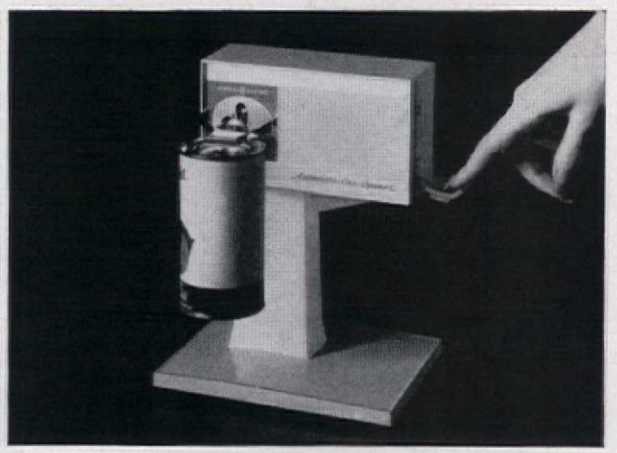


New Portable Hair Dryer. Comes in a stunning new travel case. Straps on waist. Dry your hair as you do other things. Extra-large bouffant bonnet.



Automatic Can Opener! Opens can safely, cleanly, at a touch of the finger. Removes or hinges lid. Governor-controlled motor helps prevent spillage.

A complete, balanced diet, Ken-L Biskit satisfies all seven of your dog's food needs and cravings:

oven-roasted for YOUR DOG'S "SEVEN HUNGERS"

- Aroma—for appetite
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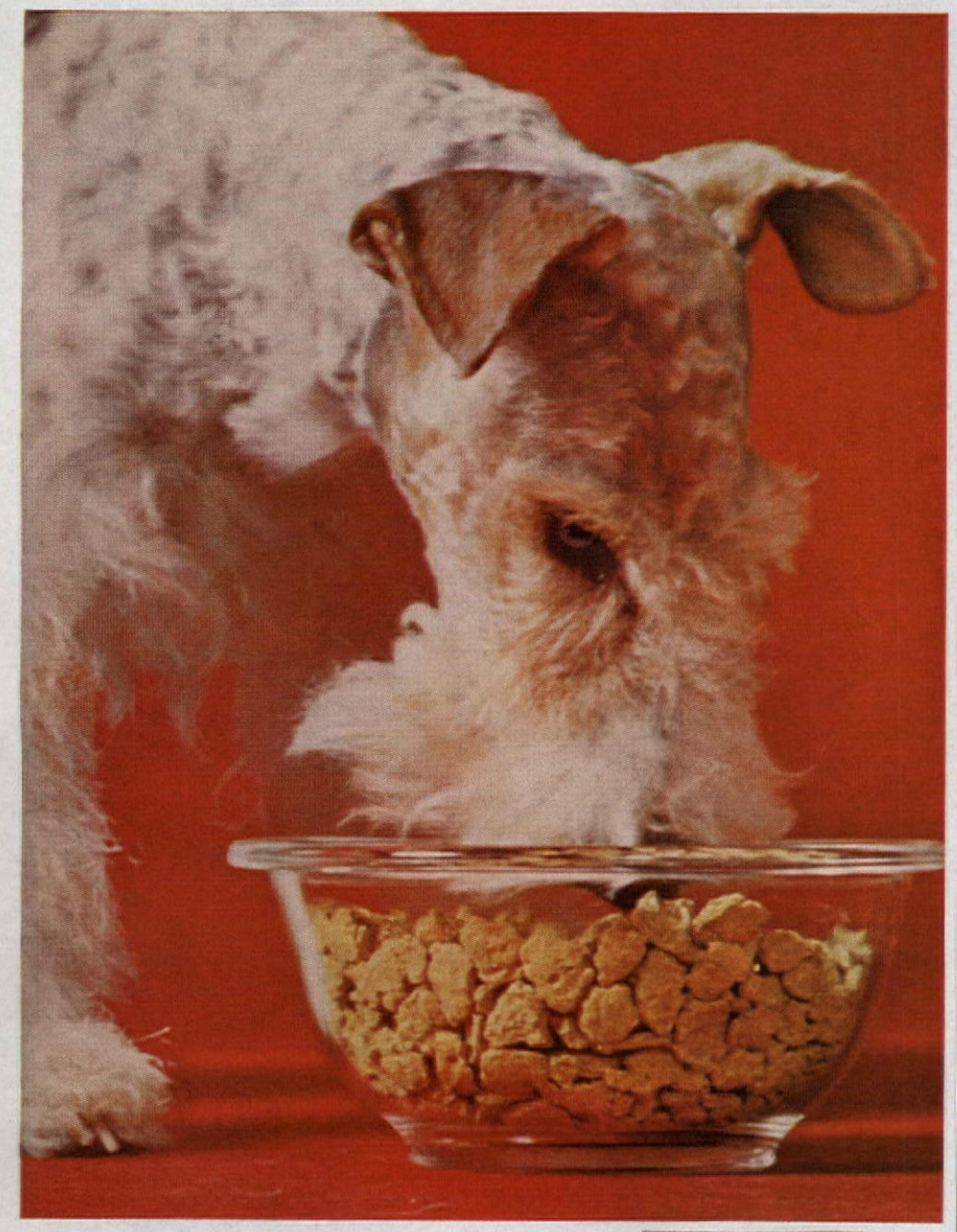

With Ken-L Biskit you feed less, cup for cup; because it's concentrated. In every bite, your dog gets more satisfying, solid food... oven-roasted for extra flavor and digestibility. Official food at more American Kennel Club Shows than all other dog foods combined.

DIET OF CHAMPIONS

(continued)

by natural bacterial processes or chemical treatments. Even the most modern sewage plants, it's been discovered, remove only 50 to 60 per cent of detergents from water. Chlorination has no effect on them whatsoever.

Hence, almost all *treated* sewage still contains a residue of detergents. In many instances, this goes directly into rivers and streams and is used *again* for drinking water by other communities. Research has revealed that some detergents will last for more than 20 days in running river water—long enough for this water to find its way into dozens of city water supply plants far downstream.

The detergent industry is spending millions of dollars in research to resolve the problems connected with the safe disposal of detergent suds. New products which will bring about the breakdown of detergent chemicals in sewage treatment plants presently are in the testing stage. As of now, there is no economical way of getting the remaining unharmful traces of chemicals out of drinking water.

As our civilization has increased in complexity we have found that we must be on guard against the new dangers that accompany scientific progress. Enough is known about the menace of our water pollution problems to make it clear that all Americans must join in a unified effort to protect our lives and the lives of tomorrow's families. We must clean up the water we are contaminating and plan for clean water in the future. Otherwise, dangerous health conditions will spread across the nation before 1970.

HOW SAFE IS YOUR WATER SUPPLY?

1. Is there a septic tank problem in your community? What is being done about it now? How stringent are the controls over septic tanks as far as property zoning and new housing are concerned?

More detailed information about the construction and maintenance of septic tanks can be obtained by writing to Supt. of Documents, Government Printing Office, Washington 25, D.C., requesting Public Health Service Publication No. 526, "A Manual of Septic Tank Procedure," 35 cents. From the same source for 5 cents you can obtain a leaflet, "Septic Tank Care," U.S. Public Health Service Information Series No. 96.

2. Are detergent suds and foam appearing in your drinking water or in the streams and brooks and other waters of your community? What are state and local sanitation authorities doing about the problems detergents may present to your community?

3. Where does your drinking water come from? How is it purified and protected?

4. Does your community have a modern sewage disposal plant? Does your local health department feel that it should be enlarged or modernized?

5. Are you familiar with the Federal Water Pollution Control Act which permits cities and towns financial grants for the construction of new sewage plants, for the enforcement of water pollution control, for research and comprehensive water planning for the future? Can the water needs of your own community be aided by the provisions of this Act? What additional assistance is also available from your own state government? (A copy of the Federal Act may be obtained from: The Division of Water Supply and Pollution Control, U.S. Public Health Service, Department of Health, Education, and Welfare, Washington, D.C.)

6. Is local industry dumping wastes into your streams, lakes, rivers, or nearby coastal waters? What are the plans to control and purify them?

7. Is there a water pollution problem threatening your lakes or beaches?

8. Are you aware that many organizations are banding together to help campaign against the dangers of polluted water? Among them are the National Wildlife Federation, The League of Women Voters, the Izaak Walton League, The American Municipal Association, The American Fisheries Society, and the General Federation of Women's Clubs. Your support of their campaigns can be most helpful. For background information to use with your organization, send for free brochure "The Crisis," and other information. Write to National Water Institute, Room 1250, 420 Lexington Avenue, New York 17, N.Y.

9. What are your local newspapers and radio stations doing to bring the water problems of your community to the attention of their readers and listeners? Are the points of view of your local sanitation engineers and board of health and county medical society being properly presented to the public?

10. Does your community have a fully organized Clean Water Program and are you actively supporting it? This program is a new U.S. Public Health Service campaign designed to protect America's rivers and streams from the growing challenge of pollution by obtaining the informed and enthusiastic support of the public in every United States community. Interested individuals and organizations can obtain information, films, and additional educational materials about the Clean Water Program, and advice about how to develop their own local campaign by writing to the Division of Water Supply and Pollution Control; U.S. Public Health Service; Department of Health, Education, and Welfare Service, Washington, D.C.

THE END

CORRECTION

The church shown on page 4 of our December issue was incorrectly identified as St. Joseph's Catholic Church, Chisholm, Minnesota. The one shown is the First Lutheran Church, Brookings, South Dakota, designed by Cerny Associates.

"WE HAVE PERFECT CLIMATE
by the houseful-365 days a year!"

Montego Bay, Jamaica

"Summertime in January and springtime in August is commonplace in our home nowadays. Our economical GM-Delco 365 Conditionair gives us a perfect climate in every room of our home 365 days a year!"

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GM Delco 365
CONDITIONAIR

Building Codes

(continued from page 31)

Up until about 1950, by far the great majority of building codes in the United States were oppressive specification codes. Since then, happily, many have been junked in favor of modern performance codes. Not long ago St. Louis finally replaced its notorious old specification code with a modern performance code, after quite a battle. According to a leading engineer, building costs there are already down "some 16 per cent." Much credit for code reforms is due to enlightened building officials, to progressive builders and architects, and to public-spirited groups such as the Chamber of Commerce and League of Women Voters.

But even when you obtain a modern building code, real progress is still not assured. This is because of the conflicting nature of codes from town to town. Even the best codes may vary only slightly from one town to the next. But the smallest variations can often cause a major block to efficient building.

RESTRICTIVE LABOR UNIONS

Obtaining up-to-date codes and bringing down the cost of building is tough to achieve in many towns because of the entrenched and incredibly powerful opposition of a good many craft labor unions. In many areas they are responsible for appallingly wasteful wiring and plumbing restrictions.

When enlightened citizens press for a modern code, restrictive unions often rise up en masse and block their efforts. Sometimes the local union leaders work hand-in-hand behind the scenes with contractors and strong vested-interest manufacturers whose product sales would suffer if new materials were allowed to be used.

Proposed reforms are beaten down, and obsolete rules remain in force. A good many unions fight modern labor-saving products because they fear loss of work for their members, or so they stubbornly claim. (It also should be said that some unions offer excellent training in up-to-date methods for apprentices and also encourage their older members to take these courses.) But where unions do block reforms it matters not that the public is bled (including union members who pay for higher-cost houses). Nor does it matter that a modernized code, through lower building costs, would encourage more construction, thus on net balance increase work for union members. The powerful opposition of restrictive labor unions is particularly evident in such high-cost cities (and their suburbs) as New York, Cleveland, Chicago, and Los Angeles, to name a few.

This is one reason why a house that sells for $15,000 (without land) in a city with average building costs such as Omaha, may cost from 20 to 30 per cent more in a high-building-cost city such as Chicago. The extra you pay is, of course, due to various reasons. But it is increasingly plain that the highest-cost building areas in the country are invariably those where unions and vested-interest groups are in control.

STANDPAT BUILDING OFFICIALS

Another much overlooked obstacle to code reform and cutting house costs is standpat building officials and sorely understaffed building departments. Sometimes the blocking, in the words of architectural expert Burnham Kelly, is by local officials "who have honest intentions but inadequate knowledge."

Putting it another way, a top engineer in the housing field says, "The men responsible for the administration of our building codes and building departments in a majority of cases are not qualified for such work. They often include retired people without actual building experience, or without the proper education. Such work demands the services of construction experts."

STUBBORN BUILDING INSPECTORS

There are also building inspectors who refuse to accept any new building method that wasn't in use when they started out 20 to 30 years ago. A typical example is an old-time inspector in an Eastern suburb. He rigidly administers and enforces the local code—as restrictive and wasteful as they come—with a tyrannical stubbornness, permitting virtually no new products or methods. "I've been doing it this way for years," he says, "and nobody is going to change it." Many good builders and contractors will no longer build or remodel a house in his domain. New industry stays out, and local home buyers and taxpayers pay dearly.

WHAT'S THE ANSWER?

These, then, are among the chief reasons why we can't bring down the cost of houses, and for that matter, also get better-built houses.

Our country can no longer put up with the chaotic state of building codes and restrictive building practices. The urgent reforms necessary could sharply cut the cost of both housing and public construction.

What can be done about them? Here are the four most important steps needed to solve the problems. They will be spelled out in future issues of *The American Home*.

1. Uniform performance codes for everybody, starting with adoption of existing model codes.
2. Clamp down on union and vested-interest-group influences over codes.
3. Drive for more capable, experienced building inspectors and efficient building departments.
4. National program for industry-wide building research. THE END

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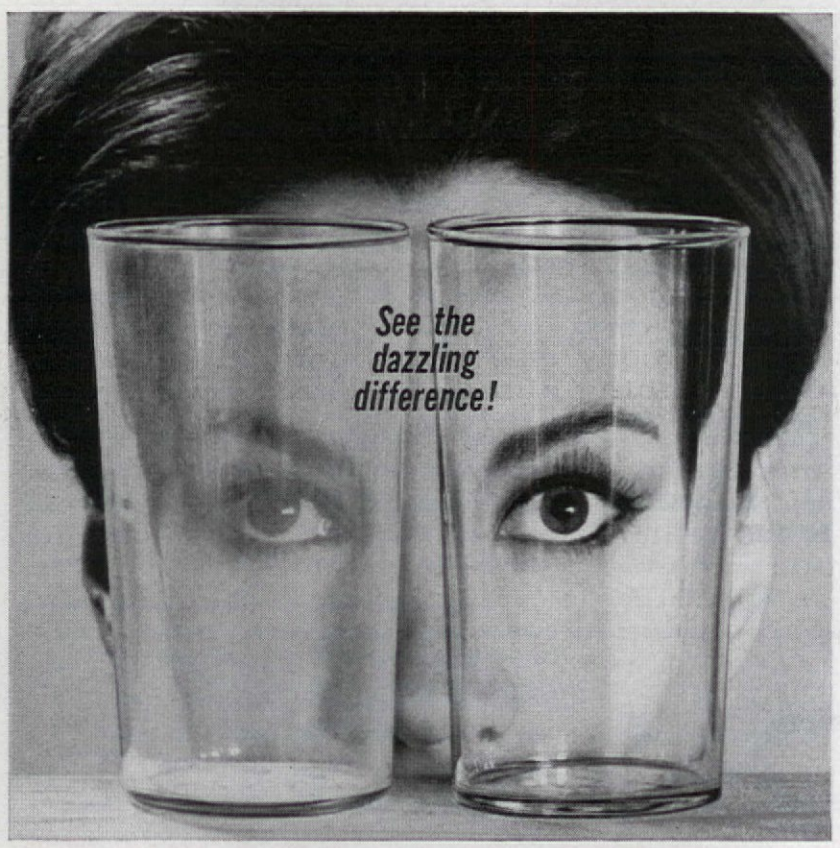

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AURORA Wall-Hung Water Closet
A new, practical water closet in round front design. Made of acid-resistant vitreous china. Modern design blends impressively with bath accessories.

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Size: 48x44x16
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ANNOUNCING

A NEW . . . EXCITING . . . HELPFUL . . . SERVICE TO OUR READERS

AMERICAN HOME READER SERVICE KITS

Starting with this issue, *The American Home* will offer to its readers a service that we consider to be of unqualified value and assistance. Designed to extend the kind of personal guidance that might be given were it possible for each of our editors to speak with you individually, this service will take the form of a series of sturdy 12x15″ portfolios each devoted to a specific area of building, remodeling, and decorating. Beginning with the fundamental points to be faced in the contemplation and planning of your home project, each guide will then lead you . . . one by one . . . through the basic steps to be followed for the successful completion of this project.

Included in the portfolio, in addition to the amply illustrated basic guide, will be a wealth of helpful related matter . . . cut-outs and graph paper for accurately scaled planning where applicable; authoritative suggestions for the financing of your home project; lists of Qualified Home Improvement Centers selected to help you with home improvement projects of all types and sizes. Also tucked away in the handy pockets of the portfolio (large enough to hold your own notes, clippings, and related doodlings) will be material suggesting ways in which especially chosen American Home-advertised quality products can serve to make your home project a success.

To inaugurate this service, we are now offering the first two portfolios. They are *The American Home* Exterior Remodeling Guide and *The American Home* Kitchen Planning Guide. Each is available for $1 and represents, we believe, maximum value. We sincerely feel that both of these portfolios—and those still in the various stages of planning—will prove to be of genuine and immediate help. As is the case with the two now available, each of these kits will be designed with you, our reader, in mind. It is our hope that you will find each of them functional, fascinating, and fun.

AMERICAN HOME READER SERVICE KITS ORDER FORM

Fill out coupon, enclosing personal check or money order (no stamps, please). N.Y. City residents add 3% sales tax. Please allow three weeks for handling and mailing.

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Please send me an American Home Reader Service Kit for the home projects I have checked. I enclose $1 for each Kit to cover the costs of mailing, handling, and printing the guide and other special editorial material.

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TIPS FOR SELECTING, PREPARING, AND SERVING

AVOCADOS

The avocado, a green and delicious exotic fruit, is a delightful food with a chameleon personality. For main course foods, appetizers, or salads, it acts as a vegetable; for a superb finale to a special menu, it doubles beautifully as a dessert. It is, however, a food you must know to serve well. It's a delicacy worth getting to know!

GENERAL TIPS

When buying avocados, the simple gauge is to buy them "soft" if you intend using them the same day, "firm" if you're not going to use them for two or three days. Keep avocados in a cool place, but not below 40°F. Firm avocados will soften normally at room temperature. Above 80°F. they will soften rapidly.

TIPS FOR PREPARING

Treat them gently! First cut the avocado lengthwise and then lift out the seed with the point of a knife. Remove the skin by pulling carefully to preserve the vitamin-rich pulp near the skin. Always sprinkle with lemon juice to prevent discoloration. Place the seed back in the cavity if all the fruit is not used. Wrap it tightly.

SERVE WITH A FLAIR!

You'll find that avocados will adapt to your culinary whims. You can dice them, slice them, mash them, or run them through a sieve. Cut them into cubes, rings, or half moons. Pair them with other fruits or vegetables. Carve them into tiny "croutons" to float on soup or toss in a salad. Border hors d'oeuvres trays with thin round slices. Stuff them with crab meat, shrimp, lobster, or chicken mixed with your favorite dressing. Here are three unusual recipes that bring out the best in the avocado. Try them!

TROPICAL CHIFFON PIE

Preparation time: 20 min./Chilling time: 2 hrs.

1 envelope plain gelatin; 6 tbs. hot water; 4 tbs. lemon juice; ⅓ c. dry sherry; 1 can (8½ oz.) crushed pineapple; ½ tsp. grated orange rind; ½ c. orange juice; ¼ tsp. salt; ⅓ c. sugar; 1 medium-sized ripe avocado, mashed (¾ c.); 1 c. heavy cream, whipped; 2 to 3 drops green food coloring; 1 baked 9-inch pastry shell.

Soften gelatin in hot water; stir until dissolved. Add lemon juice, sherry, pineapple and juice, orange rind and juice, salt, and sugar. Fold in mashed avocado; fold in whipped cream. Stir in a few drops of green food coloring to make mixture a pastel green. Pour into baked pastry shell. Chill 2 hours, or until firm. Makes 8 servings.

AVOCADO-LIME ICE CREAM

Preparation time: 15 min./Freezing time: 4–5 hrs.

1 medium-sized ripe avocado, mashed (¾ c.); ⅔ c. sugar; 3½ tbs. lime juice; 1 c. pineapple juice; ½ tsp. salt; 1½ c. light cream.

Combine mashed avocado, sugar, lime juice, pineapple juice, salt, and cream in bowl; mix until completely blended. Place in freezer; freeze about 3 hours, or until almost firm. Break up mixture with spoon; whip until fluffy. Leave in bowl or pour into 1-quart mold; freeze 1 to 2 hours or until completely firm. Makes 1 quart.

GUACAMOLE

Preparation time: 15 min./Chilling time: 1 hr.

2 medium-sized ripe avocados; 1 tsp. salt; 1½ tbs. lemon juice; 1 small onion, minced; 1 clove of garlic, crushed; 1 tsp. Worcestershire sauce; ¼ tsp. cayenne pepper; dash of liquid hot-pepper sauce; mayonnaise or salad dressing.

Peel and pit avocados; mash in medium-sized bowl. Add salt and lemon juice. Stir in onion, garlic, Worcestershire sauce, pepper, and liquid hot-pepper sauce. Mix until smooth and blended. Cover top with mayonnaise or salad dressing. Refrigerate until ready to serve. Just before serving, stir to blend in mayonnaise or salad dressing. Serve with crackers or potato chips. For variation you can try the addition of crumbled bacon, or some finely chopped tomato, or a small amount of crumbled blue cheese.

Perfect for Parties... Cherry Petal Tarts made the Robin Hood 'No-sift' Way!

Cherry blossom time or not, these dainty Cherry Petal Tarts make a delightful dessert for party occasions. And they're so easy to make the Robin Hood 'no-sift' way.

Because Robin Hood Flour is so fine and uniform and because it is pre-sifted through micro-fine silk, you need never sift again for anything you bake. Spoon Robin Hood straight from the bag into your dry measuring cup. This new, easy way, you'll not only save time and trouble, but get better baking, too!

Next time you are entertaining, delight your guests with some of these taste-tempting Cherry Petal Tarts... made this easy Robin Hood 'no-sift' way.

CHERRY PETAL TARTS

(A Robin Hood *Pre-sifted* Flour recipe)

PETAL TART SHELLS:

2 cups ROBIN HOOD All-Purpose Flour
1 tsp. salt*
3/4 cup shortening
4–5 tbsp. cold water

SPOON flour (not sifted) into dry measuring cup. Level off and pour measured flour into large mixing bowl.

ADD salt to flour (not sifted) and stir to blend.

CUT IN half of shortening until mixture resembles coarse meal; then cut in remaining shortening until particles are the size of small peas.

ADD water, a little at a time, mixing lightly with a fork.

SHAPE dough into firm ball with hands. Divide into two portions.

ROLL OUT each half on lightly-floured cloth-covered board. Cut out circles with 2-inch round cutter.

PLACE one circle in bottom of each of 12 muffin or custard cups. Then overlap 4 circles along sides of cup. Moisten each edge and press together firmly.

PRICK sides and bottom with fork to prevent shrinking.

BAKE at 475° for 8-10 minutes. Cool for 5 minutes in cup before removing.

CHERRY FILLING:

1 can prepared cherry pie filling
1–3 oz. pkg. cream cheese, softened

SPREAD softened cream cheese in bottom of Petal Tart Shells (above).

SPOON in cherry filling. Top with additional softened cream cheese, if desired.

YIELD 12 Tarts.

*If you use ROBIN HOOD *Pre-sifted* Self-Rising Flour omit salt.

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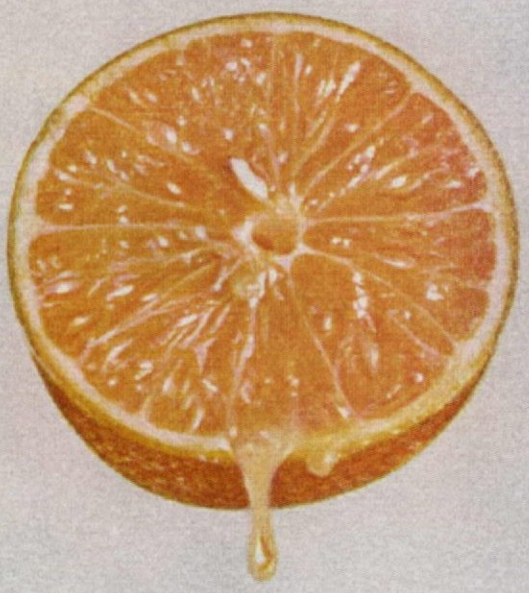
And to you . . . a fresh Florida Orange gives you more juice than other oranges! Orange for orange, thin-skinned Floridas give you about 25% more juice so they cost about 1/3 less.

Fresh Florida Oranges



Nothing can beat the taste
of the orange you open yourself.

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R4

Lovely Colonial (continued from page 41)

find the home a bit too large for your family's needs. It is big. There are roughly 3300 square feet of living area in it, and, of course, this does not include the breezeway, three-car garage, or basement. If this is the size home you want then, by all means, you should build it.

But if your budget cannot quite stretch to include everything, consider the version below. To begin with, it still retains the integrity of the original design. In fact, the home you see pictured in the rendering was the basic home built by farming families in colonial days. When they needed more space, they simply added wings to the home.

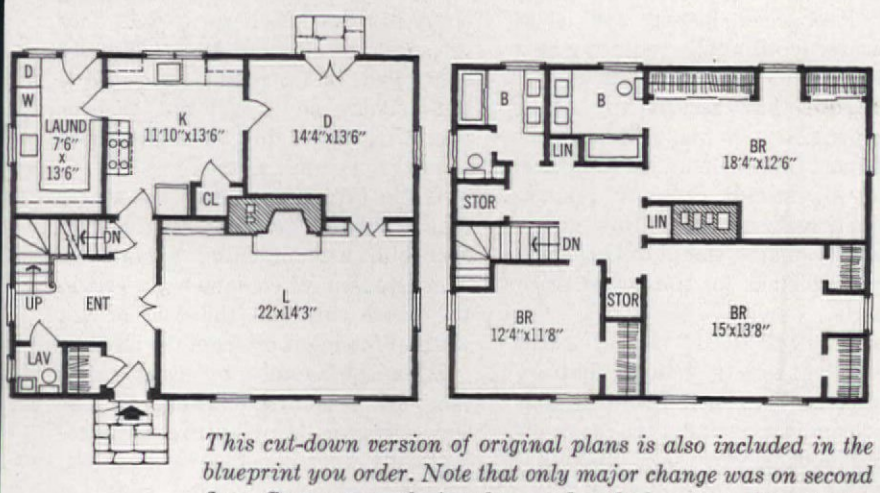
Now take a look at the floor plans. Although the home's size has obviously been reduced, it still is a roomy home, figuring out to slightly under 2200 square feet of living area. As you can see, the first floor has been kept relatively intact. Only minor changes were made along the left wall to replace doors with windows. The second floor has been redesigned to include three large bedrooms, plenty of closet space, and two bathrooms. When you order the blueprints, you will get plans for both versions of the house. If you build the smaller version, you automatically receive plans for expansion. The fundamentals for adding a wing, two wings, or both wings plus the breezeway and garage are neatly wrapped up in the drawings for the large version of this home. True, your contractor will need to make a few changes, but he'll find it easy to do.

By no means does this end the ways you can build the home. The simplest change would be a conversion of the three-car garage to a two- or one-car garage. As you can see from the full house plans on page 41, this would not impair the design concept nor throw the elements out of balance.

Another possible change in the original plans could be the elimination of the first-floor bedroom. The present family room could then be enlarged.

Whether you choose to build the home as shown in our blueprints or make your own alterations, we strongly urge you to hire a local architect to help you do the best job possible.

Good colonial lines in design of our blueprint house have remained intact in this smaller version. And there's still plenty of room inside—nearly 2200 square feet of living area.



This cut-down version of original plans is also included in the blueprint you order. Note that only major change was on second floor. Space was redesigned to get three bedrooms and two baths.

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SAVE MONEY WITH A QUALITY BATHROOM

When you choose the best, your dollars won't go down the drain

The individual fixtures, the faucets, and nearly everything else in a bathroom can vary greatly in quality, style, durability, and service. Yet, good-quality parts generally cost only a few dollars more than the poorest, lowest-priced parts. The extra money you pay means better looks, easier maintenance, and longer life. Moreover, the cost of labor to install good-quality parts is no higher.

There are also optional features which you don't get unless you specifically order them. Here is a rundown of what you should know about bathrooms when you build or buy a house, remodel an existing bathroom, or install a new one.

CHOOSING A LAVATORY

Two of the most important features about the lavatory are its size and the quality of the material. The most commonly sold size in lavatory bowls is only 17x19". A larger bowl is essential—at least 19x21"—or you can have a really ample 20x24" bowl for as little as $3 to $4 more than the smallest size.

A lavatory should be no more than 24" deep from wall to front. Deeper ones push you back too far from the mirror to see your face well. It's usually best when the lavatory extends no more than 21" from the wall.

A drop-in bowl combined with a wide countertop is often preferred because of the countertop space. At least 12 to 18" of countertop is recommended on each side of the bowl (though there are no minimum standards for this). Sometimes the bowl comes built into a factory-made cabinet. You can also have the bowl fitted to a custom-made countertop designed for your bathroom.

There are one-piece integral lavatories which are wall supported, sometimes with chrome legs. These are recommended for a limited space.

Vitreous china is generally considered the best material. It costs only a few dollars more than cast iron with an enamel finish. Vitreous china has a high-gloss finish that is easy to clean and stays good looking the longest. It is practically impervious to stains and pitting. It is also made and sold in the greatest variety of shapes and styles.

BATHTUBS

Bathtubs are made either of cast iron with a glossy enamel finish, or steel with a porcelain finish. The cast-iron tub leads in sales because it is stronger, tougher, will last longer, is easier to keep clean, and retains its luster longer. It is also available in a greater variety of shapes and styles than steel tubs. A cast-iron tub costs about $5 to $10 more than a steel tub, depending on brand and style.

To minimize water splashing on the floor a 16" deep tub is best. The standard length of bathtubs is 5'. There are also 4½' ones for limited spaces and 5½ and 6' lengths for tall people. Width is usually 30" but you can specify a wider 32" model which is considerably more comfortable than it may sound.

The new square tubs range in size from about 3' square for the smallest up to about 4' square for the largest; the exact dimensions vary from brand to brand. A small size is the solution for a limited or odd-shaped space, and is also convenient for bathing small children. A larger one is recommended for maximum convenience when you have the space. You can get them with one or two corner seats.

Both cast-iron and steel tubs are available in about seven basic colors. The colors vary from brand to brand. A colored tub will cost you from 10 to 25 percent more than a white one, depending on size and model.

THE TOILET

The importance of getting a well-made toilet cannot be overemphasized. Most households get the cheapest kind, called a washdown toilet. This term refers to its flush action. It frequently breaks down (requiring new flush parts), easily clogs and overflows (because of small drain passageway), is hard to clean, and can be downright unsanitary.

Next step up in quality, for a few dollars more, is the reverse-trap toilet. It is quiet, more efficient, and easier to clean than the washdown.

Best quality is the siphon-jet toilet, which is the most efficient, easiest to clean, has the largest passageway, thus is least susceptible to clogging and overflowing (some models cannot overflow), and it is quieter than the reverse trap. Cost runs about $20 to $50 more than the lowest-cost toilet, depending on model and brand.

A de luxe version of the siphon-jet is the quiet-flush toilet which is highly efficient and practically noiseless in operation. It is a floor-mounted unit that is identified by its one-piece tank-to-bowl construction, and its low-slung tank. The lower the tank, the quieter the flush.

There are also the handsome new wall-hung toilets which are a boon for easy floor cleaning. Some are noisier than others, however. The quietest and more efficient kinds are those with one-piece construction and low-slung tanks.

Many a family is cursed with the problem of water dripping on the bathroom floor due to moisture condensation on the toilet tank. It can happen with the best-quality toilet. It occurs chiefly during hot, humid weather when moist air comes in contact with the cold tank.

There are several solutions. Obtain an insulated tank which will keep the tank surface from getting so cold. There are also tank insulation kits on the market which you can use on any conventional tank. Another remedy is to have a hot-water mixing valve installed in the water supply line to the tank. Hot water is mixed with cold so the tank will not get cold.

FAUCETS

Many faucets quickly tarnish, corrode, lose their luster, and soon drip water (continually requiring new washers). This is because faucets get harder use than almost any other equipment in a home, and also because most faucets installed in houses are the lowest-cost, cheapest quality, "competitive" grade. (But don't necessarily blame the plumber, since many people ask for the lowest-price products.)

For only $10 to $15 more you can get excellent-quality faucets that are durable, easy to clean, and seldom drip. You can usually tell a good-quality faucet set by the manufacturer's name clearly imprinted on it.

Good faucets are made of solid brass, though they may be coated with gold, chrome, brushed or polished brass finish. The lowest-grade sets are generally made of lightweight, less-durable zinc or aluminum. Pick up a few sample faucets in a showroom and you'll notice that the better the quality, the heavier.

There is also a third, premium-grade faucet which costs about $20 to $30 more than the middle grade. Depending on the manufacturer, the extra cost may go almost entirely for de luxe styling (including having your monogram on the handles), or largely for the ultimate in durability and service-free operation (giving you faucets that will shine handsomely for years and practically never falter).

Virtually all faucets are interchangeable and can be used on almost any brand of lavatory, bathtub or shower. You need not accept the specific faucets you happen to see in a showroom installed on the lavatory or tub you order. What's more, some of the best-grade faucets are made by manufacturers who make only faucets and not lavatories or tubs. Their faucets must be ordered separately.

Single-control faucets can be used in bathrooms as well as kitchens. They include the single-lever kind and the push-pull dial control. They offer ease of operation (with one hand), easier water-temperature control, and are particularly convenient for children.

SHOWER NOZZLES

The lowest-quality shower nozzle gives an uneven spray with no spray adjustment, and tends to become rusty and clogged due to poor construction. The better grade offers spray control that enables you to set it for anything from a drenching spray to a fine needle spray. Not only are spray volume and direction easily controlled, but a good nozzle also is self-cleaning so it will not clog or rust. Cost is roughly $5 to $10 more than the cheapest nozzle.

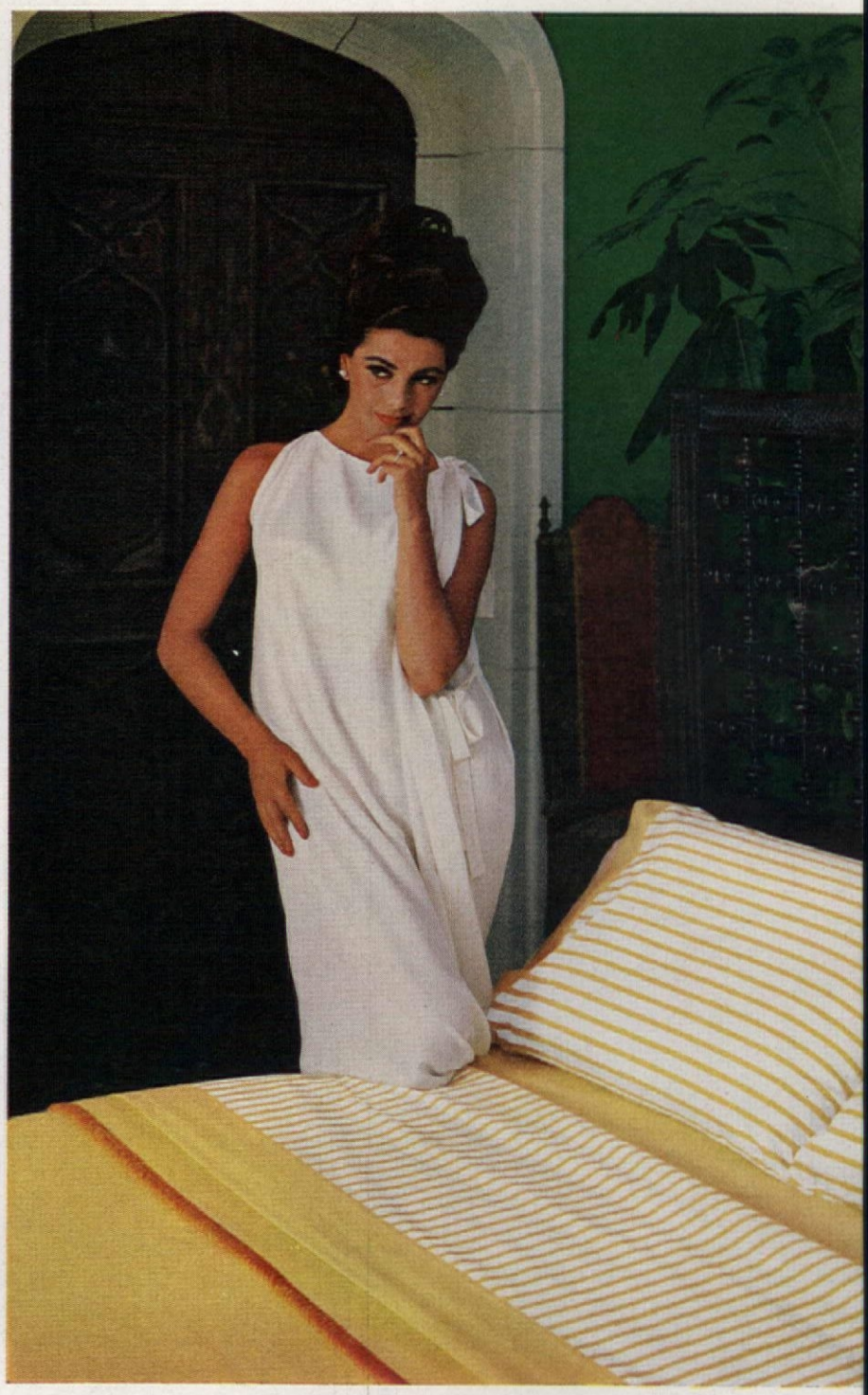
While taking a shower the water may suddenly get scorching hot or icy cold, a maddening experience. This happens when somebody else in the house turns on the cold or hot water, drawing it off from the shower.

It can be avoided by using a new temperature-control shower head. The shower-water temperature is automatically kept constant so that you cannot receive a sudden spurt of excessively hot or cold water. Some brands use a built-in thermostatic mixing-valve control, while others use a special pressure control valve for the same purpose. This feature costs from about $20 to $40, depending on type and brand.

SHUT-OFF VALVES

Water supply pipes to the bathroom fixtures should each contain hand shut-off valves. This enables you to turn off the water quickly in case of a sudden emergency or when you change a faucet washer. Without shut-off valves for each fixture you would have to turn off the water to the whole house.

Is your choice "Fleurette"....



or "Solo Stripe"....

or romantic "Rose Duet"? They're all 180-count percales—why not get them all?

GUESS HOW MUCH?

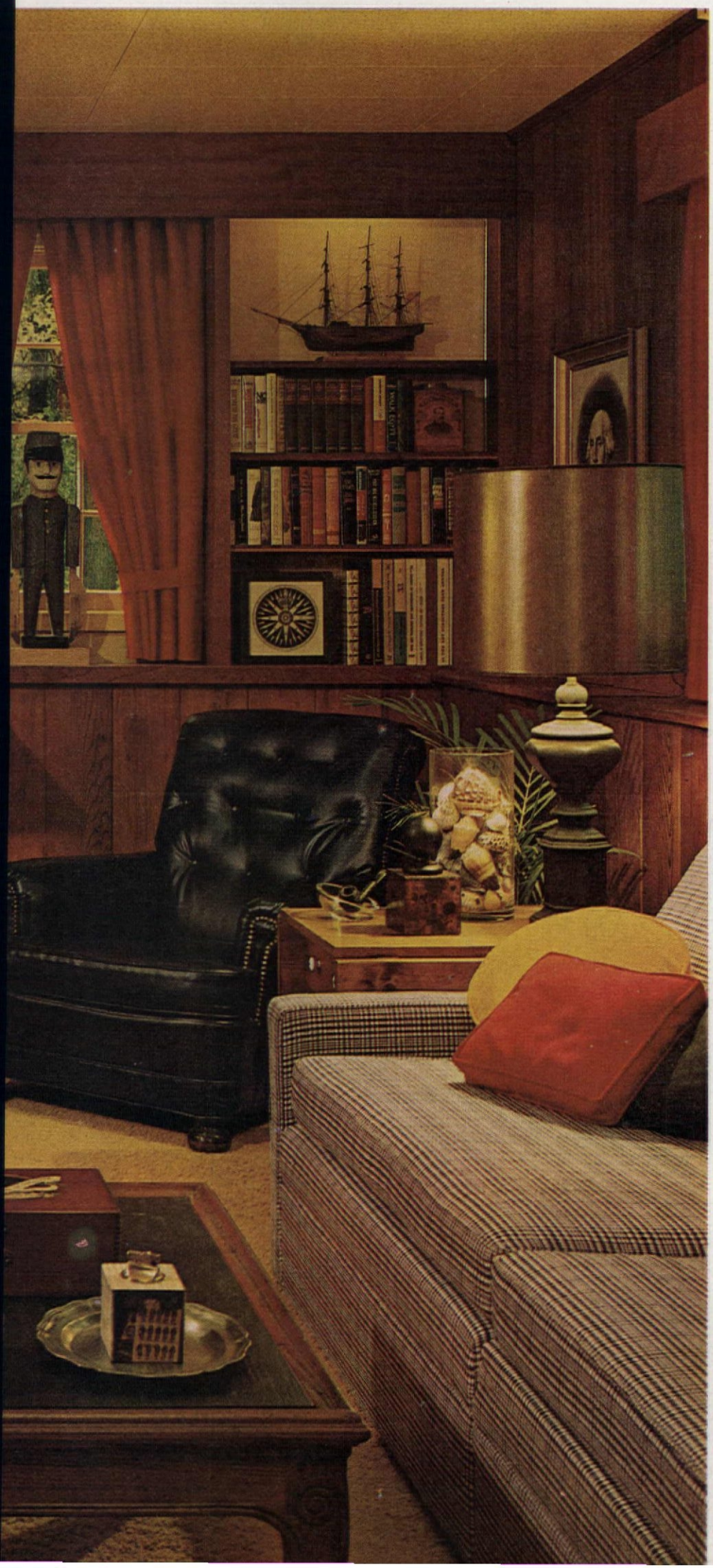
Less than ever, during current January White Sales. And even though they're famous Lady Pepperells, they cost no more, sometimes even less...

And you get even more. For instance, Lady Pepperell's "Stretch-Fit" fitted sheets, elasticized around both ends, with corners ⅓ stronger. Blankets with Nap-Guard finish for more warmth with less weight. Colors, patterns, sheets, blankets, pillowcases to match. You don't have to guess who gives you all this.
It could only be *Lady Pepperell*

Lisanti

TIRED OF THE SAME FOUR WALLS? SEE WHAT PANELING CAN DO!

A pine-paneled den used to be the dream of every home owner. Today paneling turns up all over the house—upstairs, downstairs, even in the bathroom. And why not? There's nothing like wood paneling to add warmth, texture, and interest to a room. It's instant decorating—immediately sets the tone of a room before a picture is hung or a pillow tossed. It's pleasantly affordable—if rare antique panels aren't within your budget, you can produce handsome effects with inexpensive hardboard. There are as many kinds of paneling as there are trees in the forest, from the most rustic to the most elegant. If knotty pine isn't your cup of timber, take a look at pecky cypress; mellow reddish cherry; dark, glowing walnut; or honey-colored teak! Most paneling comes prefinished ready to put up.



Information: Dorothy Rodenberg Photographer: William Maris

Pine paneling stained white is used in this newly remodeled compartmented bathroom in the home of Mr. and Mrs. Walter Pheiffer of Morristown, New Jersey. Random-width divider is cut-down partition with inverted baluster posts. Pine is also used in cabinets and louvered closets, set off beautifully with green counter, black strap hinges, and knobs.

Must the family room in a typical, front-to-rear split-level home look like every other? We say no! Here, mellow redwood paneling brings character, warmth, and lots of storage to an otherwise average rectangular room. The paneling is V-joint, tongue-in-groove, its handsome graining further enhanced by the yellow wall and carpeting. Under-cornice lighting displays part of a handsome ship-model collection.

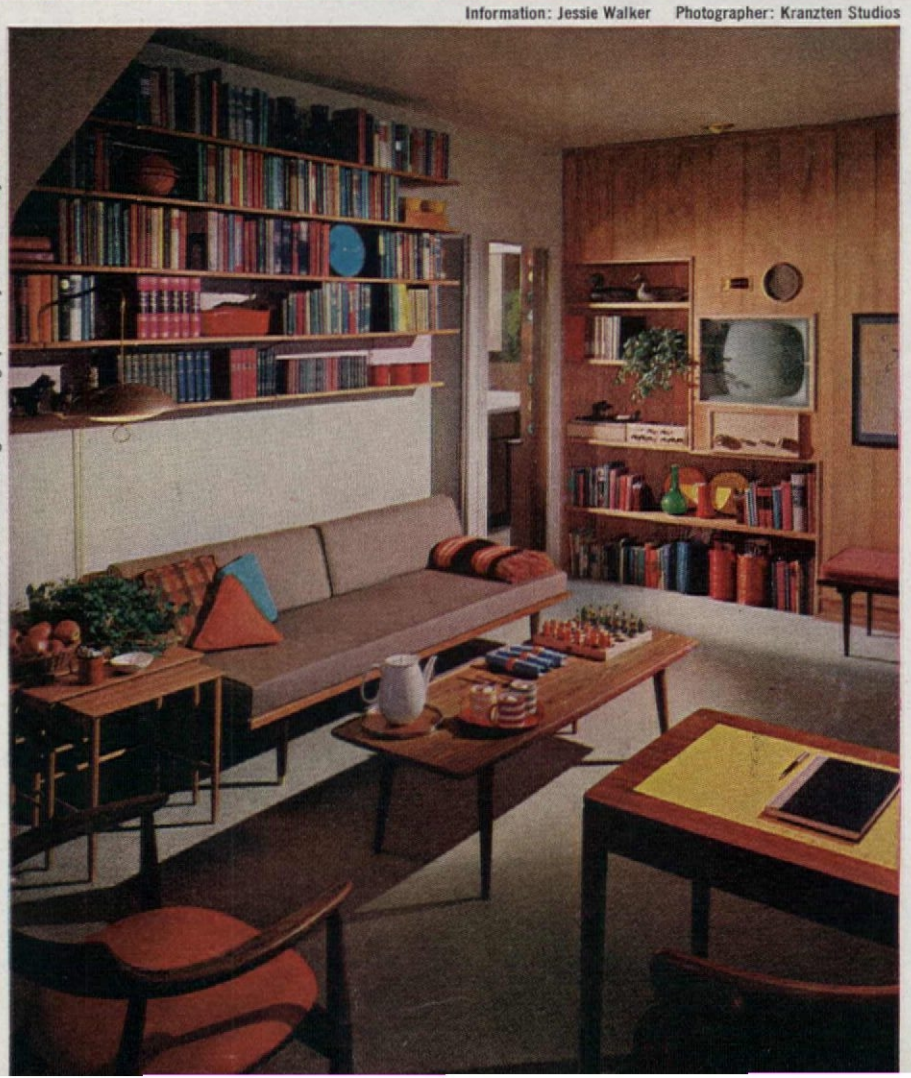
Solid wood pecky cypress helps bring the outdoors indoors in this charming kitchen in the home of Mr. and Mrs. Samuel J. Feiner of Westport, Connecticut. The Feiners left the random-width siding on walls and ceiling *au naturel,* painted the appliances cocoa to blend with the woodsy color scheme. To give the appliances a built-in look, they built shelves around them and at the same time provided a display area for their extensive basket collection. Modern painting and smaller baskets hang on perforated hardboard, painted black. Sliding shoji screens give privacy at night.

Information: Elizabeth Rehill Photographer: Lisanti

Old wooden doors, each with its own design, give the room below a highly individual character. The warmth of old wood is a handsome backdrop for contemporary furnishings and brilliant modern and pre-Columbian art. Simple blue and green wool flannel draperies spark the room's imaginative color scheme. To produce this unusual paneling, paint was removed from the doors and a coat of liquid wax applied—a good way to give a deep, mellow tone to paneling.

Information: Jessie Walker Photographer: Kranzten Studios

Information: Joanne B. Young Photographer: Taylor Lewis—Haycox Photoramic



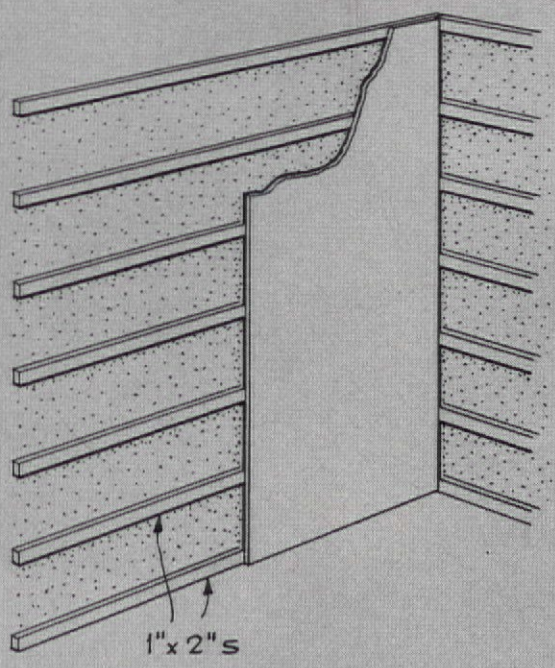
Planned for relaxed recreation, the remodeled room at right has a wall of prefinished oak paneling with built-in storage for stereo, TV, and books. Well-grouped furniture encourages comfort in the home of Mr. and Mrs. Charles J. Seitz, Jr. of Glencoe, Illinois.

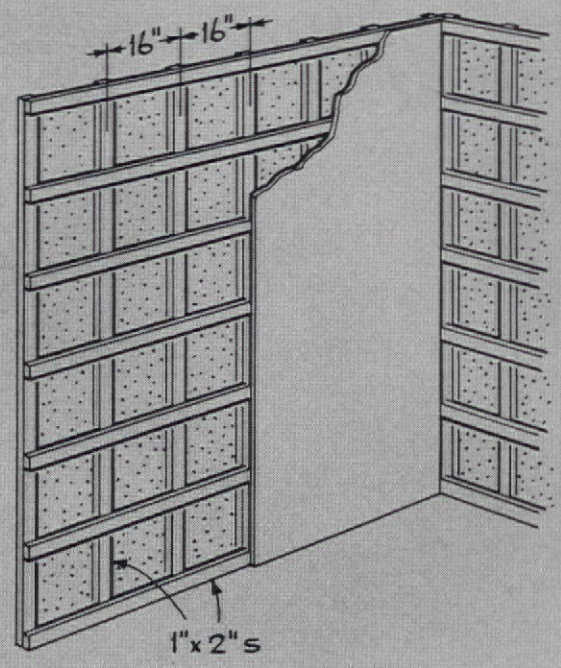
PANELING INSTALLATION FACT SHEET

Paneling your walls is probably the easiest big project you'll tackle around your home. These details should get you on your way in short order. If you want a professional to do the job, check his work against these facts. Save this work sheet, since you may like one wall paneled so much, you'll want to do more.

FOUR GOOD INSTALLATION METHODS

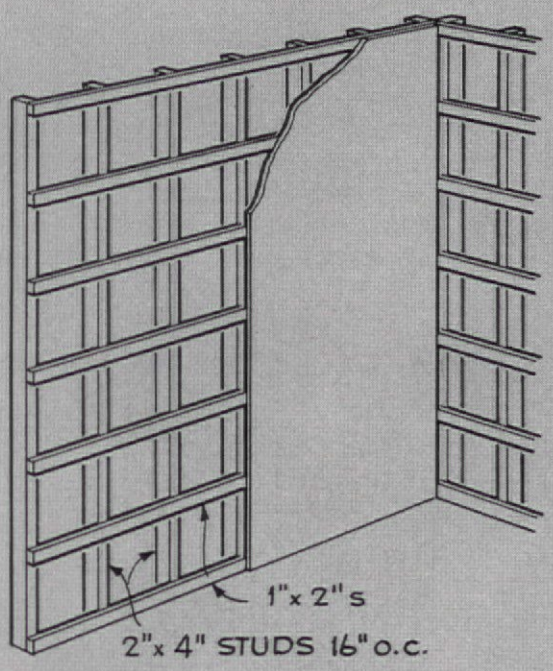
For application over plaster or plasterboard walls, nail 1x2″ furring strips to wall horizontally on 16″ centers. Nail through to studs. Some instructions will show wider spacing of furring strips, but to make paneling even and firm, method shown here is best. Check vertical alignment of paneling with a level before nailing. Molding will cover spaces at base, ceiling.

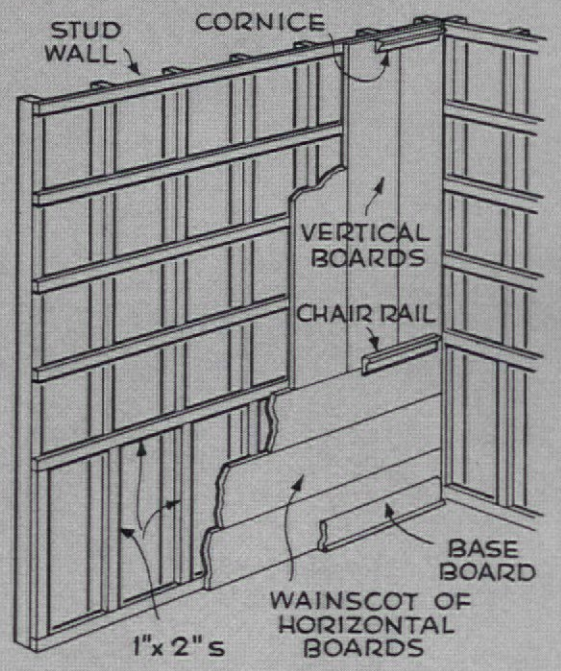




Before applying anything to masonry walls, waterproof the walls. Attach furring strips vertically on 16″ centers. Use bolts, screws and dowels, or adhesive anchors. Then nail furring strips horizontally, again on 16″ centers. Paneling goes up as before. If any panels must be cut, saw from finished side when using handsaw, unfinished side with power saw.

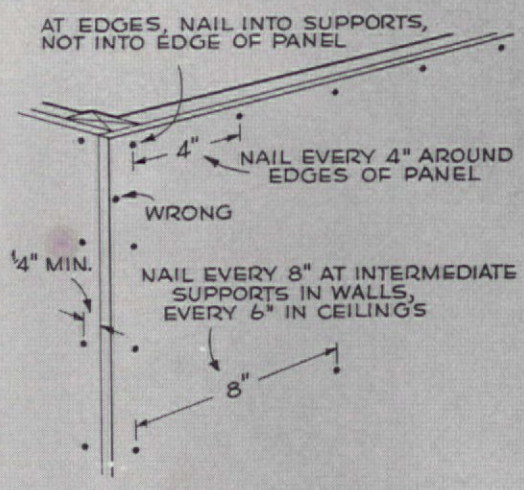
In a new house, or a new addition to your home, furring strips can be nailed directly to the studs. Paneling is then applied as indicated above. Some instructions will suggest nailing panels to the studs. This is acceptable, provided horizontal cross-bracing is nailed between studs to give panels firm backing. Yet, method here is best.



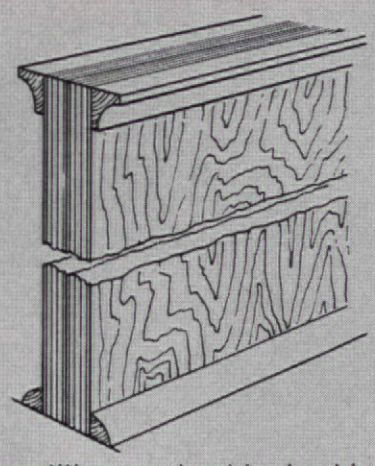


Ordinarily, solid wood paneling is applied as shown above and to far left. Here is a popular alternate method. To level nailing surface for horizontal panels, 1x2″ furring strips must be attached to vertical edges of studs. Although it isn't necessary to put chair rail molding in place, décor will benefit by doing so. Use finishing nails.

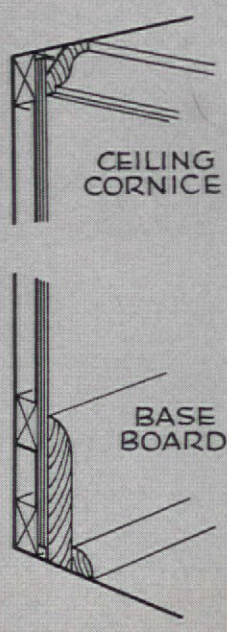
THREE PANELING TIPS YOU SHOULD KNOW



Detaiis above are best for hardboard. Nail plywood 6″ on center at edges, 12″ at intermediates. Blind nail solid wood panels at tongue. Check instructions for gluing data.



If a partition need not be load-bearing, this is a good way to erect one fast. Two ¾″ sheets of plywood are laminated, and moldings are added. Job can be done with nails or glue.



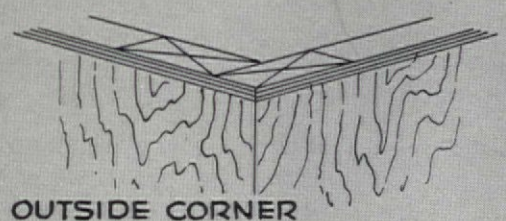
Moldings shown here are but a few of the types available. Attach with finishing nails. Set and fill the nail heads. Notice that furring strip fits snugly into the corner, whereas a small space is shown between floor and ceiling surface and panel edge. This occurs with uneven floors and ceiling.

(continued)

MAKING CORNERS MEET

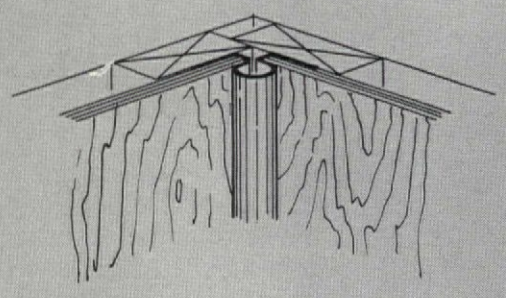
INSIDE CORNER
BUTT JOINT

No angle cut needed on inside corner. Butt edge of one panel to face of other. Nail as before. Cut tongue from solid wood panel to make the joint flush.



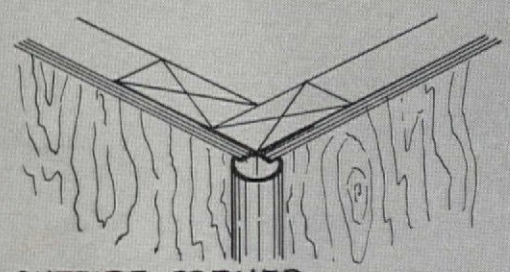
OUTSIDE CORNER
MITER JOINT

Miter panel edges at outside corner to prevent butt end from showing. Use power saw.



INSIDE CORNER
VENEERED METAL MOLDING

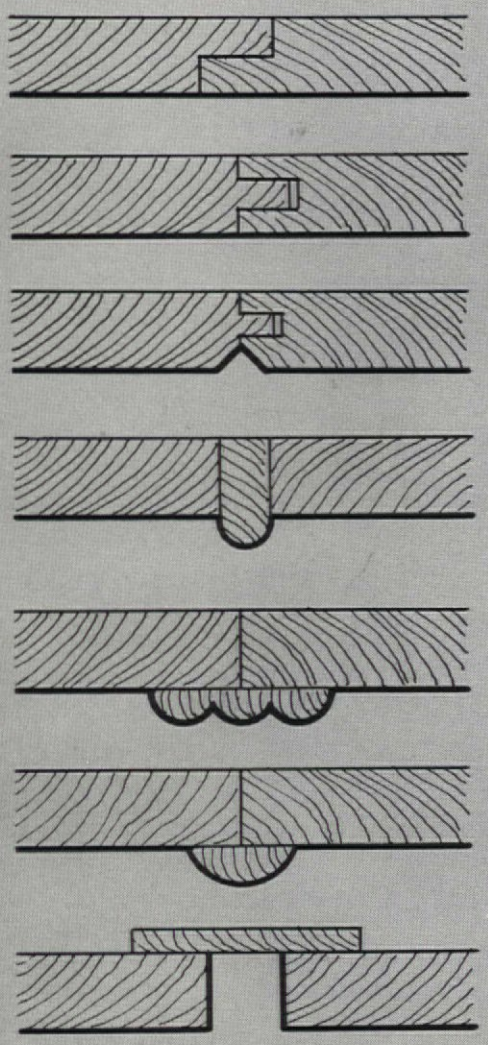
Other methods for handling corners include use of metal molding with a wood print resembling finished panels.



OUTSIDE CORNER
VENEERED METAL MOLDING

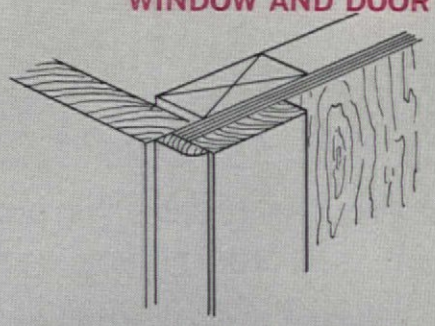
Similar metal strip can be used on outside corner. It's best for plywood or hardboard. Solid wood panels ¾" thick should have standard butt or miter joint. Note how furring strips provide nailing base for panels.

TYPICAL JOINT DETAILS



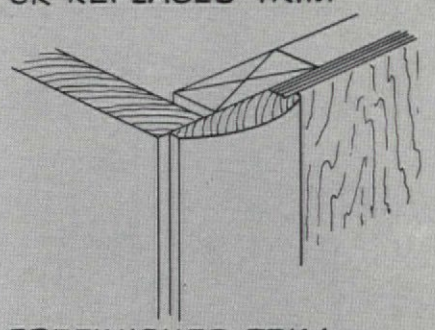
Starting at the top, the most commonly used methods for joining solid wood panels are ship-lap, tongue-and-groove with flush face, and the same with V-joint. For these, toenail panel through inside corner of tongue, set nail heads, and then wedge next panel groove over tongue. As the next four sketches indicate, plywood and hardboard paneling can be joined in a variety of ways. There's an advantage, too, in using moldings or an open joint. It hides any irregularities in the wall that may throw the panel joint off a hair or so. The bumps and cups in the wall surface should be smoothed out by the furring strips, but it isn't always possible to make an absolutely level surface. Moldings should be available with finishes resembling that on panels. If not, stain them.

WINDOW AND DOOR TRIM SUGGESTIONS

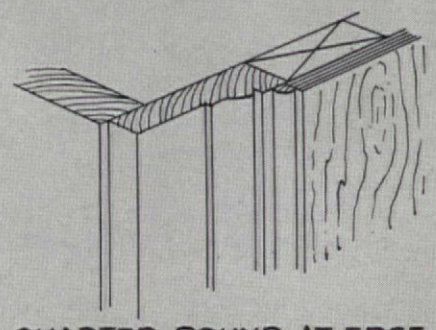


NEW MOLDING AND NEW OR REPLACED TRIM

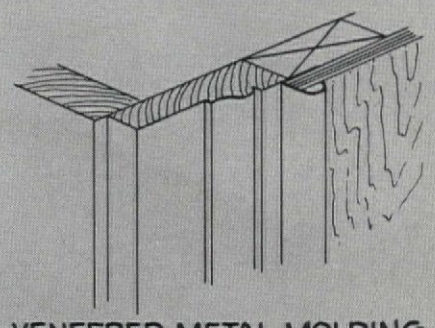
PREFINISHED TRIM



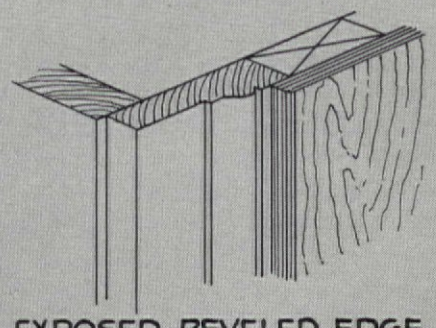
PREFINISHED TRIM



QUARTER ROUND AT EDGE



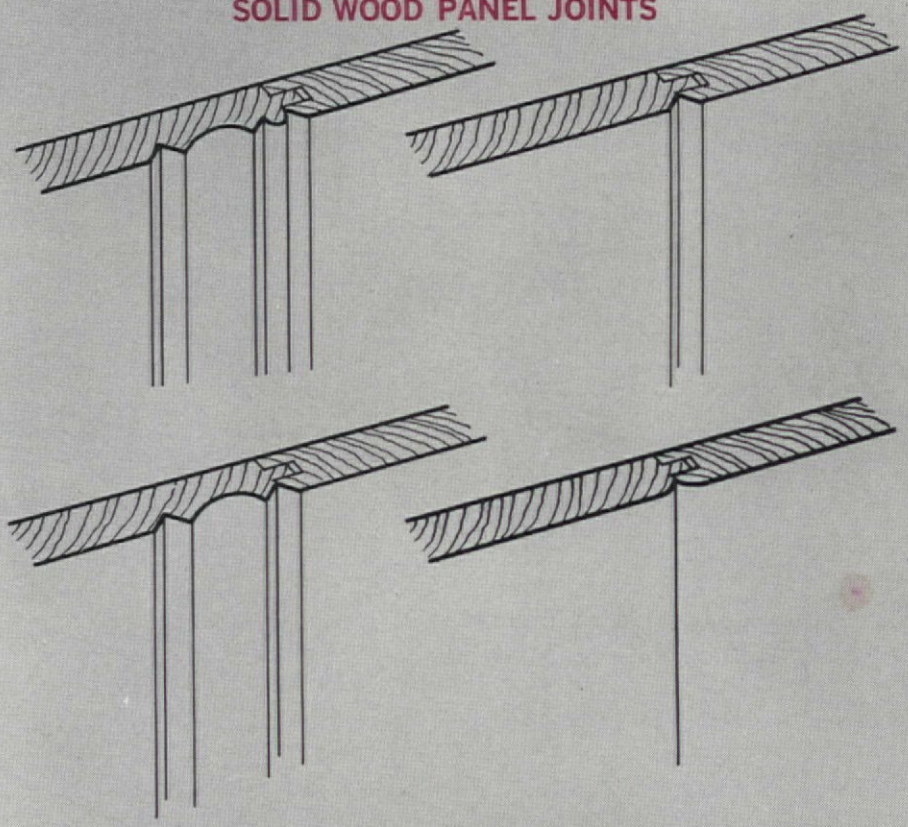
VENEERED METAL MOLDING



EXPOSED, BEVELED EDGE

Here are six ways to turn the corner into a door or window casing. If you choose to remove and replace the old trim, as in upper left sketch, you'll find the easiest way to take off the trim is to drive the nails through with a nail set, rather than pry board away from the wall. Most of the moldings you see here are available from major plywood producers in finishes similar to their paneling. If you select another style of molding, or wish to use solid wood paneling (which some of this molding won't fit), it's quite simple to finish it yourself.

SOLID WOOD PANEL JOINTS



The most popular designs in solid wood paneling are those shown in the sketches at right. Those to the left indicate the range of decorative treatments available to you. The more intricate styles are often used as wainscoting in a dining room or den, or on stairwell wall.

A solid new wagonload of low-cost luxury—Solid is right. Chevy II is solidly engineered and solidly built. And for family wagoning, you can't beat the looks and comfort that Nova below delivers at such a low, low price. As for what's new, this car isn't resting on last year's laurels. From chassis to body in '63, it's loaded with new ways to make it longer lasting and easier to care for—advances like self-adjusting brakes, longer lived exhaust system, and a battery-saving new Delcotron generator. You've got a full line of 10 models to choose from and if you want to be frugal with a flourish, there's even an extra-cost Super Sport option to spruce up the sport coupe and convertible. As if you didn't know it already, this Chevy II is also a real solid buy.

Chevy II Nova 400 Station Wagon

Corvair Monza Convertible

Kind of moves you even when it's standing still Being parked is against the Monza's nature. Even so, it has the steering ease and shape to sneak into snug parking spots. Where it really shines though is in motion—town or country. Its rear-engine grip and agility are something to marvel at, and *this* trait we've left untouched for '63. We have added self-adjusting brakes, a more fully aluminized muffler and a few new styling touches both inside and out. But you're not going to get the full Corvair story just looking at it parked there. You'd better drive it. It's waiting impatiently at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

CHEVROLET

KEEPS GOING GREAT

CHOOSE THE PANELING THAT'S BEST FOR YOU

You've seen how wood paneling can add warmth to any room in the house. But did you know there are three basic types of wood paneling—solid wood, plywood, and hardboard? Solid wood is just what the name implies—a solid piece of wood. Plywood is made up of several layers of veneers, bonded together with adhesives. The wood veneer used on the face of a plywood panel determines the species name by which it is known. Hardboard panels are made by reducing wood chips into fibers, refining them, and forming them into panels. To provide the face of the hardboard panel with the appearance of wood, the panel surface is printed with a wood-grain reproduction while being manufactured.

At first glance the three types may look similar. But there are differences in their finished appearance, their sizes, and their costs. The information below is intended as a guide to aid you in selecting the type which will best suit your particular needs.

SOLID WOOD

Most frequently asked question: Why should I pay more for solid wood paneling? In the first place, you often don't. Some species—knotty pine for example—cost less than the average plywood panel, and occasionally less than hardboard panels. Costs of some other species are about on a par with much of the plywood material. Advantages include the fact that graining runs through the entire thickness of the board, and can be seen and appreciated at the joints. Nicks, scratches, and small burns can be sanded down and refinished. And because of thickness, the boards will stand up to a great deal of abuse.

What prices? The figure varies with thickness, finish, species of wood, and grade. Knotty pine is the least expensive, running from about 22¢ per square foot. Walnut and cherry paneling are generally at the top of the list—often somewhat over $1 per square foot. Redwood, cedar, cypress, oak, and others fall in between these extremes.

What sizes? Traditionally, solid wood paneling has been 1″ thick. (Dressed thickness is actually ¾″.) Widths range from 6″ to 12″. Recently, several lumber manufacturers have begun producing boards ⅜″ thick and ½″ thick to provide the advantages of solid wood at lower cost than 1″ boards.

What finishes? Until recently, solid wood paneling has always been unfinished. Now, it is often possible to buy it prefinished—at a nominal increase in cost. When you choose unfinished boards you can stain them, leave them alone completely, wipe with a pigmented stain, or in the case of hardwoods—oil finish and wax.

Where can you install it? Anywhere inside the house except in locations where it will be directly in contact with water. In rooms where moisture is a problem, it is recommended that a lacquer finish be applied.

PLYWOOD

Most frequently asked question: Why is there such a big spread in prices? For example, one company alone produces birch plywood panels that can cost anywhere from 54¢ to 68¢ per square foot. While the 14¢ differential may not seem like much, if you were to buy twenty 4x8′ panels, the cost would be approximately $100 higher.

The reason is that plywood is a natural product. Wood of the same species differs from tree to tree, even from veneer to veneer in the same tree. The better veneers are found in the higher priced panels. Other factors are the quality of the center ply (or core) between the face and back of the panel, the finish, and even the adhesives used to bond the plies. Among brand-name products this difference should not affect the durability of the panel. However, there is a marked difference in appearance. Price variations among different species are due to the scarcity of the species and the amount of usable veneer obtainable from each tree.

What prices? The majority of hardwood plywood paneling falls into a range between 25¢ and 80¢ per square foot, or $8 to $25.60 per 4x8′ panel. The popular lauan mahogany panels are toward the low end of this scale. Birch, some species of oak, elm, gum, and maple are likely to be in the center of this range, and walnut, cherry, ash, and some African mahogany are apt to be priced at the top of the scale. Exotic imported wood paneling can run from about 70¢ up to $1.75 per square foot. Softwood plywood paneling generally is available in the 25¢ to 40¢ per square foot range.

What sizes? Generally, you will find panels 4x8′, ¼″ thick. Many dealers do stock 4x7′ and 4x10′ sizes, and if not, will order them. If you want an odd-size panel, there may be a charge for cutting it down. Most manufacturers produce matching trim.

What finishes? Many of the same species are available in different color tones as well as natural. Most brand-name plywood panels come with a varnish (synthetic and real) and lacquer finish, applied in a multistep process designed to make the panels resistant to most household stains. In the case of nonbranded paneling, it may be necessary to apply additional finish coats. Panels are available in a choice of plain face, V grooves, rough surfaces, ribbon stripes, striations, and some are even curved to meet special needs.

Are there other types? Some newly marketed panels are thicker than ¼″. Cores of many are other than lumber veneers.

Where can you install it? Anywhere in the home where moisture is not a problem. Although it has been installed successfully in bathrooms, most manufacturers do not recommend this use. Where such installations have worked well, it is because excess moisture is efficiently removed by mechanical ventilation. But the paneling definitely should not be installed in shower or tub areas.

HARDBOARD

Most frequently asked question: Will the panel really stand up to abuse? The answer is yes. The prefinished surface of a wood-grain hardboard is a factory-applied synthetic finish. It is tough and durable under normal wear. Grease, chalk, food, ink, crayon, or dirt will disappear with a rub of a sponge dipped in warm water and mild soap. Surface scratches and nail holes are easily repaired with putty sticks. These come in colors to match the panels. Deep scratches are another thing; you will be wiser to replace the panel. The cost of one panel is relatively low. It's possible to match the old panels since they are machine made, and quality control is quite accurate.

What prices? Average cost is between 22¢ and 25¢ per square foot, or roughly between $7 and $8 per 4x8′ panel. If you find a lower price among brand-name panels, you've made a good buy. If the charge is higher, check other dealers.

What sizes? Wood-grained hardboard panels are ¼″ thick. Nearly all panels sold are 4x8′, but you can get 4x7′ and 4x9′ on special order. A 4x10′ panel is available, but will be more difficult to order because of a problem of cutting at the mill.

What finishes? All panels are prefinished. The wood-grain pattern comes in about a dozen shades ranging from gray and light buff to deep brown in several commonly recognized wood-grain reproductions.

Where can you install it? Any inside wall except in areas with excessive moisture.

Are there other types? For installation in excessive moisture areas—even around bathtub or shower—there is the melamine (plastic) surfaced hardboard panel. Its cost is from 50¢ to 55¢ per square foot or about $17 for a 4x8′ panel. Other types of hardboard panels are produced without the wood-grain finish, and with a variety of surface patterns. Prices range from as low as 8¢ to as high as 20¢ per square foot.

If your building materials dealer cannot supply the paneling you want, or if you want more specific information and suggestions how to use the materials in new and imaginative ways, write to:

For solid wood: National Lumber Manufacturers Assn., 1619 Massachusetts Ave., N.W., Washington 6, D.C.

For plywood: Hardwood Plywood Institute, 2310 S. Walter Reed Drive, Arlington 6, Va., and Douglas Fir Plywood Association, 1119 A Street, Tacoma 2, Wash.

For hardboard: American Hardboard Assn., 205 W. Wacker Drive, Chicago 6, Ill.

See Weldwood paneling on TV. ABC Evening News Report, Thursday and alternate Fridays; "Sam Benedict," NBC, alternate Saturdays.

Room design by Marvin Culbreth, N.S.I.D.

Regency—in cherry paneling—at far less than a king's ransom

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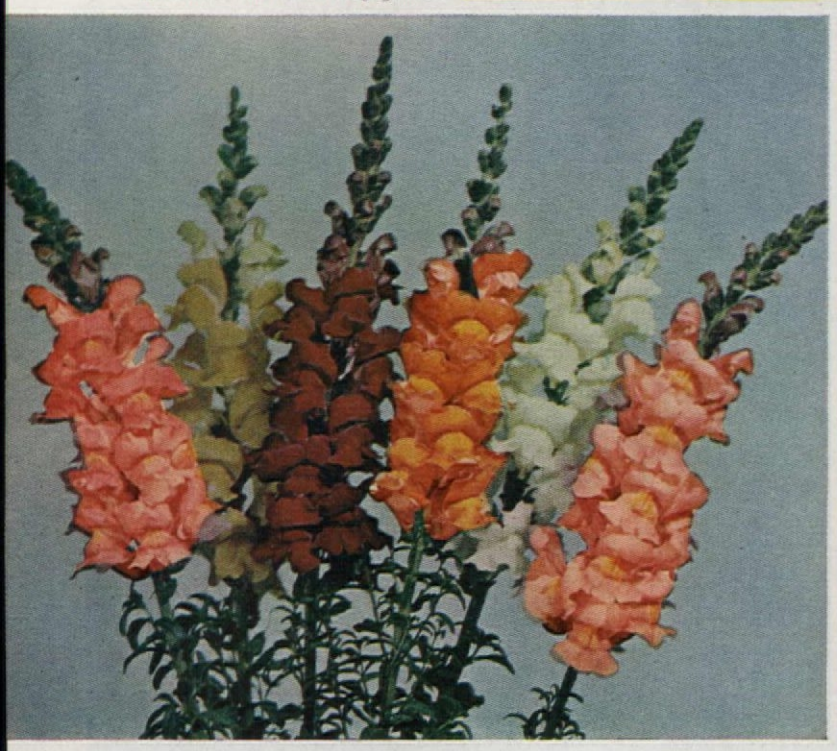
New for Gardens

(continued from page 43)

"Bouquet of Blue" is a mixture of blue-flowered annuals selected to provide flowers for arrangements throughout the summer. The selection includes anchusa, cynoglossum, bachelor's button, larkspur, aster, and salvia 'Blue Bedder.' All are easy to grow.

'Sunrise' snapdragon, below, is so named because it blooms early. It's one of the new F-1 hybrids and includes a variety of brilliant colors. It shows up especially well as a medium-tall bedding plant.



Marigold 'X-15,' at right, is a spectacularly large-flowered F-1 variety. It's named for the famous X-15 rocket ship and makes a vigorous, heavy-stemmed plant about 3 feet tall. The ball-like 5-inch flowers are long stemmed and are wonderful for cutting.

'Double Sugar Plum' petunia, true to its name, is a double form of the popular, compact, plum-and-lavender variety.

'Bijou' sweetpeas are true dwarfs and so are excellent for use at the front of borders, in low beds, window boxes, and pots. They start blooming before standard early varieties and continue longer. The ruffled blooms, three or four to a stem, make fine cut flowers. Colors are white, blue, mauve, salmon, rose, scarlet.

cultivation of all these items on the seed packets, as well as data on height, breadth, and sun, soil, and moisture requirements.

First, meet the All-America winners, selected for their distinctiveness and their proven suitability for all parts of the country. They're both zinnias and are pictured on pages 42 and 43. 'Thumbelina' is the most petite and adorable miniature you could imagine. It starts flowering when only a couple of inches high and stops growing at 6 inches.

In contrast, the other All-America zinnia is a giant. Flaming red 'Firecracker' has enormous quilled flowers on vigorous 30-inch plants. It's an F-1 hybrid and shows resistance to mildew.

Marigold 'Mr. Sam,' named for the late Speaker of the House of Representatives Sam Rayburn, has large, rounded, fluffy-textured flowers that are wonderful for cutting as well as for garden effect. It grows about 1½ feet tall.

The 'X-15' marigold grows to about 3 feet and carries its enormous flowers (up to 5 inches across!) well above the foliage. Unusually heavy stems stand it in good stead both as a garden plant and as a cut flower.

For gardeners whose chief problem is shade, impatiens 'Tangerine' is likely to be the most important item on the list. It's a delightful new color and makes attractive plants a little over a foot tall.

'Cascade' petunias are prolific, extra-early flowering, compact growing, and have spectacular blooms 4 to 5 inches across—a new class that's sure to be tremendously popular. They're available in red, pink, and white.

If you like blue flowers, and if you grow annuals for cutting as well as for garden effect, the new Bouquet of Blue mixture is everything you could ask for. It includes six of the best, easiest-to-grow, blue-flowered annuals and will keep you in flower arrangements all summer long.

And if you'd like some warm-colored, spike-type blooms for cutting, the new 'Sunrise' snapdragon mixture is certainly your best bet. These snaps are unusually early flowering and, besides being fine for cutting, make wonderful summer bedding plants.

Among the most truly distinctive items being introduced this year are the delightful little 'Bijou' sweetpeas. They're real dwarfs, need no staking, and can be planted wherever other small annuals are used—even in window boxes! They're extra-early flowering and include all the standard sweetpea colors.

Its unusual coloring (lavender netted with plum red) made 'Sugar Plum' petunia an instant success a few years ago. This year there'll be a 'Double Sugar Plum' available—the same color combination but double flowered instead of single. Like the original variety, the new one produces an abundance of sunproof and rainproof 2½-inch blooms and makes an attractive, compact plant. (continued)

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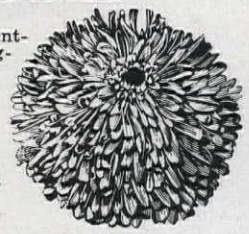

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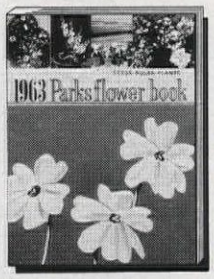

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(continued) The new early aster 'Blue Wonder' will produce extra-large, bright-blue blooms. Stems are a good length for cut flowers. Plants are 15 inches high. 'Cascade' is a lovely white variety bred in Denmark. It has long slender curled petals.

For conversation-piece bedding plants, try low-growing crested cockscombs. 'Festival' is an outstanding mixture with mounds of bloom in jewellike colors of pale yellow, gold, rose, and ruby red. Plants stand 14 inches high. Flowers can be dried.

Intriguing novelty geranium is Pelargonium 'Little Read's.' It's a dwarf that loads itself with bloom—often 10 big trusses to one little plant. You can start it from seed. Not all resulting plants will be miniature, but about half will be 6 inches or less in mature height. Many colors.

Cladanthus arabicus is a golden daisy-type flower that blooms quickly from seed (9 to 10 weeks) and continues until frost, growing gradually taller. Eventual height is 2 to 3 feet. Foliage is feathery.

There won't have been a double-flowered impatiens until 'The Rose' makes its debut this year. It has pink double blooms on a 12-inch plant.

Other petunia debutantes include new colors in the floriferous, double, small-flowered hybrids (multiflora-type) 'Pink Riches,' 'White Riches,' and 'Honey Bunch,' which is salmon. 'Salmon Magic' has large, ruffled flowers on dwarf plants.

Snapdragon 'Torch' is an early-flowering F-1 hybrid in scarlet rose.

PERENNIALS FOR YOUR PLEASURE

Many new garden chrysanthemums have 5- to 6-inch flowers! Of these, 'Miracle-Mums' in yellow, orange, or red are enormous corsage-types that start blooming in early September. The bird series adds a quartet of pillow-type similar to football mums: 'Marsh Wren,' orange apricot; 'Golden Pheasant,' yellow; 'Mockingbird,' orange-red with gold reverse; and 'Nuthatch,' lavender. From the North Platte, Nebraska, Experiment Station come two giants needing no pampering: 'Stadium Queen,' incurved

Miracle-mum 'Gypsy Queen'

red with gold reverse; 'Star Trail,' yellow of spider-quill type.

A low-growing, smaller-flowered plant for masses of color comes from the University of Minnesota. It's 'Tenstrike,' producing lavender 1½-inch blooms on plants that are 18 inches high and 30 inches wide in August.

Other tempting perennials for late summer and autumn bloom include: white physostegia 'Summer Snow,' aster 'Fellowship' with pink flowers

Perennial aster 'Golden Sunshine'

on 2-foot stems, rare yellow hardy aster 'Golden Sunshine' growing 3 feet tall, and cultivated goldenrods 'Peter Pan' with horizontally arranged flowers on 2-foot stems and 'Golden Mosa,' with big plumes at 3-foot height.

For earlier summer, try 'Allwood's Perpetual Flowering Pinks,' which begin in spring and don't stop till winter! Flowers are sweet scented, in shades of pink and red. Plants are low-growing with silvery foliage which looks well throughout the winter. (continued)

SHOPPING INFORMATION

THE NEW ORDER OF THE BATH

Page 33: Fixtures—Crane Co. Towels—Martex. Rug—Cabin Craft. Towel rack, accessories—Hudson Rissman. **Pages 34, 35** (Left): Fixtures—Crane Co. Towels—Fieldcrest. Flooring—Amtico. (Center) Fixtures—American-Standard. "Luxor" towels—Martex. (Right) Fixtures—Crane Co. Flooring—Robbins. Towels—Fieldcrest. **Page 37** (Top): Fixtures—Crane Co. "Splendor" towels, face cloths—Martex. "Star Dust" counter tops—Formica. (Bottom) Fixtures—American-Standard. Scale—Borg. Towels—Fieldcrest. (Right) Fixtures—American-Standard. Towels—Martex. **Page 38** (Left): Fixtures—American-Standard. "Emerald" and "Topaz" towels—Callaway. Shower curtain—Jakson. Bench—Wire Frame Shop. Scale—Continental. Rugs—Wunda Weve. Fringe trim—Consolidated. (Right) Fixtures—American-Standard. "Robin Blue" and "Shamrock" towels—Martex. Aquatized shower curtains—Kleinert's. Rugs—Wunda Weve. Chair—Brendan Reilly. "Checkmate" wallpaper—Walls Today. **Page 39** (Left): Fixtures—Kohler. Towels—Cannon. Shower curtains—Jakson. Light fixtures—Sid Harris. Rugs—Wunda Weve. Mirror—Richard Camp. (Right) Fixtures—Kohler. "Bittersweet" and "Topaz" towels—Fieldcrest. Aquatized shower curtains—Kleinert's. Light fixtures—Bonniers. Mirror, shelves, chair—Wire Frame Shop. Rugs—Wunda Weve. Scale—Continental.

NEW FLOWERS TO CHIRP ABOUT

Pages 42, 43, 88: Pictures courtesy of George J. Ball, Inc. Bodger Seeds, Ltd. W. Atlee Burpee Co. Ferry-Morse Seed Co. Northrup, King & Co. Vaughan's Seed Co. George W. Park Seed Co. **Pages 90, 92, 95, 96:** Armstrong Nurseries. Conard-Pyle Co. Henry Field Seed & Nursery Co. Inter-State Nurseries. Jackson & Perkins Co. Edward H. Scanlon & Assoc. Stark Brothers Nurseries & Orchards Co. Stern's Nurseries. Wayside Gardens Co. Melven E. Wyant.

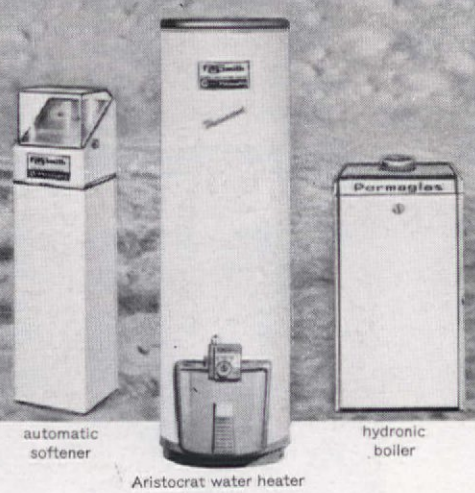
ROOM WITHOUT A VIEW

Page 48 (Top left): Furniture—Don Russo. Rug—James Lees. Fabric—Eaglesham Prints. Sliding panel—Window Modes. Painting—Bertha Schaefer Gallery. Silver coffee service, flat flatware—International. Black and white creil jar—Mottahedeh. **Pages 48, 49** (Bottom): All merchandise—Greenbaum Bros.

SEE WHAT PANELING CAN DO!

Page 80: Hanging lamp—Arco Lighting Center. Coffee table—Henredon Furniture. "Naugahyde" upholstery on club chair—U.S. Rubber. Curtains—Continental Felt. Paneling—Redwood Assoc. Frame around map—F A R Frame Shop. **Page 82** (Top right): Refrigerator, freezer—General Electric. Table, chair, lighting fixture—Raymor. (Left center) Lamp—Thalhimer Bros. Chiavarri ladderback chair—Imported by Otto Gerdeau. Archer and goat metal sculptures by Cynthia Morehead-Smith. Painting by Bernard Martin. (Bottom) Carpet—McGee. Desk—Drexel. Sofa, bench, desk chair—Sofa's Inc. Coffee tables, nest of tables, pull-up chair—Segno, Inc. Clock, triangular table—Marion Heuer Interiors, Inc. Molds—antiques.

HOW'S THE WATER IN YOUR HOUSE?



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(continued) Delphinium spires appear in June and often repeat in September. New large-flowered varieties are white 'Dazzler,' deep-purple 'Imperial,' blue 'Celestial,' and lavender-pink 'Bewitching.' In the smaller-flowered, wiry-stemmed belladonna type, delphinium 'Casa Blanca' is pure white.

For midsummer, rudbeckia 'Pink and White' is a gem with stiff white outer petals circling a fully double

Rudbeckia 'Pink and White'

center of pink. Achillea 'Moonshine' has sulphur-yellow flowers on 2-foot stems above a cushion of gray foliage. Gaillardia 'Golden Giant' has yellow daisylike blooms.

TREES AND SHRUBS

Flowering crabapples rate high for beauty plus cold-hardiness. Here are three you can be the first in your neighborhood to grow: 'Guiding Star' is a narrow, almost pyramidal-shaped tree, blooming at late lilac time. It has double, fragrant white flowers followed by small yellow fruit. 'Patricia' might be called an improved 'Hopa,' with larger double flowers of deeper pink color. The tree grows 20 feet tall; fruit is dark red, large, and good for jelly. 'Vanguard,' developed by the University of Minnesota, is upright in habit of growth, bearing single flowers of rosy pink. Young leaves are reddish, becoming bright green. Fruits are red and showy, and furnish food for winter birds.

Four new street or shade trees include an upsweeping ash called 'Doctor Pirone,' a columnar Sargent cherry named 'Rancho,' white-flowered 'Scanlon' globe cherry, and fast-growing 'Rancho' littleleaf linden. All make compact, shapely specimens.

'Scanlon' globe cherry

Shadblows (amelanchier) are small trees and shrubs that bloom showily very early in spring and have b liantly colored foliage in autur Two newly available are: Amel chier asiatica, a 10-foot-high shr

Delphinium 'Bewitching'

from Japan, has pink-tinted, almor scented flowers, and repeats bloom September. Amelanchier grandiflo rubescens, an American native shru has drooping racemes of deep pir lined flowers which age to flesh col

Chrysanthemum 'Golden Pheasant

The bee-bee or sweet-scent tr (Evodia danielli) from Korea a China, gets its name from fragra leaves that attract honey bees. Be do such a good job of pollinating t clusters of small white flowers th there's a prolific set of berries. T tree is small sized and hardy.

Russian almond (Prunus tenell 'Fire Hill' is a low-growing shrub feet) with erect stems that are co ered in early April with fiery r flowers. Stands cold winters.

For a late-summer flowering shru nothing is showier than althea rose of Sharon (Hibiscus syriacus Two new varieties are 'Morning Sta with double creamy white bloon touched with maroon at the base each petal, and 'Red Heart' whic has large single white flowers ce tered with a brilliant spot of red.

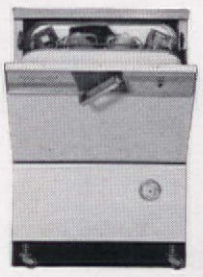
Butterfly bush (buddleia) 'Africa Queen' has flowers of deep glowin purple. It begins to bloom early

Rose of Sharon 'Morning Star'

summer and forms a shrub 4 to feet high and wide.

Cotoneaster 'Autumn Fire' (a va riety of C. salicifolia) is a fast-growin groundcover about 6 inches high Individual plants (continued

Not if you have a KitchenAid Dishwasher. KitchenAid's famous big blue wash arm scrubs each dish hundreds of times with detergent and extremely hot water under pressure. It's the heaviest, hardest-working wash arm in any dishwasher. So load in the dishes dirty, push a button on your KitchenAid Dishwasher, and go join your family. Fact is, your KitchenAid gets dishes more sanitary than hand-washing, because it washes in water hotter than your hands can stand. Another thing: KitchenAid Dishwashers are so solidly built, they actually weigh as much as 60 pounds more than most others. They have an astonishing record of service-free performance. Because we specialize in dishwashers, we've put all our efforts into making KitchenAid the most advanced dishwasher you can buy. It is. And KitchenAid gives you a wider choice of models than any other brand—including built-ins, portables, free-standing models, and dishwasher-sink combinations. We also make convertible portables you can build in later. With our Vari-Fronts you can match any color or finish your heart desires. Of course, KitchenAid Dishwashers may cost a little more to buy (but less to own.) The best always does. *KitchenAid Home Dishwasher Division, Department KAH-3, The Hobart Manufacturing Company, Troy, Ohio.*



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This window wall is *Thermopane*® insulating glass—two panes of plate glass with a sealed air space between.

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This superb plate glass is twin ground on both sides simultaneously, then polished with jeweler's rouge. Its parallel surfaces give you true vision, with maximum freedom from distortion. In window walls, picture windows, sliding glass doors, it brings nature right into your house.

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Compare the scene below through this grey plate glass and through the open door. The neutral grey tone of the *Parallel-O-Grey* subdues glare, yet the view is seen in its true colors. *Parallel-O-Grey* reduces heat from the sun for greater comfort and reduction of air-conditioning bills.

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Parallel-O-Plate glass reflects its surroundings best, and reflects your own good taste . . . in door mirrors, wall mirrors and sliding door mirrors. *Parallel-O-Plate* bears the respected Good Housekeeping Guaranty Seal.

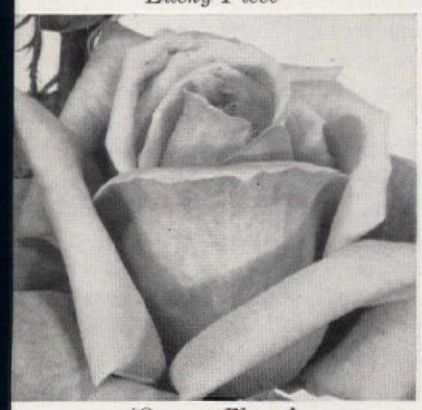
ntinued) may cover 8 feet. reen willowlike leaves and red fruit. oes well in sun or half shade.

ROSES, ROSES, ROSES

We haven't space to describe them l! But here's a brief taste of what ou'll be finding in catalogues and rden stores:

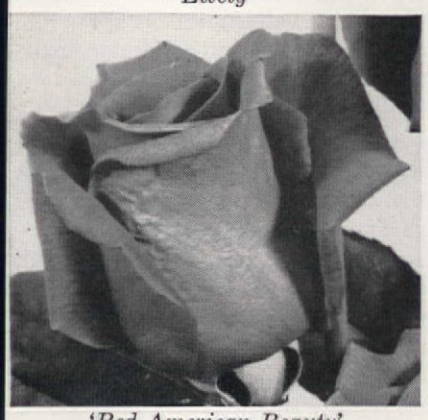
The 1963 All-America winners are ght pink 'Royal Highness' and range-red 'Tropicana.' Both are hyrid teas, as are the following: yelw 'Golden Salute' and 'Summer unshine,' orange 'Floriade' and Orange Flame,' red 'Helene Schoen' nd 'Red American Beauty,' and ink or pink blend 'Chicago Peace,' Columbus Queen,' 'Dixie Belle,' Lively,' and 'Lucky Piece.'

'Lucky Piece'



'Orange Flame'

'Lively'



'Red American Beauty'

In cluster-flowered floribundas and polyanthas are: yellow 'Seventeen,' orange 'Acapulco,' red-and-yellow 'Rumba,' red 'Happy,' and pink 'Bambi' and 'Pink Eutin.'

Grandifloras, sturdy and profuse-flowering, include white 'Mt. Shasta' and red 'Governor Mark Hatfield.'

Among climbers and pillars are red 'Lancaster,' yellow 'Apache,' and pink 'Cheyenne' and 'Viking Queen.'

Shrub roses are pink 'Margaret Hilling' and yellow 'Canarybird.'

HANDSOME BULB-FLOWERS

Most talked about new glads are the All-America Gladiolus Selections. Two are miniatures: scarlet 'Frisky' and golden 'Goldilocks.' The others, yellow 'Morning Sun' and scarlet 'Victory,' are majestically tall with large florets. Other good ones include: 'Fiesta' glads, a gaily varied collection of moderate-sized flowers, fascinatingly marked with contrasting colors in their throats; 'Doublette,' double-flowered miniature of creamy yellow with scarlet blotch; 'Jester,' a surprisingly shaped bloom of yellow marked with red whose petals may be narrow and recurved, or broad and ruffled; 'My Love,' a Holland prize winner with enormous rose-pink blooms flecked with vermilion; 'Spring Song,' large ruffled beauty of salmon-pink; 'Christmas Red,' tall red formal; and 'Christmas White,' towering white with ruffled florets.

Double achimenes are a new race with unique flower form and colors. 'Crimson Tiger' is a double crimson with tigered yellow throat.

The 4-inch flowers of multiflora begonia 'Picotee Ballerina' are double, ruffled, yellow with red edge, borne in profusion. Good pot plant or for shady summer garden.

Hardy lilies 'Imperial Crimson' (red), 'Imperial Silver' (white), and 'Imperial Gold' (white with gold stripe) are awesomely beautiful and large (up to 10 inches across). They're hybrids of gold band and "rubrum" lilies and good doers in the garden. Another lovely new hardy lily is the Aurelian hybrid 'Lady Allice.' It has 6-inch wide recurving white flowers with apricot star centers.

Canna 'Seven Dwarfs' has added a new color, yellow 'Happy.' This 18-inch group can be grown from seed, flowering in three months.

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'Bonanza' dwarf peach bush is an exciting toy-sized true dwarf plant that produces full-size, early-ripening freestone peaches of superior quality. Often bears when less than 2 feet tall and does not require cross pollinating by a second plant. Blooms are decoratively semidouble, rose pink. The plant thrives wherever peaches grow satisfactorily, needs little more space than a mature rose bush, can be grown in a container, adapts to bonsai treatment. With light pruning it can be kept at 3 feet, or, if unpruned, will eventually reach 6 to 8 feet.

Semidwarf 'Starkspur Golden Delicious' has apples identical to those of its flavorsome parent, 'Stark Golden Delicious.' But it bears bigger crops, sooner, on a more compact tree, half to two-thirds regular (continued)

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Poinsettia	Pink Radiance	
YELLOWS	The Doctor	WHITES
Eclipse	Briarcliff	K. A. Victoria
Golden Charm	Columbia	Caledonia
Peace	Picture	Frau Karl Druski

PRICES ON ROSE BUSHES: 39c each, 6 for $2.19, 12 for $3.98; your choice of varieties.

FLOWERING SHRUBS

AS LOW AS 9c	EACH	5 plants for
RED WEIGELA; deep red	.25	$1.19
FORSYTHIA; yellow	.19	.90
DEUTZIA; snow white	.19	.89
MOCK ORANGE; white	.19	.89
*PINK SPIREA; pink	.09	.40
ALTHEA DOUBLE; red, pink, white	.19	.89
PUSSY WILLOW; bears catkins	.29	1.29
RED BUSH HONEYSUCKLE; red	.29	1.29
ALTHEA ROSE OF SHARON; mixed	.09	.40
PINK WEIGELA; pure pink	.19	.89
CRAPE MYRTLE; colors, red or pink	.59	2.89
HYDRANGEA, P. G.; pinkish white	.39	1.89
SPIREA VAN HOUTTEI; white flowers	.25	1.19
RED OZIER DOGWOOD; red bark	.19	.89
CYDONIA JAPONICA; red flowers	.39	1.89
PERSIAN LILAC; old favorite orchid	.49	2.29
*SNOWBALL; huge, white flowers	.29	1.29
WISTERIA VINE; purple flowers	.39	1.89
PINK BUSH HONEYSUCKLE; pink	.25	1.19
FLOWERING ALMOND; pink flowers	.59	2.89
*PINK AZALEA; pink	.39	1.89
FLOWERING CRABS; red or pink	.79	3.89
RED SNOWBERRY; red berries	.25	1.19

(Above SHRUBS, 1 to 2 ft. tall, 1 or 2 yrs. old)

EVERGREENS (for lasting beauty)

AS LOW AS 15c	EACH	3 for
MAGNOLIA; 1 to 1½ ft.	.69	$1.79
PFITZER JUNIPER; low spreading, 1 to 1½ ft.	.79	2.29
JAP. LIGUSTRUM; ½-1 ft.	.15	.40
JAP. LIGUSTRUM; 1-2 ft.	.59	1.59
WAX LEAF LIGUSTRUM; 1 yr., 6 in.	.19	.55
WAX LEAF LIGUSTRUM; 1 to 1½ ft.	.49	1.39
ABELIA; glossy leaves, ½ to 1 ft.	.29	.79
*RHODODENDRON; ½ to 1 ft.	.69	1.95
COLORADO BLUE SPRUCE; ½ to 1 ft.	.49	1.39
NANDINAS; fiery red ones, 1 to 1½ ft.	.49	1.39
*MOUNTAIN LAUREL; 1 ft.	.79	.79
RED BERRY PYRACANTHA; ½ to 1 ft.	.89	2.49
GARDENIA; white blooms, 1 to 1½ ft.	.59	1.69
BOXWOOD; tiny leaves; 1 yr., ½ to 1 ft.	.49	1.39
CAMELLIA SASANQUA; 1 ft.	.89	2.49
BURFORDI HOLLY; ½ to 1 ft.	.69	1.95
*CANADA HEMLOCK; 1 to 1½ ft.	.29	.79
BABY DOLL GARDENIA; ½ to 1 ft.	.49	1.39

(Above EVERGREENS are 1 or 2 yrs. old)

BULBS & PERENNIALS

	EACH	5 for
PEONIES; red, pink, white	.49	$2.29
SHASTA DAISY; root divisions	.19	.90
RED CARNATION; red	.25	1.19
ORIENTAL POPPY; scarlet	.25	1.19
GLADIOLA; red, pink, yellow	.08	.35
HIBISCUS; giant blooms	.09	.40
PAMPAS GRASS; white plumes	.29	1.29
CANNAS; colors, red, pink, yellow	.19	.90
IRIS; blue, pink, purple, yellow	.09	.40
HOLLYHOCKS; mixed colors, roots	.25	1.19
CREEPING PHLOX; pink, blue, white	.18	.85

(All PERENNIALS and BULBS are 1 yr. or older)

HEDGE PLANTS (1 to 2 ft.)

50 SOUTH PRIVET EVERGREEN HEDGE.....for $1.49
100 SOUTH PRIVET EVERGREEN HEDGE.....for 2.69
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(All HEDGE 1 to 2 ft. tall, 1 or 2 yrs. old)

SHADE TREES & FLOWERING TREES

	EACH	3 for
CHINESE ELM; 2½ to 4 ft. tall	.29	$ .79
CHINESE ELM; 5½ to 7 ft. tall	.79	2.19
GINKGO TREE; 1 to 2 ft. tall	.59	1.69
LOMBARDY POPLAR; 3½ to 5 ft. tall	.29	.79
LOMBARDY POPLAR; 5½ to 7 ft. tall	.79	2.19
SILVER MAPLE; 3-4 ft. tall	.19	.53
SILVER MAPLE; 5½-7 ft. tall	.79	2.19
SYCAMORE; 3½ to 5 ft. tall	.49	1.39
WEEPING WILLOW; 4½-6 ft.	.59	1.69
*RED BUD; 5½ to 7 ft. tall	.79	2.19
PINK FL. MIMOSA; 2½ to 4 ft.	.39	.99
PINK FL. MIMOSA; 4½ to 6 ft.	.79	2.19
*WHITE FL. DOGWOOD; 2½ to 4 ft.	.29	.79
PINK FL. DOGWOOD; 1 to 2 ft.	1.69	4.98
RED FLOW. PEACH; 2½ to 4 ft.	.79	2.19
PINK FLOW. PEACH; 2½ to 4 ft.	.79	2.19
*TULIP TREE; 3½ to 5 ft. tall	.79	2.19
GOLDEN RAIN TREE; 1 to 2 ft.	.79	2.19
*TREE OF HEAVEN; 3½ to 5 ft.	.59	1.59
PURPLE LEAF PLUM; 1 to 2 ft. tall	.69	1.98

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PEACHES; Varieties: Elberta, J. H. Hale, Red Haven, Golden Jubilee, Belle Georgia, Hale Haven, Dixie Red. Prices on Peach: 1 to 2 ft. — 39c ea.; 2 to 3 ft. — 49c ea.; 3½ to 5 ft. — 89c ea.

PLUM TREES; Varieties: Burbank, Munson, Abundance, Golden. Price: 1 to 2 ft. — 49c ea.; 2 to 3 ft. — 79c ea.; 3½ to 5 ft. — 98c ea.

APPLE TREES; Varieties: Red Delicious, Red Stayman, Early Harvest, Yellow Delicious. Prices: 1 to 2 ft. — 49c ea.; 2 to 3 ft. — 59c ea.; 3½ to 5 ft. — 98c ea.

PEAR TREES; Varieties: Keiffer; Bartlett. Prices: 2 to 3 ft. — 98c ea.; 3½ to 5 ft. — $1.29 ea.

APRICOT TREES; Varieties: Early Golden, Moorpark. Prices: 2 to 3 ft. — 79c ea.; 3½ to 5 ft. — $1.39 ea.

CHERRY TREES; Variety: Montmorency. Prices: 2 to 3 ft. — 98c ea.; 3 to 4 ft. — $1.49 ea.

MARIANA PLUM (for jelly); 1 yr., 1 to 2 ft. ..... 49c ea.
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(All above TREES 1 or 2 yrs. old)

GRAPE VINES; Varieties: Concord, Carmen, Fredonia. Price: 1 yr., ½ to 1 ft. tall — 59c ea.
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DEWBERRY; 1 yr. plants, ½ to 1 ft. ..... 15c ea.
GEM EVERBEAR STRAWBERRY; 1 yr. ..... 25 for 1.29
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Plum 'Mirabelle' is a long-time favorite in Europe, where it's in great demand for canning, preserves, compotes, tarts, etc. Fruit is small, yellow, round, with sweet pleasant

'Bonanza' dwarf peach

flavor. Tree is hardy, small, pretty when in bloom.

Three fine strawberries are the result of breeding programs at State Experiment Stations. 'Vesper,' a late-ripening, high-yielding June-bearer, comes from New Jersey. Early-fruiting June-bearer for extremely cold climates is 'Viking' from Minnesota. 'Geneva' is the first everbearer to be introduced by the New York Station where it is considered the best everbearing variety they've ever tested. Fruits are almost as large as those of June-bearers and excellent for eating, freezing, or preserving.

QUITE A YEAR FOR VEGETABLES!

Five outstanding new vegetables have won All-America awards: (1) Lettuce 'Buttercrunch' is of highest eating quality, comparable to one of its parents, the famous 'Kentucky Bibb.' But 'Buttercrunch' is larger-heading, more heat tolerant and slower to bolt to seed. (2) Cabbage 'Emerald Cross' is a hybrid developed in Japan that's early, with firm round heads and slim core. (3) Bush snap-bean 'Executive' brings improvement to the popular 'Tendergreen' type bean. It has darker, round pods, with larger plant and yield. Harvesting season is concentrated, so home gardeners should make successive plantings at 2-week intervals. (4) Squash 'Hercules' is a 'Butternut' type winter squash. It's much larger, thicker fleshed, straight-necked, and the vine is more vigorous. Flesh is orange. Needs 82 days to mature. (5) Summer squash 'Greyzini' is an F-1 Hybrid of zucchini type. It's early, slender cucumber shape, and a heavy bearer on vigorous bushy plants.

Another interesting new squash is 'Eat-All' developed at the University of New Hampshire. It's a version of the delicata or sweet potato squash that features hull-less seeds. When the fruits are cut in half and baked, seeds are left in and have a delicious nutlike flavor. Flesh is yellow.

Muskmelon 'Wheat City' is an ideal cantaloupe for Northern climates or crowded gardens, for it ripens more quickly than any other and is of dessert quality. Bred at one of Canada's Dominion Experiment Stations, its 3- to 4-pound fruits grow on compact 4-foot vines.

From the University of Illinois comes sweet corn 'Illini Chief' nicknamed 'Supersweet' because, according to the University's tests, it is twice as sweet as any other sweet corn. Is delicious when frozen.

New tomato of beefsteak type is 'Pink Hybrid Ponderosa #4.' It's a midseason variety with large pink fruits (1½ pounds or more) that performs outstandingly in the Midwest. Prolific.

Novel miniature sweet-fruited pepper 'Nosegay' was developed at the University of New Hampshire. Plants grow only 4 to 5 inches tall and produce clusters of ¾ inch bright red fruits. Delicious for garnishing salads, etc. Use outdoors, or as winter pot plants.

FOUR HOUSE PLANT NOVELTIES

Tomato 'Atom,' a miniature plant only 8 to 12 inches high when full grown, will produce delicious tomatoes during winter in a sunny window. Fruits are red, about an inch in diameter, with 6 to 12 per plant.

'Double Pink-Flowered Calla Begonia' has decorative foliage that's green at the base of the plant, and glistening white at the top—in shapes like little calla lilies. It's reputed easier to grow than the regular single-flowered variety.

Kalanchoe 'Pastel Hybrids' bring new flower colors to these succulent-leaved plants that are useful as pot plants in winter and in shady outdoor gardens in summer.

Ardisia, a small evergreen shrub with bright red berries through winter, is an outdoor landscaping plant in the Deep South. It's available as a winter window plant for the North.

A BETTER LAWN GRASS TOO

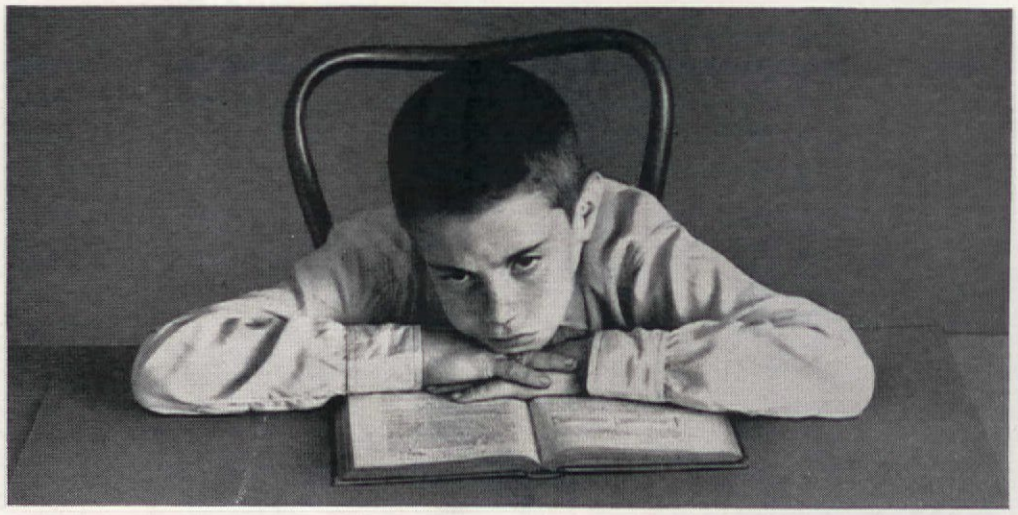
'Windsor' is an improved variety of bluegrass featuring darker green color, sturdier growth, and greater resistance to drought, disease, and insect attack.

THE END

If your child is a poor reader

–see how *phonics* can help him

Now your child can learn to read better in just a few weeks—with records that teach him by the *phonics method* at home. For complete information about The Sound Way to Easy Reading—and our money back guarantee —mail coupon below.



Would you like to see your child gain as much as a full year's grade in reading in as little as six weeks' time? These are results parents have seen again and again with this simple home-tutoring course in reading.

Mrs. H. M. Kilpatrick of Reno, Nevada writes: *"After six weeks of work with The Sound Way to Easy Reading, my son improved not only in reading and spelling but in all of his lessons because he could read with understanding. He is in fourth grade but could only read at the second grade level. In just six weeks he advanced the two years."*

Mrs. Kilpatrick is only one of over 50,000 parents who have turned to The Sound Way to Easy Reading for help in the frustrating problem of a child who can't read. And over 3,000 schools use it.

Teaches with records

Don't think it's all your child's fault if he hasn't learned to read. Many of our brightest children are not able to grasp the "look-and-say" method taught in most schools today. Yet, many educators insist that at least 40% of our children *must* have formal training in *phonics*—that they will never master reading without it!

That is why so many poor readers show remarkable progress with The Sound Way to Easy Reading. It teaches reading by the phonics method (the method by which most parents learned to read years ago). Its phonograph records and charts show your child exactly what to do, so he can teach himself without any help from you.

The records *drill him in the sounds of the 26 letters in the alphabet* and their blends. Once he learns the 123 basic phonics sounds in this course he can read up to 85% of the words in the English language. It works for children of all ages—in the earliest grades, and even in high school.

Tested and proved

In a pilot study by university psychologists, children gained up to a full year's grade in oral reading skill after only 30 lessons with The Sound Way to Easy Reading.

A semester-long study involving 214 pupils in 4 Chicago schools proved that the classes given The Sound Way to Easy Reading showed marked improvement in reading and spelling over the control groups.

Help your child now

Don't wait for your poor reader to reach high school before coming to his aid. By starting your child on The Sound Way to Easy Reading now, you can change his entire attitude toward school—turn his sense of failure into the joy of success. Send for full information. No salesman will call. Mail this coupon now!

These are the records and self-quizzing cards that can help your child gain as much as a full year's grade in reading in just a few weeks.

PARENTS DELIGHTED

Better marks—"Bobby has used the records for only three weeks, yet his reading and spelling grades have gone from Ds to C-plus and B. Now his teacher has borrowed the course to help other children." *Mrs. W. H. Gregory, Calif.*

Advanced two grades—"In ten weeks my son advanced from Second Grade level in reading to the Fourth Grade level. His spelling improved to the high Fourth Grade level. We feel fortunate in learning of The Sound Way To Easy Reading." *Mrs. B. J. Smith, Concord, Calif.*

Four sons—"In twelve weeks, two of our boys brought up their reading grades from D to B. And our other two came up from D to C. I'll never get more for my money than I already have with your course." *Mr. John Gehde, Jr., Wisconsin*

TEACHERS ENTHUSIASTIC

Recommends to parents—"Your course has been excellent in standardizing the teaching of phonics in our entire school system. I recommend it to parents as a home tutoring course for poor readers." *R. B. Miller, Supervisor, Monterey, Va.*

Even helps teachers—"Although I'm a first grade teacher, the records are doing more to make my Johnnie a solid reader than anything I can do when I'm bone-tired. They're great for teachers who don't really know how to teach phonics." *Mrs. P. B. Winkie, Minneapolis*

Helps high school student—"I've been tutoring a high school student who failed in English because of poor reading and spelling. After working with your records, he's reading fluently—and getting marks in the high 90's." *Mrs. B. C. Starr, Florida*

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Back in 1904 the original Wish-Bone recipe was brought over to this country. Today Wish-Bone Italian Dressing is made the same old-fashioned way with the same authentic ingredients. Tiny buds of garlic, oregano, peperone rosso—you'll find them all floating in the Wish-Bone flavor line of spices, between the pure golden oil and the vintage vinegar. Put lots of sass in your salads.

THE REAL ITALIAN DRESSING

Wish-Bone

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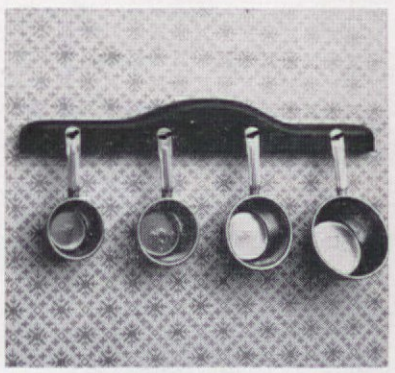
AMERICAN HOME MARKET PLACE

HELEN DeMOTTE

A COUPLE OF SPOONS of candlelight might be just the right thing for a wall in your home. These ladles are reproductions of those used in Spain for centuries to lead the way to bed. Individually carved from Spanish fruitwood, no two are exactly alike. Choose *sun* design or *daisy*, or one of each. 12″ high. $6.95 each. Candles of the Month, 5134-AH Mercer Ave., Houston 5, Tex.



A FULL MEASURE of measuring cups can also be an attraction on your wall. The copper-colored aluminum cups, ¼, ½, ⅓, and 1 cup, hang from wooden pegs set into a gracefully shaped pine rack. This 16″ long piece is just the thing to line the pine-paneled wall over your sink or working counters. $3.95. Medford Products, Dept. AH, 752 Fulton Street, Farmingdale, N.Y.

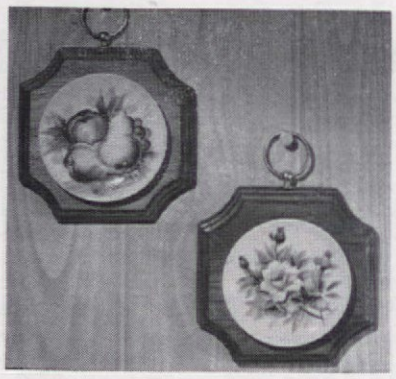
THE OLD STORY of John Alden and Priscilla Mullens is the romantic reason for these hand-painted statuettes. The solid cast iron figures weigh 3 lbs. each, and stand 7″ tall. Use them as a couple of paperweights, doorstops, book ends, or as an engaging pair to stand on a shelf that needs filling. $3.50; both for $6.75. Crescent House, Dept. A-113, Box 621 Plainview, N.Y.

ON YOUR HIGH HORSE weather vane there's a strutting stallion who'll turn any way the wind blows and show you the direction from which it's coming. Perched on an 18½″ arrow, this steed will be the high point of your home. 24″ high over-all, the vane is black, rustproof aluminum that's good and sturdy. $9.75. Cape Cod Cupola Co., Dept. AH, North Dartmouth 97, Mass.

BUZZIN' ROUND from room to room, today's housewife can follow the lead of old-time beekeepers and carry her supplies in this little bench. Perfect as a small chairside table, it's only 29x9″ and 14″ high—ideal for toting drinks, glasses, or whatever needs to be carried. Made of pine, silverware or napkins can go inside. $9.95. Cape Craftsmen, Dept. AH, Newagen, Me.

NOW IS THE HOUR to get yourself this graceful Heritage Hourglass, and watch the sands of time sift through. A most handsome and imposing desk piece, it is 9½″ high and made of cherry wood, inscribed on top and bottom with *Tempus Fugit*. It holds an hour's worth of fine, white sand. $14.95 plus 45c post. Foster House, Dept. 401, 6523 N. Galena Rd., Peoria, Ill.

YOUR FAVORITE DISHES will be little ones mounted on wood to hang on your wall. They're decorated with colorful fruit and flower designs that were hand painted on the china plates. Their mount is a 5″ plaque with a fruitwood finish, with brass hanging ring. $2.99 a pair; $8.69 for six, all different. Add 45c postage. Here's How, 15-AH West 26th St., New York 10, N.Y.



BRANCHING OUT on the limbs of this golden tree, all your necklaces and bracelets will be kept out of the jewelry-box jumble. Eight spokes jut out from the top of this 9¾″ necklace tree of gleaming filigreed metal, to keep lots and lots of jewelry more findable—and with no more knots, tangles, or breakage. $1.98. Spencer Gifts, 601 Spencer Bldg., Atlantic City, N.J.

Otto Maya

OVER THE TOP of your canopy bed this muslin cover will find its home. About 88″ long and 53″ wide, its 10″ ruffles will hang down to give your bedroom the look of traditional elegance that only a canopy can add, while retaining the rustic simplicity of muslin. Double-bed size only. Unbleached muslin, $10. Bleached, $12. Country Curtains, Dept. AHCC, Stockbridge, Mass.

SEND A VALENTINE to the sweetheart who learned that the way to win your heart was with her luscious cooking. These four bright red potholders will be a great help to her in the kitchen, and they've got a magnet inside to keep them stuck on the range when she runs to kiss you hello. Set of four quilted hearts, $1. Order from Miles Kimball, 126 Bond Street, Oshkosh, Wis.

Order merchandise from the Market Place by sending your check or money order to the company mentioned. Unless otherwise stated, the postage is included in the price. Anything that is not personalized may be returned within seven days for a full refund.

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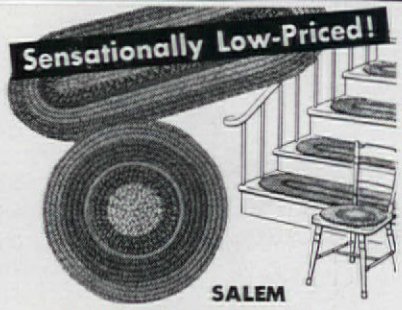

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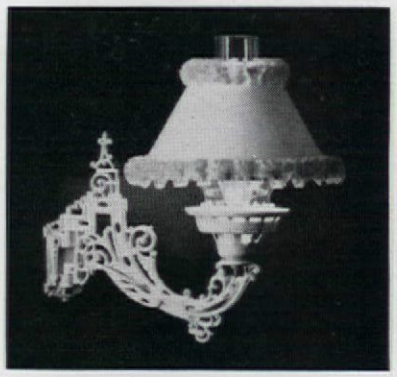

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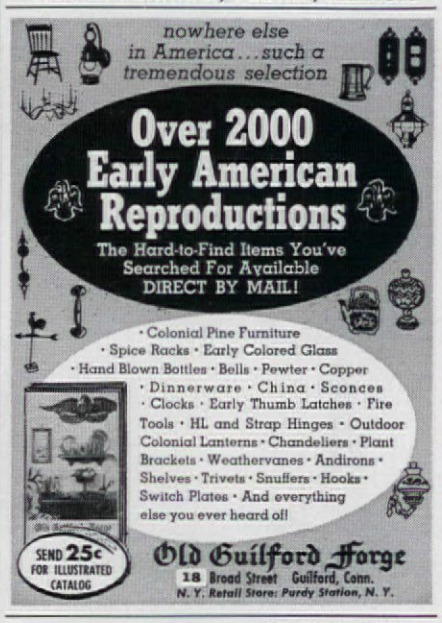

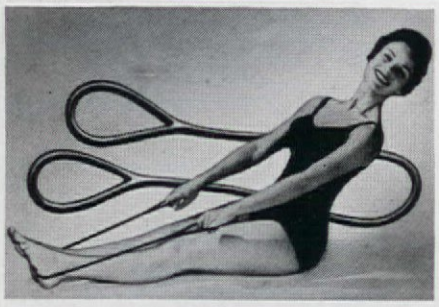

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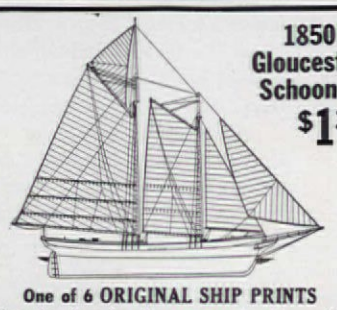

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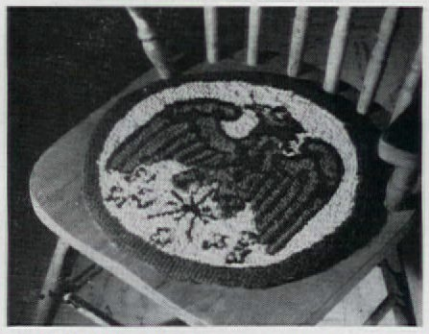

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BOTH FEET ON THE GROUND wear these foam-cushioned flats to keep a lady standing in perfect comfort. Golden-tan, hand-tooled leather in a floral design, the bow-trimmed shoes are also perfect for the dancing feet of a teen-age party-goer. In 4 to 10, including half sizes. Medium width. $9.95. Americana Shop, Dept. AH, 215 East Todd Ave., Reed City, Mich.

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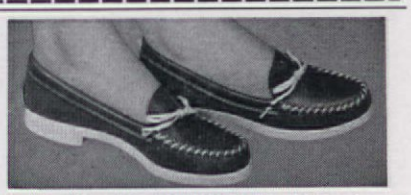

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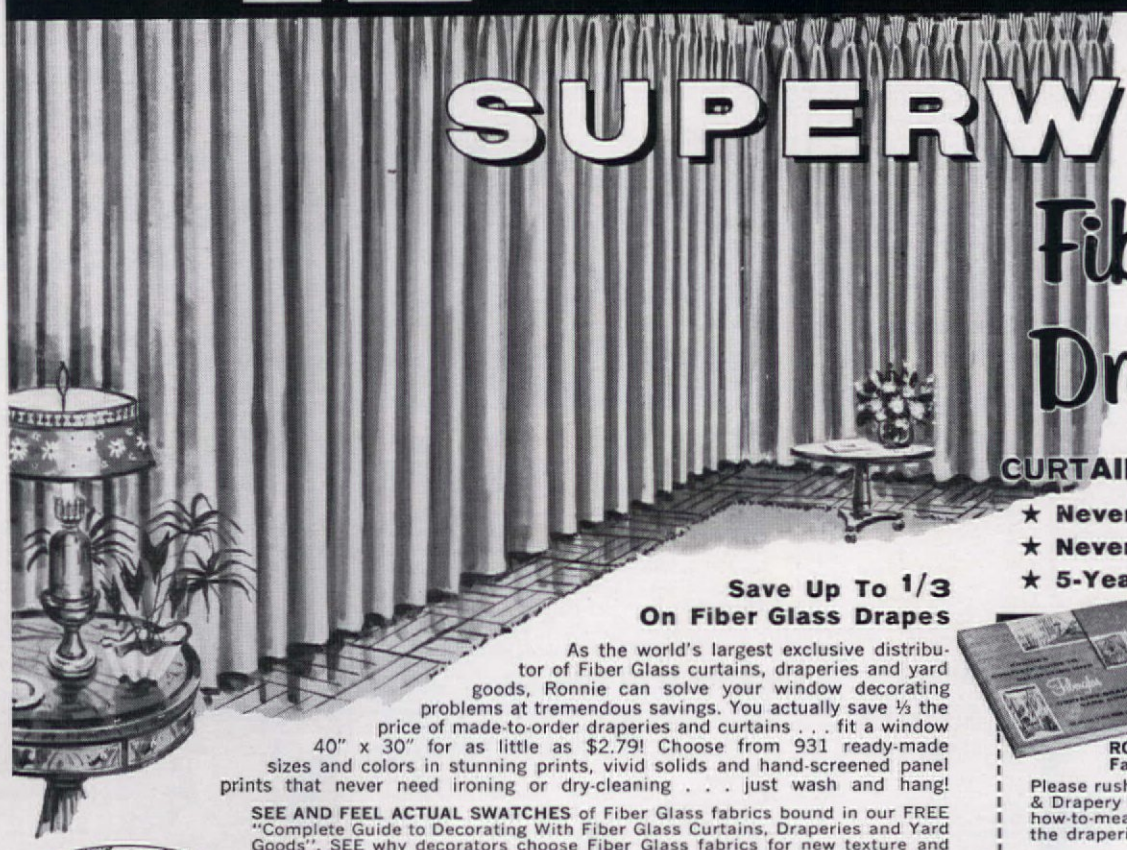

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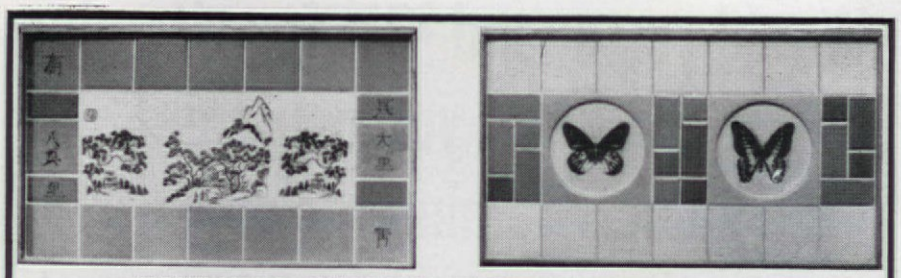

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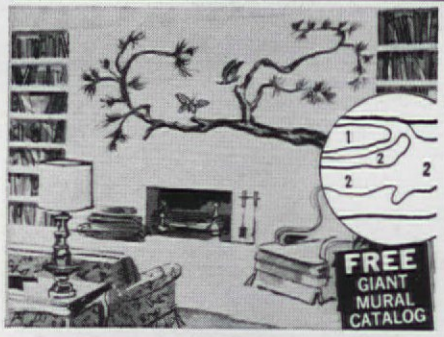
THE CASTOLITE COMPANY • Woodstock, Illinois



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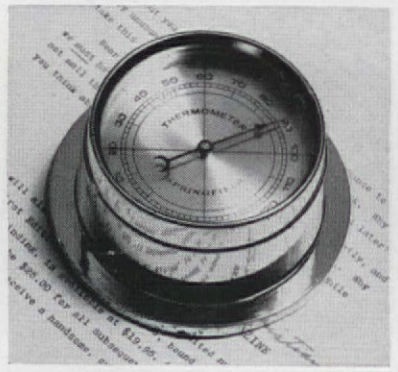

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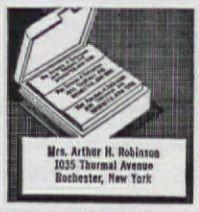

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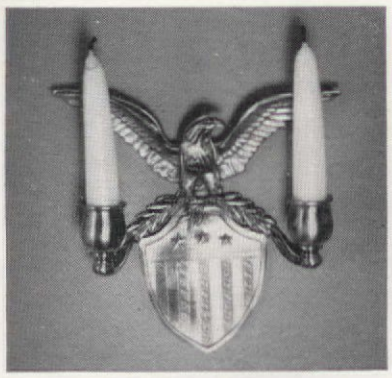

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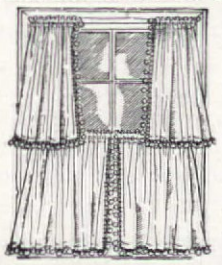

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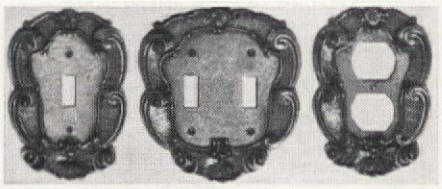

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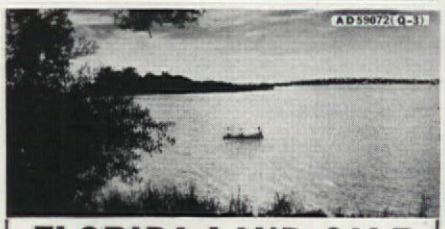

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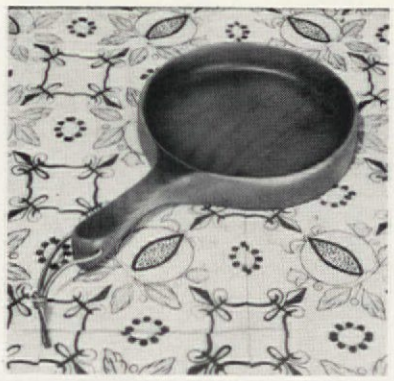

MAN MADE of wood has the ideal proportions of a full-grown young male. This 12" manikin will take any pose and hold it as long as necessary for any artist or would-be artist. But we'd like one to sit on the edge of our bookshelf just for fun—and decoration. He is on a removable stand. $4.95. Edmund Scientific Co., Dept. MP, 101 E. Gloucester Pike, Barrington, N.J.

IT TAKES THE CAKE that you will bake with the recipe that comes with it—a real German Bundt cake that looks as delicious as it tastes. In the traditional shape for this delicacy, the copper-colored aluminum mold can be used for other cakes or gelatin desserts. 10½" in diameter and 3½" high. $2.98 plus 35c postage. Helen Gallagher, Dept. 401, 413 Fulton St., Peoria, Illinois.

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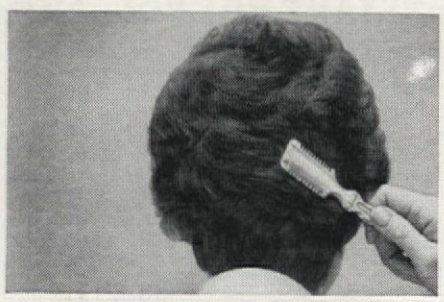

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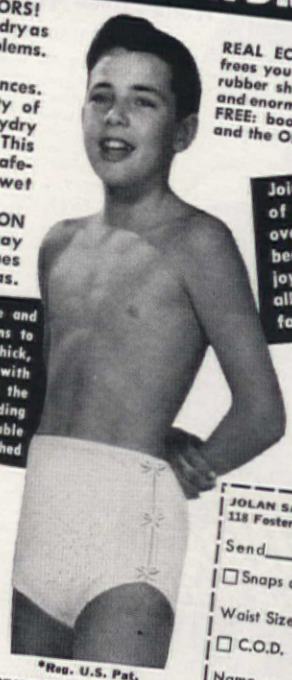

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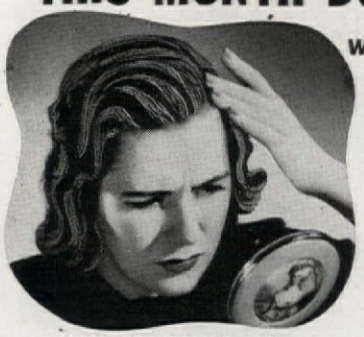

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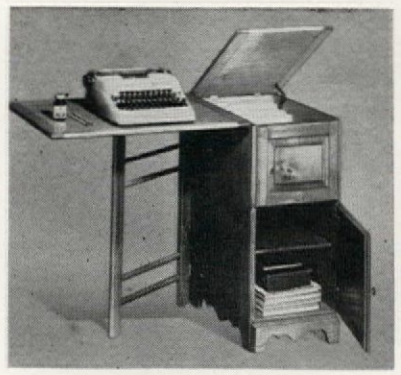

UNDER THE STARS of gleaming copper-colored aluminum hang matching old-fashioned molds. Held on the 9½x13" pine board by star-shaped hooks, the molds can come down to set the style for individual-sized gelatin salads and desserts. And when on their hooks they complete an attractive wall piece. $4.95. Medford Prod., 752-AH Fulton St., Farmingdale, N.Y.

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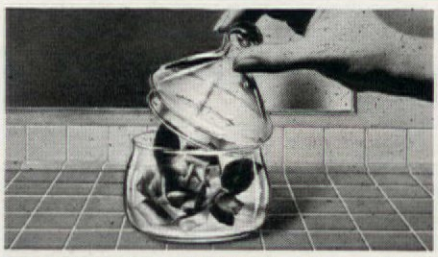

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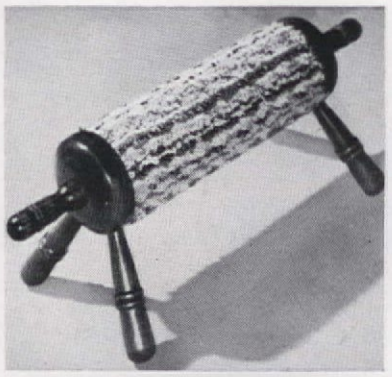

MAKING THE ROUNDS under your tired arches, the cylinder of this Rolling Pin Footstool turns to relax those tired muscles. Looking cute as a cricket on your hearth or next to that Boston rocker, its wool carpeting is in a hit-or-miss pattern. 22½x9″ high. $10.95. (Add $1 post. W. of Miss.) Jenifer House, Dept. A-12, New Marlboro Stage, Gt. Barrington, Mass.

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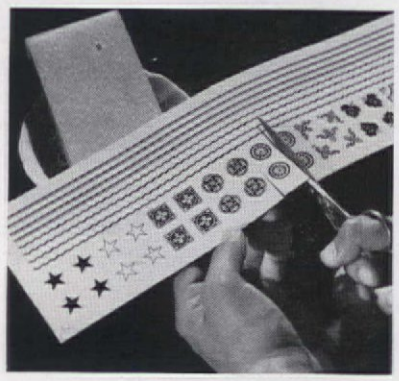
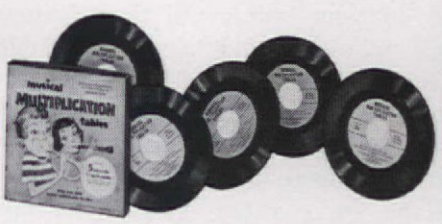


KEEP IN TRIM with this set of gold decals to dress up your plain, or give your just-painted furniture a professional-looking finishing touch. A sheet contains 66″ of straight, thick-and-thin-line border, 66″ of wavy-line border, plus 54 assorted stars, dingbats, corners, and accessories to apply with water. $1.75. Authentics, Dept. AH, Box 43158, Cincinnati 43, Ohio.



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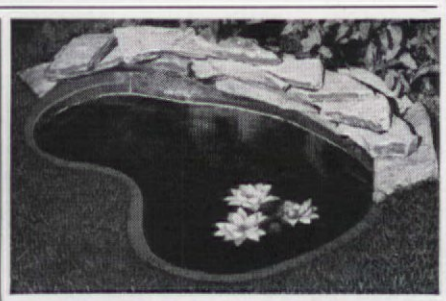

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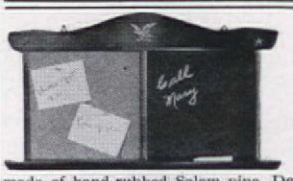

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MARCH IS NATIONAL NUTRITION MONTH: Much has been said and written that might lead Americans into the erroneous belief that they have no nutrition problems. But here is the truth. Americans are in danger of eating their way to poor health. The average senior citizen tends to eat less of the right foods and weigh more than he should. Fat or thin, the average teen-ager is likely to be poorly nourished. The Institute for Nutritional Education urges you to celebrate this National Nutrition Month by taking your family to the doctor and discussing whether yours is a balanced diet. And we echo this sound advice.

WOOD CHIPS AND SAWDUST: These are now within the reach of any hopeful hobbyist or home owner who has a little extra space in a closet. Rockwell Manufacturing Co., maker of Delta Power Tools, has introduced an economy line of light tools called Compactool that can be easily carried and stored anywhere. These small tools are capable of big jobs with good accuracy and are engineered for quiet operation and minimum maintenance. Available in a circular saw, drill press, and jointer, the self-contained units only require plugging into a standard outlet.

FASTEN YOUR SEAT BELT: More and more car owners are installing seat belts, but too few use them except on long trips. For this reason the Eicher Manufacturing Co., of Iowa City, Iowa, has patented a Seat Belt Sentry, a device that simply will not let your car start unless your belt's fastened—and to the normal tightness. A small metal object which fits any seat belt, it is attached by electrical wires to a control box which in turn is wired to the car's ignition. Here goes your last excuse!

THE BUILT-IN BACKGUARD BAKER: In answer to contemporary needs for quick meal preparation, Norge has designed the "TV Oven" range. It's a small oven built into the backguard of the range and hinged to pull into position on the rear thermostatically controlled top burner. The ovenette can be conveniently used for the preparation of frozen dinners, cakes, biscuits, and infant food. It heats quickly to save time, and uses only about half the fuel needed for a conventional oven. When not in use it is attractively concealed in the backguard of the range.

DIAL A FANCY STITCH: The newest thing in sewing machines today is push-button controls. In case you haven't seen them, the new machines from White Sewing Machine Corporation feature a selector dial on their face showing all the pattern designs that can be stitched. You just make your selection and push a button—no changing of discs or cams. The machine reproduces the stitch just as it's shown on the dial.

THEY'RE FREEZING WITH GAS! The first gas-operated, never-frost freezer has been introduced by the Norge Division of Borg-Warner Corporation. It's a 10.2 cubic foot upright model that holds 357 pounds of frozen foods, and defrosts automatically every 24 hours. Come rain or high winds, you'll never have to worry about a power failure causing food spoilage—the Norge freezer will provide continuous refrigeration right through it all.

ALL-DIGIT DIALING BATTLE: When the telephone company first announced it was replacing the letters of the alphabet with digits on its dial telephones, it little realized what a commotion would ensue. Calling it a mathematical necessity because of the telephone explosion in this country, it received little sympathy from many irate subscribers. The fight against "creeping numeralism" has been particularly fierce on the West Coast where an Anti-Digit Dialing League has been formed and the battle threatens to have political overtones. In Washington, D.C., the Committee of Ten Million to Oppose All-Number Calling (hardly a splinter group) offers a special service to subscribers who have already lost their alphabetical exchange; it will help them think up their own personal exchange out of the first three digits. The telephone company contends that All-Number Calling (ANC) is the answer to its dilemma because numbers provide more possible combinations than letters. The reason—letters appear in only eight dial locations as compared with ten locations for numbers. With ANC, there are 800 possible combinations of the first three digits—the central-office code portion of the telephone number.

ANOTHER BONUS FOR BUYING: As if it isn't enough for the American housewife to be courted from store to store by the lure of trading stamps—all offering you bigger and better goodies for spending your dollars in the stores with *their* stamps—manufacturers have also caught the urge to splurge. Now they want to give you something, too. The "Gift Stars" are coming! They will appear only in test markets this year, but may be nation-wide in 1964. Designed to build brand-name loyalty and give particular manufacturers an edge over their competitors, "Gift Stars" will be packed with certain products. You'll find them on more than 100 categories of items that might wind up in your shopping cart—such as coffee, flour, dog food, baby food, soap, etc., etc. When you get together a hoard of these coupons, you will mail them to a "Gift Star" warehouse where they will be redeemed within 48 hours for the gift you have chosen from their catalogue. Will this cost you anything? "No," say the masterminds of the plan. And they add the reassuring note that this will complement and not compete with your trading stamp programs. So, don't hesitate, step right up, spend your money, and get your *free* gifts when "Gift Stars" come to your town.

NEW FACE FOR AIR CONDITIONING: If you are in love with the idea of air conditioning, but hate the thought of a unit perching there on your windowsill like a huge mechanical monster—take heart. Westinghouse has made their new 1963 window air conditioners as pretty and decorative as small furniture pieces. Four handsome wood furniture fronts designed to look like small cabinets cover up the works, fitting snugly over the standard conditioners. You may choose traditional, contemporary, early American, or provincial styles. These fronts will muffle operating sounds and eliminate direct drafts. The cooled air is channeled into the room through the top of the cabinet which has doors that open for access to the controls.

COMMUNITY HEADACHES AHEAD: Nearly $40 billion must be spent by 1970 on water and sewerage treatment plants to keep up with the demands of our fast-growing population. That's the prediction of the Department of Commerce. This figure—calling for annual outlays of about $4½ billion—will be offset slightly by federal grants-in-aid for sewerage treatment plants. This year $100 million has been set aside, and it may be more in the years ahead. But the bulk of this cash must be drawn from local budgets.

Will treatment-plant costs go down? Yes, but not before 1970, says Walter Picton, director of Water Industries Services for the Commerce Department. Research by private groups and by the Public Health Service will eventually turn up new and less costly methods. When it happens, automation will have much to do with bringing it about.

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