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# American Home

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**COVER: Spectacular for entertaining or homey for neighborly coffee breaks, our round-the-clock "Coffee Cakes" (pages 60-61) offer all-time, anytime enjoyment. Nutrition-rated recipes are given for all. Photographer: Rudy Muller**

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# HOW TO AVOID LAND-SALES FRAUD

Heard about the land boom? Feel you're missing out on a good thing? Think you ought to grab a piece of land somewhere, anywhere? If so, you may be a sitting duck for the land promoter. He offers a free weekend to inspect his parcel, suggests that prices are about to go up and warns that not many choice lots are left. New regulations from the federal Office of Interstate Land Sales Registration will help protect you from fraud, but it's up to you to take advantage of them. They are summarized below in this month's consumer-information story.—The Editors.

In recent years the sale of lots for vacation homes has rivaled the great land rush of the 19th century. The boom has attracted sharp operators who attempt to capitalize on the get-rich-quick notions that we're running short of land and that prices are bound to increase. Some families have found themselves with land under water; others discover there is no access to their lot; still others find themselves saddled with payments never mentioned in the original sales presentation.

Since 1969, when the so-called "Full Disclosure Act" became effective, interstate land sales have been regulated by the U.S. Department of Housing and Urban Development (HUD). However, as the land boom has intensified, the regulating agency, the Office of Interstate Land Sales Registration (OILSR), has had to tighten rules under which lots are advertised and sold. Last December 1, it put into effect a series of new controls to curb the flagrant abuses committed by some segments of the land sales industry. If you're considering the purchase of a lot, particularly in a highly promoted vacation development, it will pay you to know what the developers are allowed (and *not* allowed) to do in their effort to sell you a lot. The new regulations apply to all developers now required to register (or modify their registration). Here is a summary:

1. All advertising must reflect the true character and conditions of the property and must also state that HUD has not passed judgment on the property's value.

2. If the advertising says that the property can be divided and subdivided, it must also detail the cost and method of doing so.

3. A property report must be given to each buyer. On the first page this warning must be overprinted in large red letters: "PURCHASER SHOULD READ THIS DOCUMENT BEFORE SIGNING ANYTHING."

4. The property report must disclose the record of any lawsuit against the developer, as well as any health department or disciplinary action taken against him. It must also disclose all other data that would affect the value of the property, such as violations or bankruptcies.

5. The property report must describe any "special risk factors." For example, it must state that the future value of the property is not assured. If resale is limited by certain restrictions, these must be explained.

6. The developer's senior executive officer must sign the property report to make it admissible as evidence under the fraud statutes, if such action should ever have to be taken.

7. Financial statements must be submitted on all developments if the total sales of lots involve \$500,000 or more. The developer must provide both HUD and the potential buyer with audited financial statements. He must file new financial statements every 12 months, if changes have occurred that affect his financial status adversely.

8. The developer must disclose to a buyer those permits required for completion of the development and for the erection of a house. The developer must also identify the federal, state and local agencies that have authority to issue permits, including environmental agencies.

9. The developer must indicate clearly whether he obligates himself to carry out any promises or proposals made in writing, or whether these are merely expectations.

10. If no engineering report or bacteriological report on the water supply is available, the developer must let the buyer know there is no assurance that either the quality or the quantity of the water supply is adequate.

11. Specific disclosures concerning availability of utilities, sewage, year-round fire protection and flood insurance must be made. The de-

veloper must give details about whose responsibility it is to provide these services, assurances, if any, that they will be provided and what they will cost the buyer.

12. The developer must also make specific disclosures concerning physical access to the lot by car as well as legal access.

13. The developer's salesman may not tell a potential buyer that lots are "selling fast" if this is not actually the case.

14. The buyer normally has 48 hours in which to void the contract (the "cooling-off" period). Before he can give up this right, however, he must be given a *separate* document containing a "waiver of revocation rights." (This provision is designed to protect the buyer from signing such a waiver without realizing it.)

15. A potential buyer must be advised whether he is liable for the full amount of the contract, should he default.

These new regulations do not apply to every plot of land to be sold. They are designed primarily to control the developer who buys a large tract of land and breaks it up into small lots for resale. They do not apply, for example, to any development in which there are less than 50 lots. And even if there are *more* than 50 lots, the regulations have no bearing if each lot is five acres or more. Nor do they apply to lots on which there is a structure or if there is a contract to build a structure within two years.

"The new regulations," says OILSR administrator George K. Bernstein, "do not impose an excessive burden on the legitimate, soundly financed developer. They do make it more difficult for the shady operator, promoter or salesman to dupe an unwary buyer." *American Home* considers vacation-home land a good investment, primarily if you plan to build a house and enjoy it. But investigate carefully before you buy.



# NAILS ARE FOR SCRATCHING. KNOX® IS FOR NAILS.



These days you can walk into the corner drugstore and buy fake nails about anything. Including fingernails. But why settle for a put-on, when you can have the real things instead? New Knox Drinking Gelatine can grow them for you. In three out of four cases, it makes nails harder. And the harder they are, the longer they'll get.

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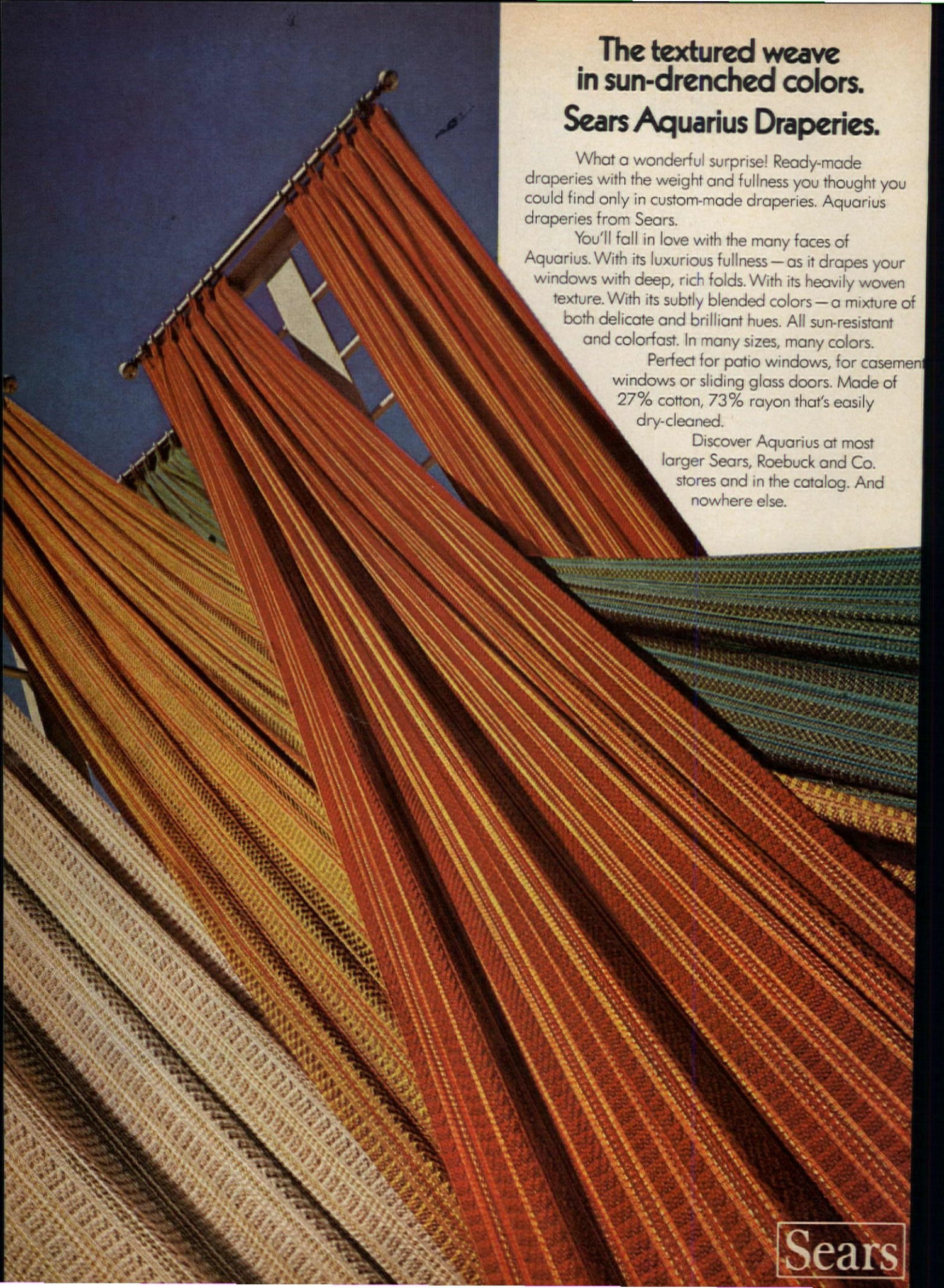
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Discover Aquarius at most larger Sears, Roebuck and Co. stores and in the catalog. And nowhere else.

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# LIFESTYLE

## The Thomas McAteers of San Francisco, California

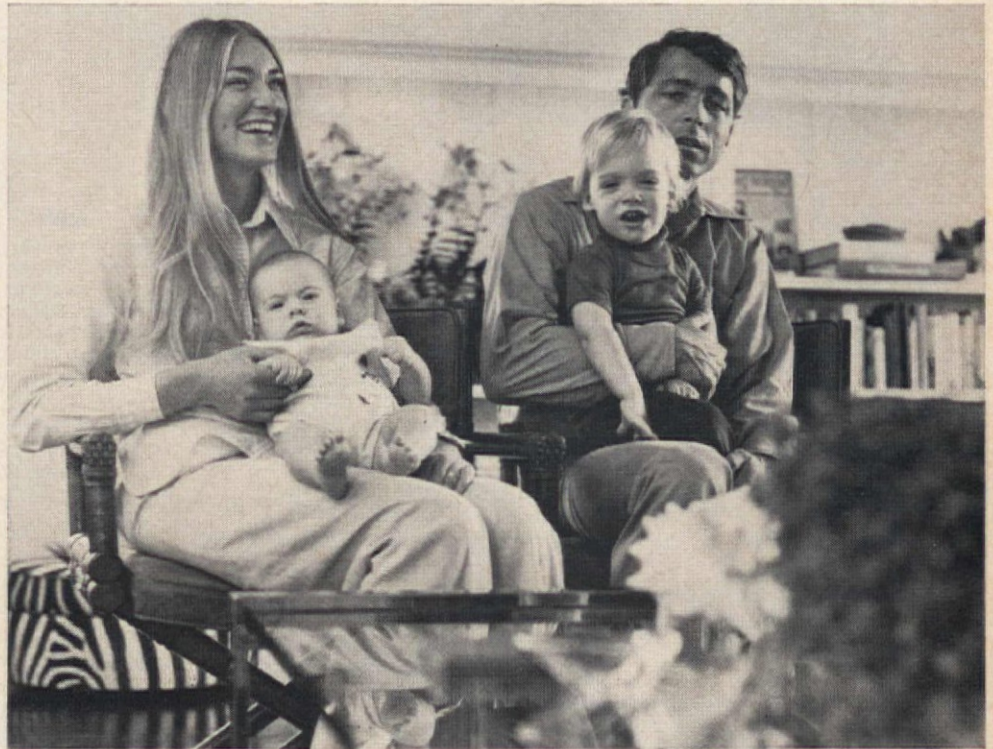
San Francisco is a vital city—a place for imaginative people and unique ideas. For Dana and Tom McAteer, it's the perfect place to live. Dana owns a shop, Tom two restaurants; these businesses are examples of the kind of personalized effort that gives San Francisco its special air.

*To Put It In*, Dana's shop, features nothing but containers—flowerpots, piggy banks, gift boxes, shelving, tote bags, baskets. "I started the shop because I thought it would be great fun," explains Dana. "This city is full of odd little shops, and somehow it inspires you to get into the act. If you have half a shred of imagination, San Francisco will activate it."

Similarly inspired, Tom and a partner have successfully launched *What This Country Needs*, two downtown restaurants where shoppers and business people can get a fast but delicious lunch. The decor is whimsical, the food is fun—such things as cream of zucchini soup with lemon wafers, or a sandwich of ham, Cheddar cheese and gaucamole on black bread. There's wine to drink, and the ambience is pleasant. "It's the kind of restaurant this country needs." Tom grins as he says this.

Both McAteers are native Californians: Dana is from Los Angeles; Tom comes from a family long active in San Francisco politics and civic affairs. The pair met as students at UCLA, married, traveled around Europe, then settled in Australia, where Tom worked in advertising.

In 1971 they returned to San Francisco. (continued)



Dana, Tom, baby John and David, 2, relax in their sunny, plant-filled living room (above). The house, built in 1860, was once Jack London's, and also one of the few in San Francisco to escape the 1906 earthquake and fire.

Dana's shop (left) sells diverse containers—from cash boxes to étagères. Here, she shows off one of her baskets, a specialty. The shop, *To Put It In*, is located in Ghirardelli Square—a complex of boutiques, shops and restaurants built from an old chocolate factory and some warehouses.



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Everything you need to make this elegant **SPINNING WHEEL PLANTER** when you join the famous National Handcraft Society.

**T**HIS Spinning Wheel Planter spins its charming spell on a shelf or a tabletop—wherever you choose to display it. Only 7½" tall, this delightful miniature reproduces many of the details found in Early American spinning wheels. Authentic touches include a puff of yarn on the spindle and a cord 'round the wheel. The mellow distressed pecan finish sets off a sprightly permanent arrangement of flowers and berries in blue, white and green. We want you to take this unusual decorator accessory as a **FREE** gift to introduce you to the benefits of membership in the National Handcraft Society.



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Lamp-Kin Holder

Coffee Mill Planter



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I understand that you guarantee not to drop me from the list of members unless I notify you of my resignation and that you will immediately refund my \$1.25 for any Kit that does not satisfy me.

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

NH-19



Tom (left) spends his days in his *What This Country Needs* operations. He supervises and takes care of the business end. Decor of the restaurants is part fun, part nostalgia, part plain and simple. One novel touch impossible to ignore (right): Butcher-block tabletops are supported by legs from discarded fashion-display mannequins. Homemade soups and desserts are the specialties of the house.

It has become their permanent home. Today, with young sons John and David, they live in a 100-year-old redwood house high on elegant Russian Hill. "We're located on a cul-de-sac off a cul-de-sac," says Tom, "so it's a real retreat."

Extending around the house is a shady yard offering plenty of space for the boys to play in. Tom and Dana tend a little batch of fruit trees and a garden of ferns, azaleas and rhododendrons. According to Dana, "Standing in the yard, you'd swear you were deep in the country, if it weren't for the giveaway grind of cable cars."

Inside, their home has large, bright rooms with high ceilings and spare furnishings in naturals and browns. Here and there are the hooked rugs and quilts Dana has made, plus things she and Tom have gathered lovingly during their travels in Europe and Asia. To take advantage of spectacular views of the city, all windows have been left bare.

The spacious home is perfect for the large-scale entertaining the McAteers prefer to hosting small dinners. "Big parties are easier," Dana claims, "as long as you have the room and are organized"—and, of course, as long as your husband is in the restaurant business: For one party, Dana borrowed two huge restaurant pots and cooked up a special stew for 60 people.

Both McAteers work a full day, but Dana always takes time off during working hours to come home and play with the children. In their spare time, they enjoy playing tennis or exploring the city, looking into shops and trying out restaurants. Tom plays handball, flies his own plane and frequently kayaks down rough northern rivers.

On only a moment's inspiration, the couple will take off to Lake Tahoe for skiing, or to Acapulco to laze in the sun.

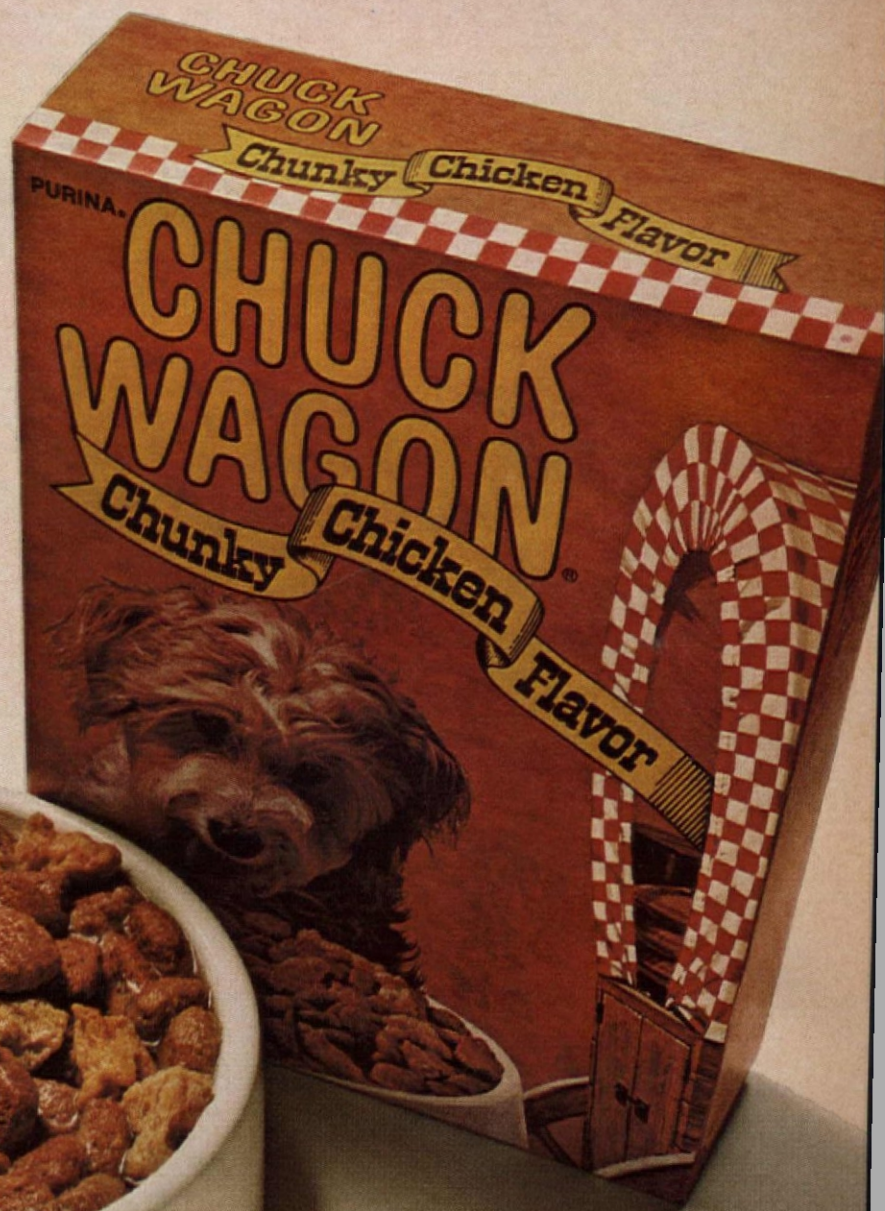
What's next for the McAteers? More of the same. "First of all, more children," says Dana. And also branch shops and restaurants. More traveling, parties, a better tennis game. "And more San Francisco," adds Tom. "We can never get enough of it."



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For your pet's health...  
See your veterinarian annually.



FROM HOME BASE

## A FAN FOR ALL KITCHENS

There's nothing homier than the smell of baking bread. But some other cooking odors are less pleasant, especially when they go stale after a while. That's why every kitchen needs an exhaust fan. Here are some guidelines to help you choose and install the right one for your kitchen.

To begin with, you'll get the best results from a fan that is ducted to the outside. This fan is far more efficient than the ductless systems that recirculate the same air and depend on a series of filters to get rid of grease, smoke and undesirable odors.

Most ventilating fans are installed near the range or cooktop, since that's the heart of the problem. One factor in choosing a fan, then, is the location of your range. Another factor is the feasibility of installing the fan's ductwork to the outside. The fan should be located so this route is as short and straight as possible.

There are three types of ducted fans to choose from: hood, wall,

ceiling. Makers of all three include such companies as Air King, Broan, Emerson Electric, Fasco, Kich-N-Vent, Miami-Carey, Montgomery Ward, Nautilus, NuTone, Rangaire, Sears, Swanson, Thermador, Ventrola.

**Hood fan.** This type—a hood or canopy over the range or cooktop—is more efficient than the other two, because it is located closer to and directly above the source of air contaminants, and because the hood shape channels these contaminants into the fan. It is usually a metal unit 24 to 48 inches wide, 5 to 24 inches high and 20 to 30 inches front to back. To suit different range placements, there are four standard hoods: the *peninsula*, flared on three sides; the *pass-through*, flared front and back; the *island*, flared on all four sides; and the most common type, the *wall-mount*, normally flared in front. Custom models are also available from many companies.

Most hood fans can be ducted either horizontally or vertically and are controlled by a switch on the hood or adjacent wall. An exception is the wall-mounted *roll-out* hood: Designed to vent high-oven ranges and positioned just above the upper oven, this unit turns on automatically when the hood is rolled out, and turns itself off when it is rolled back flush

against the front of the oven.

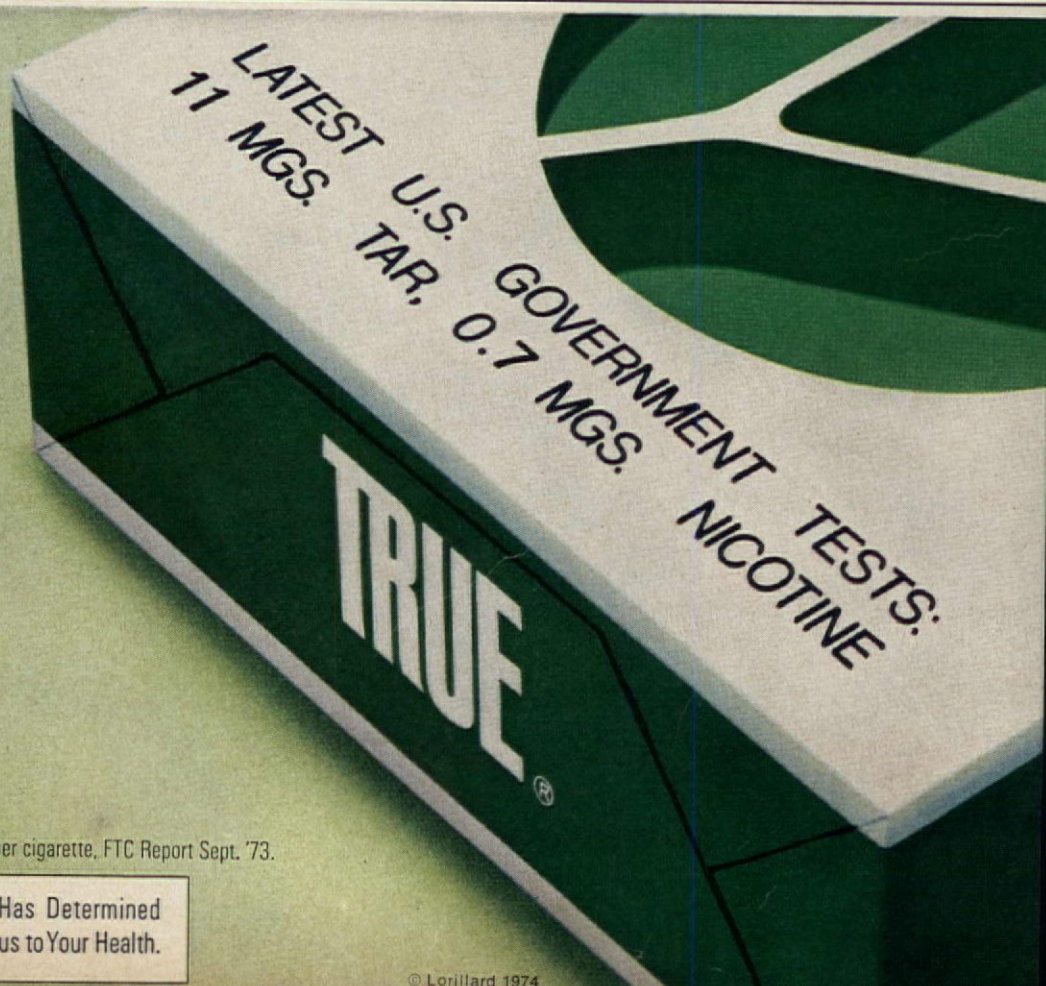
A hood unit is usually larger and more conspicuous than a wall or ceiling fan, but it can easily become a decorative element in the kitchen. You can get hoods in the major appliance colors and in several metal finishes—all in styles to suit almost any kitchen decor.

**Wall fan.** This unit is smaller than the hood type and is designed to blend in, chameleon-like, with its surroundings. Mounted behind or beside the range, and operated with a pull chain or wall switch, this round or square fan is 8 or 10 inches across and fits almost flush with the wall. It is most efficient when located on an exterior wall—usually the most economical location, too, since no ducting is needed. For use on interior walls, there are vertical or horizontal ducts.

**Ceiling fan.** This resembles the wall type in size and shape. It, too, fits flush against the mounting surface; usually it's housed in the ceiling or inside a cabinet over the range. (The latter arrangement means some loss of cabinet storage space, however.) Controlled by a separate wall switch, the ceiling fan can be ducted either vertically or horizontally, depending on roof design and kitchen location.

Cost is, of course, important when

10



Regular: 12 mg. "tar", 0.7 mg. nicotine,

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



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U.S. Gov't. tests show only one menthol cigarette lower in both tar and nicotine than 98% of all other menthols sold. True is the one.

Shouldn't your next menthol be True?



choosing a fan: Hood fans range in price from \$25 to \$300; wall and ceiling fans are \$25 to \$46. Since putting in a ducted fan is a bit more complicated than the average do-it-yourself project, there will be installation costs, too. These vary, depending on the amount of ducting necessary and the difficulty of installation. Just be sure you get an estimate from the dealer. Don't skimp; good design and fitting of the ducting are important: Improper ductwork can decrease the efficiency of the best fan.

Here are some points to keep in mind as you do your fan shopping:

- Know how high-powered your fan should be. A simple way to determine this is to multiply the square footage of your kitchen floor area by two. The result will be the CFM (cubic feet of air moved per minute) rating required for the room. This rating is marked on the HVI (Home Ventilating Institute) seal on all fans.

- Consider noise—or rather, the lack of it. You'll want a fan that is as quiet as possible. Ventilating equipment's noise level is rated in *sones*, internationally recognized units of sound that tell the total noise output of the unit—the lower the number, the quieter the unit. The HVI, a voluntary organization for industry self-regulation, has set a limit of 9

sones for kitchen fans. Fans are rated in steps of 0.5 sones—also marked on the HVI seal. CFM ratings being equal, the quieter the fan, the more expensive it will be. Mounting the fan portion of the ventilating unit on the exterior roof or wall of the house—possible with all three types of fan—will lower the sound level considerably.

- A hood fan should extend out almost to the front of the range's surface units. In general, the larger the hood area, the more efficient the fan.

- If the fan includes one or more filters, they should be easily accessible for cleaning or replacement.

- Look for a fan with a motor that is permanently lubricated, needing no periodic oiling.

- The fan should bear the UL seal, which guarantees that it's been tested for electrical safety by Underwriters' Laboratories.

- If the range hood comes with an enclosed light, make sure the light illuminates the entire range surface. The bulb should be easy to replace, the bulb cover easy to clean.

- A choice of fan speeds is a nice convenience. Some models have just one speed, but others have a high and low setting; the more deluxe models offer a wide choice of speeds.

- Exterior portions of the venti-

lating system should be weatherproof.

- An automatic damper is a convenience; it will prevent backdrafts from the outside.

- One nice feature to look for in the hood-type fan is the matching splash plate some companies offer. This easy-to-clean enamel-coated or plain metal plate fits on the wall in back of your surface units. Usually 24 inches high and 24 to 48 inches wide, the plates range in price from \$6 to \$37.

Once you buy and install your new ventilating fan, you can increase its operating efficiency two ways: 1) Turn on the fan at least 15 minutes before you begin cooking, so the air circulation pattern is started. Leave the fan on for at least 15 minutes after you've finished cooking. 2) Keep any filters or grilles clean and free from greasy deposits, so air can circulate freely. Check the instruction book for cleaning directions. Some filters are permanent and can be cleaned with hot sudsy water, then reused. Others are disposable and should be replaced whenever they get too dirty.

Use your ventilating fan properly and you can boil cabbage, broil bluefish or fry bacon anytime you wish. Your kitchen will *always* come out smelling like a rose.—Jeanne M. Bauer



# TUMBLING BLOCKS PATCHWORK QUILT KITS



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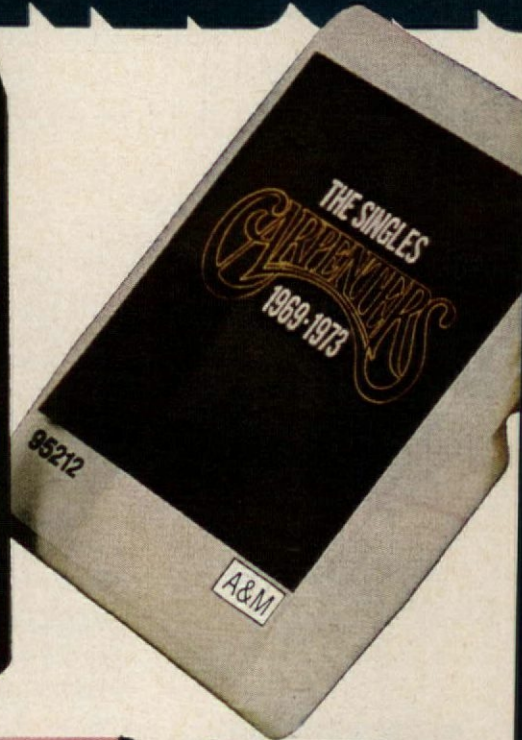
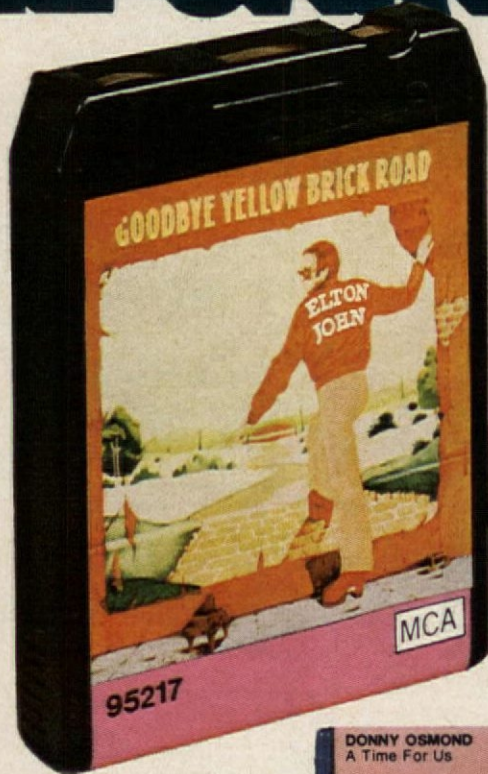
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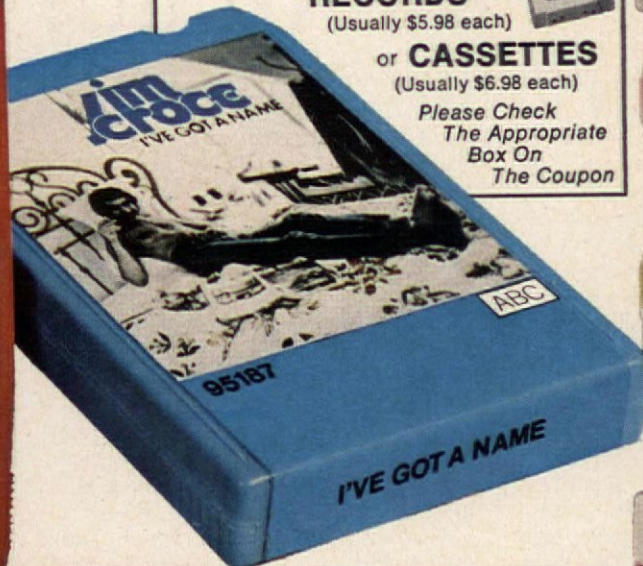
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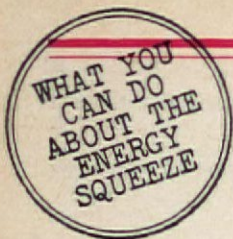
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# WHERE DOES ALL THE ENERGY GO?

If you are reading this issue at home, look around you. The house you live in—together with all the houses in the country—consumes nearly one fifth of all the energy produced in the United States. Although hard to believe, it's true. We've become so accustomed to low-cost energy that we've never considered it a commodity whose cost or availability must be reckoned in our day-to-day decisions.

Now all that has changed. Energy in every form is becoming increasingly expensive, and there is less and less of it. Where does it all go? The most sizable amount runs our factories—there is not much you personally can do about that. Nor can you lower the energy needed to power our commercial buildings: theaters, shops, offices. But you *can* do a lot about reducing the energy drain at home.

To make a start, you need a clear picture of just where energy is used in the home. Here's how it breaks down:

Space heating	57%
Water heating	15%
Refrigeration	6%
Cooking	6%
Air conditioning	3%
Clothes drying	2%
Other electrical	11%

You can see very quickly the three general areas in which savings can be made: heating and cooling, water heating, and the everyday use of appliances (primarily those concerned with food handling—refrigeration and cooking). In each of these areas, the amount of energy used is determined by two factors:

- 1) the type of equipment or system you now have and how efficient it is;
- 2) your normal pattern of use, whether economical or extravagant.

You can change both factors to effect energy savings; you can replace or upgrade inefficient systems or equipment, and you can change your pattern of equipment use. In the first case, some of the changes will cost money; in the second, the cost is more likely to be a minor inconvenience.

For appliances, the best advice is to start by reading, or re-reading, the use-and-care manuals that came with your appliances. They describe exactly how to use each appliance most

efficiently. If you've lost any of these manuals, write to the company and ask for another (be sure to include the appliance model number). The use-and-care manual will also tell you if any regular maintenance is required—cleaning, adjusting, oiling. A properly working product is clearly more efficient. Beyond this general advice we have prepared a complete chart (page 20) of the average energy consumption—and its cost—of each appliance plus a list of very specific operating tips (page 36). Compare your own pattern with the national average—it will help you see where you might make savings.

Heating and cooling, which use 60 percent of all the energy in the home, were recently covered in detail in *AH* (November 1973 issue). Here, in brief, are the important steps to take to improve efficiency in these areas: Add as much insulation as you can; add storm windows or double-paned glass if you don't have them (and leave storm windows up all year, if you use air conditioning); weather-strip and caulk every air leak; close off unheated (or uncooled) spaces; protect glass areas both summer and winter, using appropriate shades, draperies, blinds or exterior shading devices; control moisture both summer and winter; ventilate attic spaces, particularly in summer; have heating/cooling equipment checked regularly.

Some of our suggestions involve investing money now for future savings. And in the years to come there will certainly be new energy-saving materials and appliances that may well cost extra. In considering such expenditures, we urge you to adopt the principle known as *life-cycle costing*. Under this plan, the original cost of materials (or of appliances) is considered only one part of their total cost. Operating expenses during their estimated lifetime are the other.

In a sense, life-cycle costing is just another argument—provable in dollars and cents—for buying good quality. It is almost always less expensive in the long run. Every rise in the cost of fuel and electricity only underlines the value of life-cycle costing.

Assuming you are able to carry out most of our suggestions here and

on the following pages, how much can you save? Estimates range from 20 to 40 percent of your annual energy bill (not counting gas and oil for your car). If your utility bills (gas, oil and electricity combined) were about \$500, this could mean savings of \$100 to \$200. Not all of this is money in hand—in some cases we ask you to spend money to save money. But in the long run you will make a major cut in your operating expenses.

And Congress may help you with the money you spend for insulation, storm windows, etc. They may make such investments, up to \$1,000, tax-deductible. Watch for news on this.

—Guy Henle

## Now For Some Good News

This article focuses on energy conservation in your present home. But there are indications that your future home may be its own energy-saving package. Here are some examples:

*In Newark, Del.*, the University of Delaware has developed a solar house with 80 percent of its energy supplied by the sun. If it works, solar houses could be available by the early 1980s.

*In Strongsville, Ohio*, builder Bob Schmitt has built a house he claims cuts energy consumption for heating and cooling in half. It costs \$400 more than similar houses he has built, but he can show buyers they will recoup the \$400 in a few years with lower fuel costs.

*In Schnecksville, Pa.*, the Pennsylvania Power & Light Co. is building a demonstration house, using a solar-collector fence to cut fuel for heating 30 percent. Heat will also be recovered from chimney exhaust and from draining hot water.

*In Coral Springs, Fla.*, Westinghouse is building Electra III, a prototype house using 30 percent less electricity than similar-size all-electric homes in Florida.

*In Woodward, Iowa*, a 100-acre farm is operating on power generated by 3 big windmills. The National Science Foundation has just begun a 5-year study of this and other ways to harness wind power for today's energy needs.





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# HOW DO WATTS BECOME DOLLARS?

The wattage rating of an appliance determines how much energy it uses at any one moment. But a low-wattage appliance that runs continuously may well use more total energy each year than a high-wattage unit used occasionally. The chart below, developed by AH from data supplied by the Electric Energy Assn., shows you the average usage of the most common electrical home appliances. The cost per year is based on the

national average electric rate (2.3¢ per kilowatt-hour). You can calculate your own usage and cost as follows: Find the wattage of your appliance (from serial plate). Multiply wattage by estimated hours you use it each year.\* Multiply this by your electric rate (if you cannot find it, call the service representative at your local utility). It will be given in cents per kilowatt-hour (1,000 watts used for one hour); divide the final figure by 1,000.

Item	Average Wattage	Average Hours Per Year	Est. Kw-hr. Used Per Year	Cost Per Year (at 2.3¢)
<b>FOOD PREPARATION</b>				
Blender	386	39	15	\$.34
Broiler	1,436	70	100	2.30
Carving knife	92	87	8	.18
Coffee maker	894	119	106	2.44
Deep fryer	1,448	57	83	1.91
Dishwasher	1,201	302	363	8.35
Egg cooker	516	27	14	.32
Frypan	1,196	155	186	4.28
Hot plate	1,257	72	90	2.07
Mixer	127	102	13	.30
Oven, microwave	1,450	131	190	4.39
Range with oven	12,200	96	1,175	27.02
Range with self-cleaning oven	12,200	99	1,205	27.71
Roaster	1,333	154	205	4.71
Sandwich grill	1,161	28	33	.76
Toaster	1,146	34	39	.90
Trash compactor	1,380	24	36	.83
Waffle iron	1,116	20	22	.50
Waste disposer	445	67	30	.69
<b>FOOD PRESERVATION</b>				
Freezer (15 cu. ft.)	341	3,504	1,195	\$27.48
Freezer (frostless, 15 cu. ft.)	440	4,002	1,761	40.50
Refrigerator (12 cu. ft.)	241	3,021	728	16.74
Refrigerator (frostless, 12 cu. ft.)	321	3,791	1,217	27.99
Refrigerator/freezer (14 cu. ft.)	326	3,488	1,137	26.15
Refrigerator/freezer (frostless, 14 cu. ft.)	615	2,974	1,829	42.07
<b>LAUNDRY</b>				
Clothes dryer	4,856	205	993	\$22.84
Iron (hand)	1,008	143	144	3.31
Washing machine (automatic)	512	201	103	2.37
Washing machine (non-automatic)	286	266	76	1.75
Water heater	2,475	1,705	4,219	97.04
Water heater (quick recovery)	4,474	1,075	4,811	110.65

Item	Average Wattage	Average Hours Per Year	Est. Kw-hr. Used Per Year	Cost Per Year (at 2.3¢)
<b>COMFORT CONDITIONING</b>				
Air cleaner	50	4,320	216	\$4.97
Air conditioner (room)	860	1,000	860	19.71
Blanket	177	831	147	3.38
Dehumidifier	257	1,467	377	8.67
Fan (attic)	370	786	291	6.69
Fan (circulating)	88	489	43	.99
Fan (rollaway)	171	807	138	3.17
Fan (window)	200	850	170	3.91
Heater (portable)	1,322	133	176	4.05
Heating pad	65	154	10	.23
Humidifier	177	921	163	3.75
<b>HEALTH &amp; BEAUTY</b>				
Hair dryer	750	51	38	\$.87
Heat lamp (infrared)	250	52	13	.30
Shaver	14	129	1.8	.04
Sun lamp	279	57	16	.37
Toothbrush	7	71	0.5	.01
Vibrator	40	50	2	.05
<b>HOME ENTERTAINMENT</b>				
Radio	71	1,211	86	\$1.98
Radio/record player	109	1,000	109	2.51
B/W TV (tube)	160	2,188	350	8.05
B/W TV (solid state)	55	2,182	120	2.76
Color TV (tube)	300	2,200	660	15.18
Color TV (solid state)	200	2,200	440	10.12
<b>HOUSEWARES</b>				
Clock	2	8,760	17	\$.39
Floor polisher	305	49	15	.34
Sewing machine	75	147	11	.25
Vacuum cleaner	630	73	46	1.06

\*Thermostatically controlled units cycle on and off. Estimates of "hours of use" are based on the time the heat element is "on" and will be less than actual switch-on time.



# Spend a day in your attic— save up to \$130 a year.



**If your attic isn't insulated, insulate it yourself with 6" of Fiberglas.\*** A home with 6" of Fiberglas insulation in the attic costs up to 30 percent less to heat than an identical home with no insulation. (Costs less to cool, too.)

Take an average 1000-sq.ft. home in Chicago, for example. Going from no insulation to 6" of Fiberglas insulation in the attic could cut heating costs as much as \$130 a year.

If you already have some insulation, increase it to 6". You'll save, too.

Ask for Owens-Corning Fiberglas insulation. It's pink. And it comes in standard widths for easy do-it-yourself installation. (Cost for Fiberglas insulation 6" thick: about 15¢ a square foot at your local building material dealer.)

Or if you prefer you can have your local insulation contractor install Fiberglas insulation.

**Send for free fuel-saving facts.** Fuel savings vary by region. To find out how much you could save—and how to do it yourself—clip the coupon.

Owens-Corning Fiberglas Corporation  
Att: A. Q. Meeks  
Fiberglas Tower, Toledo, Ohio 43659

Please send me a free computer analysis of heating and cooling savings in my area. Plus a free "do-it-yourself" booklet.

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State \_\_\_\_\_ Zip \_\_\_\_\_  
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\*T.M. Reg. O.-C.F.

Owens-Corning is Fiberglas

OWENS/CORNING  
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TRADEMARK





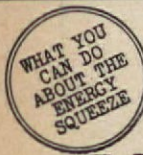
## Furniture for lovers

Furniture that's crafted of warm, beautiful, natural wood. No plastic substitutes. You'll love it for the same reason you love that kind of people. We call it "Staccato." It's a very today design, with a geometric pattern of squares and

oblongs standing out in bold relief for a striking three-dimensional facade. Pieces for bedroom as well as dining room. For folders of "Staccato" and other Lane furniture send 25c to The Lane Co., Dept.M02, Altavista, Va. 24517.

# Lane<sup>®</sup>

For a "Staccato" dealer phone free: 800-243-6000 (In Conn., 1-800-882-6500)



WATER HEATING

## SOME LIKE IT HOT, BUT...

Heating water for washing, bathing, dishwashing and laundering consumes about 12 percent of all the energy used throughout your house. Whatever you can do to save hot water—and there is a lot—will put money in your pocket and contribute to conserving our country's energy supply.

For example, when you bathe, do

you *have* to fill the tub to within 3 inches of the rim? Do you *have* to stand under the shower a full 10 minutes? Experts estimate that nearly half the hot water that pours from pipes in the typical American home is used for bathing. If you cut this use by a third, you'd make a major saving in fuel required to heat water.

Another substantial hot-water saving can be made in the laundry. You might, for instance, switch to cold-water washing—or at least use the warm-water setting as much as possible. Use the water-level control to fit the right amount of water to the size of the load. Plan for full rather than partial loads. For best results, balance the load with clothing of vary-

ing sizes, but be sure that all fabrics in a single load require the same treatment. Pretreat very soiled or stained clothes, or use the soak cycle to loosen stubborn dirt, so you won't have to wash them twice or use an exceptionally long wash time. Measure detergent accurately—too little leaves clothes dirty, too much overloads the washer so you have to add water to get rid of the detergent. If your washer has a suds-saving feature, by all means use it.

Use similar water-saving procedures if you have a dishwasher. Limit dishwasher use to once a day or only when a full load of dishes has been accumulated.

If you have extra cycles on your dishwasher, use only a single wash unless you have heavily soiled pots and pans. Scrape food from dishes rather than rinse. Check the filter screen regularly and remove any food particles that may be blocking a free flow of water. And if you wash dishes by hand, don't do it under continuously running water. Fill a pan or the sink, then spray-rinse.

If you don't have a dishwasher, consider reducing the water-heater temperature from the usually accepted 140° to 150° range to 110° to 120°, hot enough for the pleasantest bath or shower and other warm-water needs. You can move it back up on laundry days, but you'll make big savings on all the other days.

Note, however, that a dishwasher requires the hotter temperature to clean and disinfect properly, and you can't push the temperature up every time you want to do dishes.

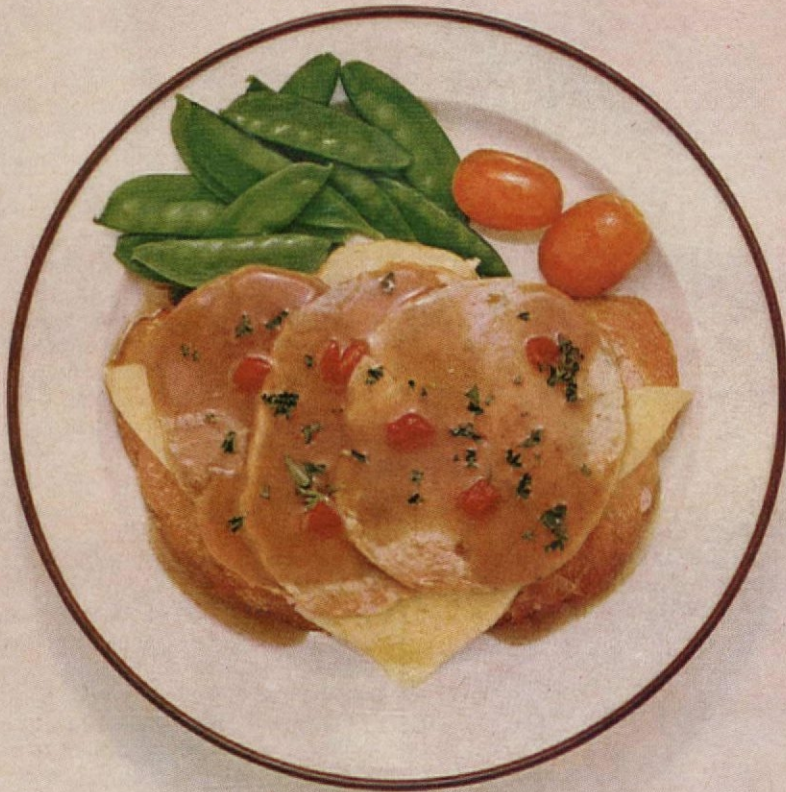
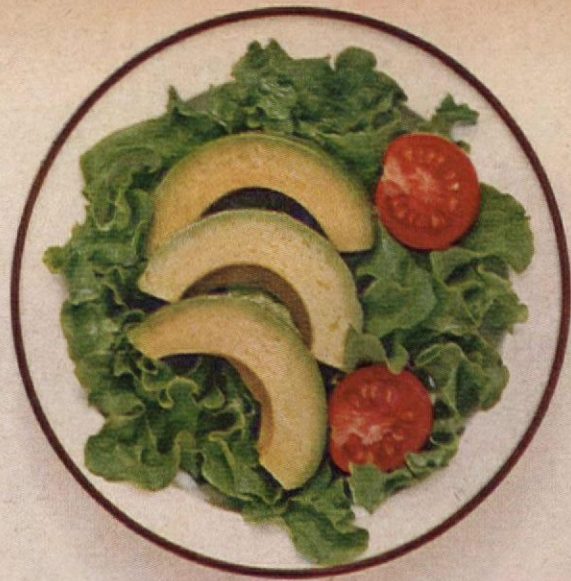
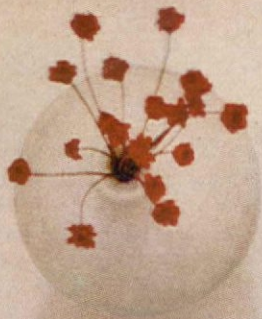
Additional hot-water savings that, all told, may be substantial can be achieved through a simple repair and improvement program.

If you have an oil-fired water heater, be sure it is inspected and adjusted annually. (Because of the simpler mechanism, this is unnecessary with a gas or electric heater.)

Stop faucet leaks. In the course of a year, a hot-water faucet with a one-drop-a-second leak will waste fuel—and approximately 650 gallons of water. Fixing the typical faucet found in all but the newest houses is one of the easiest repairs you can make. Any home-repair book will explain it.

Unfortunately, some of the newer faucets are harder to repair—mainly because they are designed in unfamiliar ways. If you find the manufacturer's name, you can (continued)





For people who can't leave well enough alone, look what you can do with a Banquet Turkey Cookin' Bag® entree.

Giblet gravy and sliced turkey. Nobody makes it faster or better than Banquet, but if you want to make it fancier, here's how:

Take one Banquet Giblet Gravy and Sliced Turkey Cookin' Bag entree from your freezer and prepare. Oven-melt Monterey Jack Cheese on one slice of sour dough bread. Top with turkey, then add gravy. Garnish with parsley, pimiento and a sprinkling of curry powder. Serve with Snow peas, kumquats, accompanied by an avocado and Cherry Tomato salad.

Banquet. When you start with great food you end with a great meal.

Banquet Foods Corporation, St. Louis, Missouri 63101





# Just off the presses... the new 1974 Wilton Yearbook



184 big 8½" x 11" pages in full color show you how to decorate cakes the way the professionals do.

You can create every cake pictured here and many many more.

The new edition of Wilton's wonderful Cake Decorating Yearbook teaches you step by step, in words and pictures, using many of the special techniques developed in the famous Wilton School for professional cake decorators.

You are told what tools you need, how to use them, how to create flowers, fancy borders, and write messages in frosting.

**The Wilton Way works.** Mrs. Robert Scott, 9 Rock Cut Road, Newburgh, N. Y. 12550, writes:

*"I'd like to close saying 'Thank you, Wilton.' The many, many compliments I receive, the ribbons from the fair, the money I receive are all partly yours!"*

Delight your family and dazzle your friends with the newest cake creations from the 1974 edition of Wilton's wonderful Yearbook.

Clip this coupon now

**Wilton** ENTERPRISES, INC.

833 West 115th St., Chicago, Ill. 60643, Dept. AH-24

I want to be first in line for the latest. Send me the new 1974 edition of the Wilton Yearbook. I enclose:

- \$1.50 for one copy } This includes  
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WATER HEATING: SOME LIKE IT HOT BUT continued

get repair information or parts directly from him. Or you can call a plumber.

If you're installing a new clothes washer, locate it as close to the water heater as possible. You don't have as much leeway with a dishwasher, but the same holds true. Thus you can keep the hot-water line as short as possible to minimize loss of heat as the water moves from heater to appliance. No matter where the appliances are placed, you should insulate all hot-water lines—at least those that are used frequently. The best insulation is thick, rigid fiber glass or cellular sleeves that snap around the pipes. Fiber-glass tape is of little value if used only in a single thickness: you must have at least a half-inch of insulation to cut heat loss appreciably.

Equip shower heads with water regulators—they cut down flow without reducing pressure. The simplest device is a short length of pipe that slips into the pipe behind the shower head. Or if you need a new shower head anyway, get one with a built-in volume regulator. Comparable controls can be used in lavatory and sink faucets.

If your water is hard—as most is in the United States—take the necessary steps below to prevent the accumulation of scale in the water heater; scale can increase fuel consumption as much as 25 percent. In addition, hard water makes it difficult to wash clothes really clean, thus forcing you to wash them more often.

In areas where the water is only moderately hard, it's reasonably simple to de-lime a storage-type water heater about once a year. Ask your water-heater dealer or manufacturer for directions. Tankless heaters must be purged by a serviceman. In areas where the water is extremely hard, consider installing a water softener. This will eliminate scale in the heater and in piping throughout the house. Furthermore, you will enjoy all the other advantages of soft water: cleaner dishes, no spotting of counter tops and other surfaces that water touches, no lime deposits in pitchers and coffee makers, longer-lasting fabrics, more lustrous hair.

When your water heater finally needs to be replaced, make sure the one you buy is heavily insulated. This is more important with electric heaters; gas and oil heaters lose more heat up the flue than through the tank walls. If you install an electric heater, it *should* be a deluxe model with a rated heat loss of no more than 4 watts per square foot. Since this information is not printed on the nameplate, ask your dealer.

Finally, if you add a wing to your house, consider adding a small water heater to supply the new wing rather than running a long, heat-wasting pipe from your present heater. Because of what you save on piping, this won't cost as much as you might think, and could well pay for itself over the years by reducing fuel use.

By the same token, if you're building a new house that has a spread-out plan, you might save money in the long run by installing two small water heaters in different parts of the house rather than one large central heater with long pipe runs.

Using less hot water in all these ways provides the most immediate measurable savings of energy, but conserving water of any kind—hot or cold—reduces energy use over the long run. Complete community water systems require major expenditures of energy in such procedures as pumping, aerating, filtering, treating and disposing (of sewage). And water itself is a commodity that's in short supply in some communities. For these reasons, be water-wise throughout the house, whether you're dealing with hot or cold. —Stanley Schuler

FOR MORE ABOUT THE ENERGY SQUEEZE, SEE PAGE 36.





*the summer of 1903, Miss Deanna Durdov hid her cigarettes in the family greenhouse, behind the Pinus Ponderosa. Or was it the Austrian fern?*



**You've come a long way, baby.**

# VIRGINIA SLIMS.

*Slimmer than the fat cigarettes men smoke.*



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

17 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Sept.'73



# Who softens your softener while your softener is busy softening the water?

Morton does.

With Morton® Pellets and new Morton® Super Pellens® for rusty water problems.

Most leading water softener manufacturers and dealers recommend Morton products.

That's because they're free of the impurities that can harm your softener.

After all, they're made by the same people that make Morton table salt.

And you can't get any purer than that.



Morton. The purist.



# KNOWHOW

In your search for a new home, the key man in most cases will turn out to be the real estate broker or salesman. He will be at the center of your house-hunting effort, particularly if you are searching in an unfamiliar community. A good broker, or his agent or salesman, can probably provide more useful information about the area and its services than any other single source. He can lead you to homes that are for sale within your price range and meet the other criteria you set.

## SEEK RELIABILITY

The best route to finding a reliable broker is through a personal recommendation from someone who has dealt with the broker before and has found him conscientious and reliable. Your employer or prospective employer may have a list of brokers who have found homes successfully for others. Brokers with whom you have dealt in the community you are leaving are another good source of reference.

If you do not have access to any of these sources, you can contact the chamber of commerce or the realty board in the community where your search is centered and ask for a list of brokers specializing in the kind of house you are looking for. Should you want to check the qualifications of any broker to whom you've been referred, you can consult the local Better Business Bureau.

## HOW MANY BROKERS?

As a house hunter, your problem is to gain exposure to as many houses as possible of the type you are seeking and in the price range you can afford to pay. Ideally, your problem would be simplified if you could put yourself in the hands of a single broker who would show you all the available houses suitable for your needs—and no others. But this ideal is seldom possible in most communities of any size. Your aim as buyer should be to find one or more brokers with the best selection of houses that meet your specifications.

The broker's role is frequently misunderstood. In each of the 50 states he is a licensed professional, but educational qualifications and experience requirements vary widely from state to state. In some states real estate salesmen must also be licensed and must work for a licensed broker. There are more than half a million real estate

## SHOULD YOU USE A BROKER WHEN BUYING A HOUSE?

brokers, salesmen and practitioners of related skills in the country. They include executives of large realty companies whose business is nationwide or regional, and they also include part-time housewives and students who show houses on weekends.

## CHOOSING A BROKER

More than 90,000 realty professionals are members of what is by far the largest organization in the field, the National Association of Realtors. Brokers who are members of the association are entitled to use the copyrighted designation "Realtor" in their professional capacity. They may also belong to any of about 1,600 local Boards of Realtors and frequently to state or regional bodies as well. To qualify as a Realtor, a broker must meet certain standards set by the national association apart from state licensing requirements. He must also subscribe to the association's code of ethics and adhere to certain professional standards.

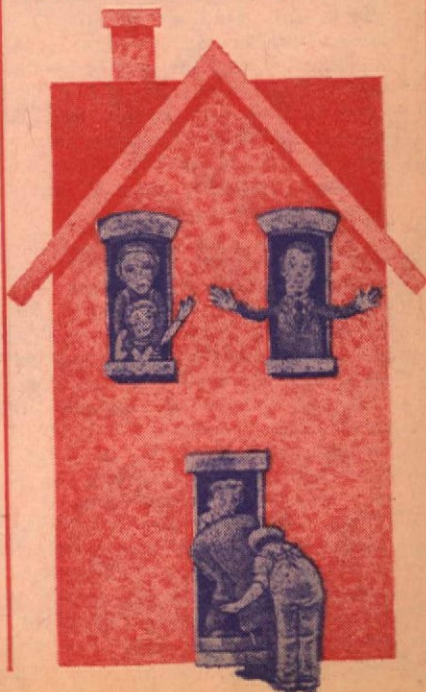
There is another well-known group of professional brokers, the National Association of Real Estate Brokers, which has as its copyrighted designation "Realtist." The association has a code of ethics, an emblem and an international membership, although it is much smaller than that of the Realtors.

What do these designations mean to the prospective home buyer? There is no reason to assume that a broker lacks qualifications simply because he is not a Realtor or Realtist. Many brokers have elected not to affiliate, and such nonaffiliation does not necessarily reflect on their competence or qualifications.

The real estate broker customarily receives his entire remuneration, particularly in home sales, in the form of a commission on the transaction. The commission rate is a

negotiable item between broker and seller and usually is 5 or 6 percent. Although the broker is legally entitled to receive his commission, under the laws of most states, from either seller or buyer, in practice he represents the seller and gets his commission out of the price.

Doesn't the commission add to the cost of the house? Couldn't you buy for less if the seller were to receive the full price without the commission's being deducted? Not necessarily. Such savings are for the most part illusory. Prices of homes, like every other commodity in a free market, are determined by supply and demand. A house for sale that has considerable buyer appeal will be taken readily at the market price, whether or not a broker is involved in the transaction. One that is not appealing at the asking price will be sold only if the seller accepts a lower price. Each house on the market competes with all the others. True, the seller who feels he has a true bargain may undertake to market his house without the help of a broker, since he can avoid paying the commission. But many sellers in such circumstances do not. They value the broker's services in screening out "lookers" who visit houses on the market with no serious intention of buying, and they are willing to pay a broker for handling the paper work that is involved in a home selling-buying transaction. (continued)





For these reasons you can generally assume that houses you are shown by a broker are priced at the market level. Moreover, from your point of view as a buyer, especially in a community with which you are not familiar, it is extremely difficult to seek out and find individual sellers offering houses that match your needs in location, size, price and the many other factors that an experienced broker takes into consideration when assessing your requirements.

Often when you visit a broker's office to explore listings, you are asked to fill out a questionnaire whose purpose is to detail your needs. Assuming that you have been directed to a conscientious broker, the few minutes you spend filling out such a form can be most productive. The more detailed the information you give him, the easier it will be for him to rule out houses for sale that would be unacceptable to you, thereby saving you time.

### ESTIMATED PRICE

It is most important to give the broker an accurate range of the prices you're prepared to pay.

Just because asking prices are usually higher than the final selling price, don't supply an artificially low estimate of what you are willing to spend, figuring that you can always go higher if the broker shows you something specially desirable. This only wastes your time and that of the broker.

Many would-be home buyers are wary of real estate brokers, agents and salesmen, feeling that they will do anything to sell a piece of property. Generally, these fears are unwarranted. A good broker knows that painting a rosy picture of a not-so-rosy locale, or making a dilapidated house out to be a sound one, will rarely clinch the sale. The conscientious broker also realizes that the buyer of a house becomes a part of the community, and that satisfied clients are the best source for new prospects.

### OTHER ASSISTANCE

In addition to showing you houses on the market that fall within your stated requirements, the broker may be helpful in other ways. He can usually supply complete information on property-tax rates, municipal services provided, transportation facilities, proximity to schools, shopping, houses of worship and other essentials.

The broker also serves as your most convenient means of access to other professionals whose services you will need in buying a house. Most commonly, you will need a mortgage. Most brokers have contacts with local banks,

savings and loan associations and mortgage brokers that can be used to find the best obtainable loan. It may be difficult to shop for a loan in an unfamiliar community.

### APPRAISALS

If you want to have a house appraised (beyond any appraisal that might be required for Federal Housing Administration mortgage insurance or a Veterans Administration mortgage guarantee), the broker can direct you to an appraiser. Should you want to have a house inspected by a professional engineer as to soundness—a good idea with houses more than 10 or 15 years old—to determine whether a desired addition or alteration is structurally feasible, the broker can find one for you. The matter of casualty insurance is also one in which your broker can help. In many instances he deals in property insurance or has an affiliation with an insurance agency.

Many home buyers expect that the real estate broker, as the middleman in the transaction, will handle all the details. This is true up to a point, but don't expect the broker to act as a lawyer for you. Both buyer and seller should be represented by competent legal counsel. In some states brokers are permitted to draw up legal documents used in home transfers; in other states they are not permitted to do so. Regardless of who draws up the documents, you as buyer should have a lawyer of your own choice go over all the papers you are going to sign. He should represent you at the signing of the contract, if possible, and certainly at the title closing when you take final possession of the house.

### THE FINAL STEPS

When you have made your selection, you are ready to make an offer to the seller through the broker. Here takes place the familiar ritual dance of American home buying—the offer and counter-offer, a duel of wits and wills that may go on for weeks. But much of the game is really superfluous. Most experienced brokers can forecast quite accurately what a given house in their area will eventually sell for, so he can be of considerable help at this point. He generally knows when an asking price is firm and when it's negotiable. His main object is to effect sales, not to maintain high prices. When he notifies you that your offer has been accepted, you're on the road to owning a new home. —Glenn C. Fowler

From the book **THE FANNIE MAE GUIDE TO BUYING, FINANCING, AND SELLING YOUR HOME**: "Advice from the Nation's Leading Real Estate Writers," edited by Melvin Mencher. Copyright © 1973 by Federal National Mortgage Association. Published by Doubleday & Co., Inc.

# MEAT-CUT NAMES GO NATIONAL

## New standards mean money saving.

Shopping the meat counter can often be frustrating. With names differing every place you shop, confusion can result in overspending or unwise choices of meat cuts.

All this is about to change. An industrywide committee comprising executives of meat-packing processors, retail firms and industry trade organizations, with assistance from the U.S. Department of Agriculture, the White House Office of Consumer Affairs and the Council of Better Business Bureaus, has been at work a year on a system that will standardize meat labeling. They have reduced the number of commonly used names—many fanciful, some allegedly deceptive—to a master list of about 315. Adoption of this official name guide by meat retailers is voluntary, but it is hoped and believed that all major stores throughout the country will be using it by the end of the year.

What you will be seeing is a label that shows, first, the kind of meat (beef, veal, pork, lamb); next, the section of the animal from which it comes; finally, the recommended retail name. Gone will be the fancy names—Delmonico, Spencer, Beauty—you once encountered. On the weight-price label the designation will look like this:

BEEF RIB  
EYE STEAK

There are few exceptions to the rule. Names that have become traditional and accepted, over the years, may still be used. So you will continue to see terms like "Porterhouse Steak," "Filet Mignon" and "French-Style Chops." And in areas where a name has become accepted and confusion might arise were it eliminated, it can be added to the standard information. For example, the California Roast is a popular item in some localities. To assure his customers that he still sells this, the retailer will put the accepted terminology on the weight-price label:

BEEF CHUCK  
UNDER BLADE ROAST

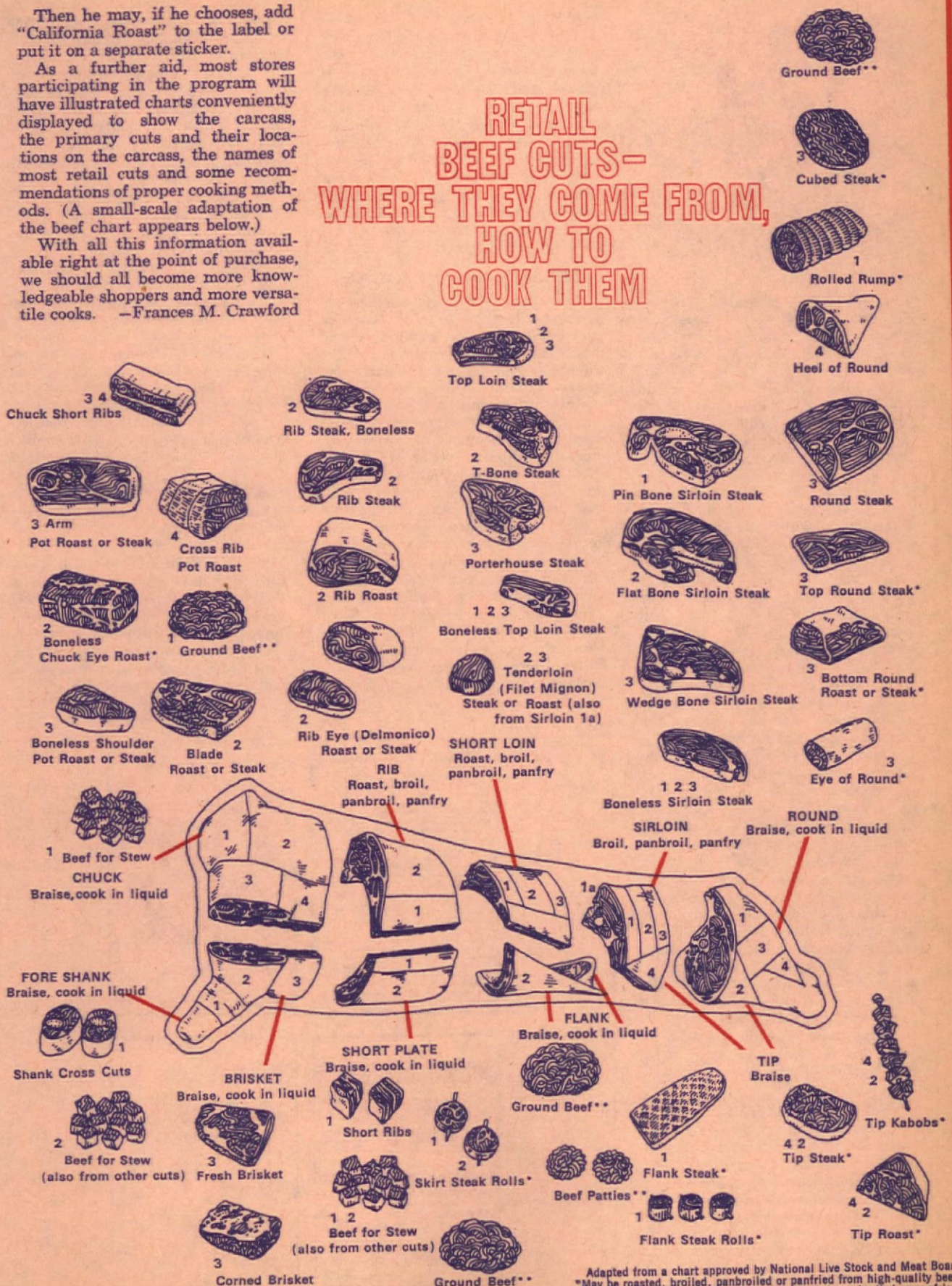


Then he may, if he chooses, add "California Roast" to the label or put it on a separate sticker.

As a further aid, most stores participating in the program will have illustrated charts conveniently displayed to show the carcass, the primary cuts and their locations on the carcass, the names of most retail cuts and some recommendations of proper cooking methods. (A small-scale adaptation of the beef chart appears below.)

With all this information available right at the point of purchase, we should all become more knowledgeable shoppers and more versatile cooks. —Frances M. Crawford

# RETAIL BEEF CUTS— WHERE THEY COME FROM, HOW TO COOK THEM



Adapted from a chart approved by National Live Stock and Meat Board  
 \*May be roasted, broiled, panbroiled or panfried from high-quality beef.  
 \*\*May be roasted (baked), broiled, panbroiled or panfried.



# SELF-STICK PAPER POWER

It's the secret of "presto decorating."

The self-sticks — pressure-sensitive, adhesive-backed wall papers and plastics—make room rejuvenating easy and fun. And they're handsome, too, as you'll see in our "presto-decorated" rooms later in this issue. In choosing a self-stick just right for you, remember that wall irregularities will show through the shiny, solid-color self-sticks; patterned coverings completely hide what goes on underneath. (We used busy polka dots in a bath to disguise the square pattern of the covered-over tile.)

For starters, make sure your wall surface is clean, smooth, nonporous. Precoat plasterboard or water-based painted walls with varnish or shellac for firm adherence. To test your wall for paint type, apply a small piece of self-stick; if particles of paint cling to the adhesive, the paint on the wall is water-base and the surface should be treated as described.

Before applying the self-stick, which comes in 18-inch widths, cut it to wall-height strips. Then start in a corner, dropping a plumb line from ceiling to check straightness. Position your first strip precisely on the vertical; apply it from top to bottom, gradually removing the backing and smoothing out the bubbles (a soft, clean dustpan brush is good for smoothing). Apply the next section, overlapping it 1/2 inch (overlap all sections; self-sticks can shrink). Repeat, using a razor to cut around or shape over irregularities.

These basics are all you need to transform a room, but here are a few "special effects."

## HERRINGBONE IMPACT

A pattern on your walls can really bring a room to life. Try a big herringbone design (it looks smashing in our dining alcove) or try stripes, a plaid, a check. Work out your design on paper first, deciding on widths, angles and colors. We worked with 9-inch-wide stripes—each half the width of the self-stick. To make the V-patterned herringbone, drop a plumb line

where you want the stripes to meet. Measuring carefully, draw and apply two stripes that meet precisely in a V. With this as a guide, apply the other stripes above and below it, overlapping and smoothing them down as you go. For a fluid, stylish look, continue your pattern over moldings, doors, even light switches. Or add some contrast by painting the moldings and doorjambs in a coordinating color; we used the yellow of our herringbone pattern.

## CEILINGS AND FLOORS

Self-sticks can work wonders on a ceiling (as they do in our kitchen and bathroom), but manufacturers don't usually recommend it, as the weight of the paper will eventually cause it to draw away from the ceiling. However, we solved the problem by reinforcing ceiling corners and seams with spray adhesive; wallpaper paste or staples would do the job just as well. A molding around ceiling edge will also help hold on self-stick.

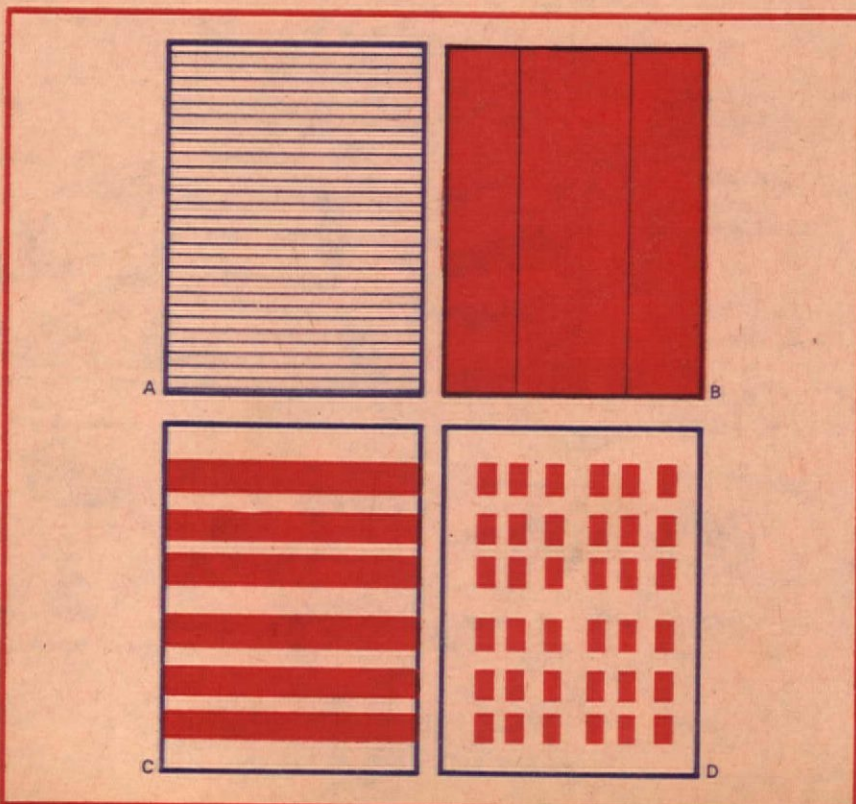
Self-sticks on the floor are even more spectacular, as our red-and-white nursery shows. Experiment on paper until you come up with a pattern you like; then plot your colors and go to work. The floor should be clean and relatively even; most floors are nonporous, so no other preparation is needed. We started with a wood floor (see A,

below, for a section of it). First we laid down full widths of red self-stick (B). Next we put down 5-, 3- and 2-inch-wide strips of white self-stick, laying them in that order at 5-inch intervals (C). Across these we put down more white strips, cut to the same size and laid in the same order, at 3-inch intervals (D).

No matter what pattern you choose—checkerboard, stripes, even a plaid—you should protect your floor art with a coat or two of varnish or polyurethane. But before you apply any coating, test for an adverse chemical reaction; some of these products contain a solvent that eats through plastic. Try a bit of the coating on a sample piece of self-stick that you've mounted on a board. If there is a bad reaction (it will happen immediately), try another kind of protective coating. Actually, floor wax will give some protection.

## TULIP CUTOUTS

Self-stick cutouts are fun in any room. We tried tulips in the nursery; you might go for sunflowers in a kitchen or birds in a bath. Whatever you pick, sketch out your design on cardboard, then trace it onto the self-stick. For our nursery, we scattered 3-inch-high white tulips over the red dado and 6-inch-high red tulips on the white wall. —Christine B. Roth





# FLOOR SAVERS

The "caster family" prevents floor/carpet damage.

Furniture legs can be real trouble-makers—crushing the pile on your carpets, leaving rust spots, scratching and denting your hard-surface floors. But you can protect your carpeting and floors with any one of a number of efficient "savers" available today. Some—the cups, tips and glides—also muffle noise and prevent furniture skidding. Others—the various casters—also give furniture easy rollability, turning tables into carts and making heavy pieces movable for cleaning.

Made of metal, rubber or plastic, all of these floor savers are available either clear or in colors. As a rule, use the metal ones on carpeted floors (they slide easily), the rubber ones on hard-surface floors (they won't mar). Plastic savers are good on all floors, though they will wear out quickly if used on concrete. Look for floor savers in hardware and variety stores; they're sold singly or in sets of four (as ours are priced).

## CUPS

Cups come either round (as at far right, above) or square; use them under wooden or metal legs  $\frac{7}{8}$  to  $2\frac{1}{2}$  inches thick. Their bases can be smooth (A), carpeted (B) or fingered (C): For best protection, use the smooth and carpeted types on short-pile rugs or hard-surface floors; use the fingered ones—the "fingers" provide crush prevention—on deep-pile rugs. Cups made of metal, rubber or plastic are available in clear plastic, in wood-grain-finished metal or in colors (usually white, black, gray, brown or green), at 45¢ to \$1.10 for four.

## TIPS

Tips (D) are for wooden or metal legs that are  $\frac{1}{4}$  to  $1\frac{1}{2}$  inches thick; they should fit snugly. For those dinette sets with double metal legs, there are even special linked twin tips. Made of rubber or plastic, all tips come in white, black, gray or beige at 30¢ to 90¢ for four.

## NAIL-ON GLIDES

There are two kinds of glides: the nail-on type for wooden legs and the swivel glide for wooden and metal legs. Both range in size from  $\frac{3}{8}$  to  $1\frac{1}{2}$  inches across and cost from 30¢ to \$1.20 for four.

The simplest glide for a wooden leg is the three-pronged (E) or the one-nail (F) stainless-steel button. Other simple one-nailers are made of rubber or plastic, with bases that are smooth, carpeted or fingered. One stainless-steel glide (G) even has a set-in rubber pad to reduce noise and absorb vibration.

## SWIVEL GLIDES

Swivel glides are made to fit angled legs, though you can use them with straight legs. They're usually plastic or metal with a plastic base, and some have an adjustable stem that compensates for uneven legs. The tubular swivel glides (H) fit over hollow metal legs and are secured by an internal clip; the metal tube is finished in brass or nickel. For use with solid-metal legs, there's an all-plastic tubular glide that's made to force-fit. This one also fits wooden legs, but the nail-on glide (I), designed especially for wood, works better. The swivel ferrule (J) for tapered wooden legs is a cross-breed: It looks like a tall tubular glide, but the leg is actually secured by a nail recessed in the base.

## CASTERS

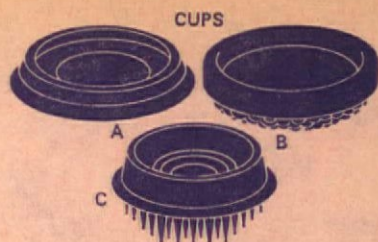
Here the choice is between the wheel- and the ball-type caster. Ball casters are stronger, their design and finish more attractive, but they normally cost more.

Both kinds are available in metal, hard rubber or plastic, with wheels or balls ranging from  $\frac{1}{4}$  to 3 inches in diameter. As a rule, use the larger diameters to support heavier loads, but check the weight guide on the caster package just to be sure. Wheel casters come in clear plastic, in metallics or in colors (white, black, gray, brown); ball casters usually come with a metallic finish in brass, copper or chrome. Prices range from \$1.60 to \$10 for four.

Make sure you buy casters that have the correct fastening for the particular leg or base you have. There are two basic types: the stem fastener and the plate. For wooden legs, use the stem type with a saw-tooth socket (K): Drill a hole in the bottom of each leg and hammer in the socket until the saw teeth are embedded in the wood; then tap in the caster, which will snap in place. For hollow metal legs, use the stem type with the grip-neck socket (L) and tap one into each leg; the casters snap in place. For flat wood bases, use casters that come with mounting plates (M); these attach with screws. All socket and plate fastenings shown here on wheel casters are available with the ball-type caster (N).

For wooden furniture pieces that have bases with insufficient space for the mounting plate—pieces like credenzas or TV consoles—get the special L-shaped brackets that can be screwed into the inside corners of the base. Attach casters to these brackets.

—Siew-Thye Stinson



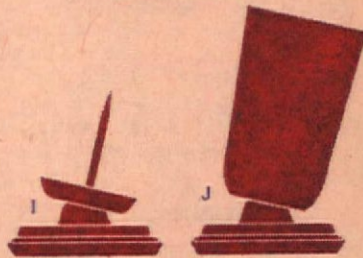
TIPS



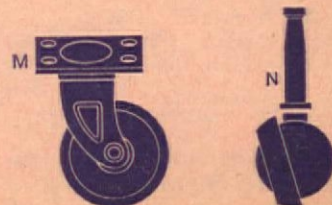
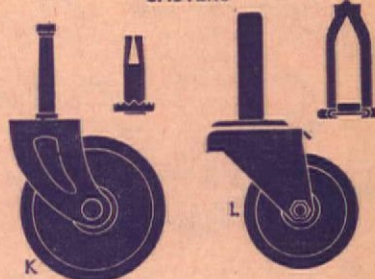
NAIL-ON GLIDES



SWIVEL GLIDES



CASTERS





# 30 NEW STORAGE ORGANIZERS

Each saves space  
and cuts clutter.

It is an indisputable fact of life that household storage space diminishes in direct proportion to the accumulation of possessions. With the help of products now on the market, widely available in furniture, hardware and department stores, you can make storage space *and* possessions come out even—and at the same time add efficiency, color and good looks to your home. These products are not actually furniture in the traditional sense. Nor are they strictly utilitarian storage accessories to be hidden away behind closet doors. They fall into a special category of storage units that can best be described as “thing organizers.”

## STACKING CUBES

Heading the lineup are (1) Crawford's stacking cubes of high-impact molded plastic, in equally high-impact hues of red, white, yellow or black. Three 15-inch cube designs are included in the modular system: an open model; one with two dividers to use horizontally or vertically; and one with three drawers (opposite, top). The drawers are also sold separately, to mix or match in the shelf cubes for greater color flexibility. Cubes, priced from \$15 to \$30, may be stacked in multiples to form a storage wall, or used individually for a host of purposes—the three-drawer cube as an end table or bedside stand, the shelf cube with open end up for a magazine rack, the open cube as a wastebasket or a planter (or turn it upside down and it's a smashing pedestal for a modern sculpture or an oversized plant).

First cousins to the Crawford cubes are (2) Amoco's Cubicals—also molded plastic, in red, white, yellow or black. Sold separately as full cubes (13½

inches), half-cubes and drawers, they feature a unique interlocking system that permits assembly into bookcases, end tables, desks, room dividers. Special screws packaged with the components accomplish the assembly. Colored plugs to cover unused screw holes, and posts to serve as mini feet, are also included. A notable feature of this modular system is its ability to bridge open areas—essential for creating a double-pedestal desk or assembling a storage wall around a window or heating grille. The line includes half-cube drawers, a deep shelf two cubes long and a five-bottle wine rack that fits inside an open cube or stands handsomely on its own (opposite, center). Prices for individual components range from \$6 to \$14.

New to the American market are (3) Palasef's molded plastic storage components imported from Finland. The red, yellow, blue, green, black or white modules come in a versatile assortment of sizes and shapes to provide put-away space for every room in the house. Units range in price from \$15 to \$30 each.

The storage-cube design principle, utilized in (4) E-Z-Do's system of steel-reinforced fiberboard units, is considerably less expensive. A set of four 13½-inch cubes—open, three-drawer, three-shelf and three-shelf/door units—is about \$17, complete with metal fasteners for grouping.

From (5) Pearl-Wick come Stak-'n'-Stor components in two-tone styling of yellow and white, black and white, red and white—plus an all-walnut wood grain—selling for about \$22 per unit. Each measures 20 by 20 inches and 12 inches deep.

## BUSINESS BORROWED

Brought home from the office and adapted for residential use are (6) Akro-Mils's two-drawer file cabinets called Wild-Files, which look anything but businesslike in red, yellow or black polystyrene, with oversized circular finger pulls for the smooth-gliding file drawers. Use them as end tables in a family room or home office, night tables in a bedroom, a toy bin in the nursery. Each unit measures 16 inches wide, 17 inches deep, 27½ inches high and it costs about \$50.

## HOBBY HOLDERS

Hobbies that make for an interesting family may also make for a messy home. Help is at hand in another “thing organizer” borrowed from the office and slicked up for domestic use: small-scale stacking drawer units. One of the nicest we've seen is (7) Stac-A-Drawer, also from Akro-Mils, in blue, orange and gold—colors calculated to brighten any family room or den. Outside dimensions of a three-drawer polystyrene unit are 10 inches wide, 12 inches deep, 5½ inches high. It tucks neatly into wall shelves or lines up compactly on a counter or

tabletop. Contents can be filed according to drawer color. Price: \$6.20.

The smallest items often present the biggest storage woes. You coin and stamp collectors, craft hobbyists and do-it-yourself addicts will find the answer to your special storage needs in (8) Quik-Pik cabinets—miniature steel-frame chests with tiny, individual see-through drawers fashioned after industrial small-parts storage systems. Akro-Mils makes seven different models, with nine to 50 drawers, ranging in price from \$5.35 to \$15. Two decorative models, with colorful polystyrene cases, are also available, as are clear polystyrene utility boxes with hinged lids and partitioned interiors. These fit a host of personal needs—for storing costume jewelry, cosmetics, hair-care paraphernalia, you name it.

## MAIL-ORDER AIDS

Magazine and catalogue mail-order ads are a fertile source of unusual “thing organizers.” Recent offerings include (9) an ingenious 32-inch-long wall rack for storing four pairs each of skis and ski poles. Spaced pegs hold equipment upright, protecting it from damage and warping. This find, in pine and hardwood, sells for \$11 in antique pine finish, \$8 unfinished. Other mail-order discoveries: (10) a pattern file box (\$1.29), with index outside and room inside for 15 patterns; (11) sturdy magazine files (\$5), titled and sized for a year's issues of your favorite publications; (12) a hinge-lidded see-through bobbin case (\$1.19), with compartments for 34 bobbins.

Most thoughtfully designed is (13) an organizer for home-sewing centers, to hang on the wall or stand on a worktable (opposite, bottom). Made of yellow molded plastic, it has individual compartments for shears, pattern markers, seam rippers and the like; there's a wide compartment with a removable pincushion front to keep patterns and instructions booklets in order, and additional cubbyholes contain thread spools, bobbins, buttons, bindings, needles. It's a priceless find at \$8.

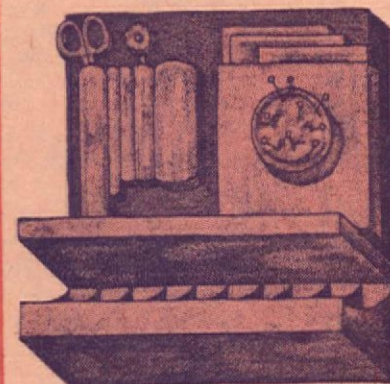
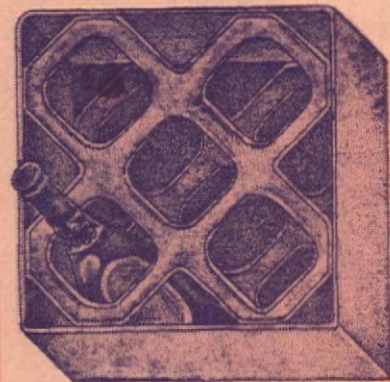
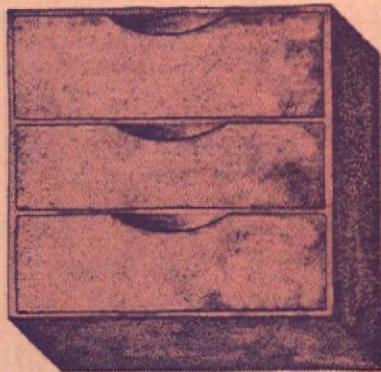
## SEAT STORAGE

Seats that store, or chests that seat, have been around a long time; the big news here is in the styling, toned up with piano-hinged lids, tufted cushion tops and handsome casters, so that they're as decorative as they are useful. One worthy of mention is (14) Lane's walnut-veneer hassock on casters, available nationally at retail stores. Measuring 16 by 16 inches by 17 inches high, and priced at \$70, it has a black-cushioned vinyl seat that reverses to a chessboard. Beneath the seat there's storage space for chessmen, checkers and numerous other board games, or if preferred, a sizable quantity of record albums.



## LISTENER'S CATCH-ALL

Storage organizers made to order with the stereo savant in mind are new home entertainment centers. One unit (15), by Hirsch, measures 6 feet wide, 16 inches deep, 30 inches high. It has six shelves to accommodate turntable, tuner, amplifier, tape deck and speakers, with closed cabinet space for records and cassettes. In sturdy steel, it has a rich wood-grain finish (\$50).



## THE PUT-AWAYS

When storage needs are a sometime thing, there are products that assemble and/or unfold to satisfy a temporary requirement, then disassemble and/or fold up to put away until they're needed again. In this category you're likely to find folding

bedspread valets, foldaway luggage stands and collapsible garment racks. Notable here is (16) Spiegel's foul-weather garment rack with its own built-in drip tray to catch runoff from boots and umbrellas. This \$13 take-apart (32 inches wide, 16 inches deep, 62 inches high) pays for itself over and over again by sparing floors and carpets the ravages of tracked-in water and mud.

Another unique addition to the folding storage-items markets is (17) Shape Craft's snap-together wine rack of rigid plastic in white, yellow or brown, with compartments for a dozen bottles (\$7.50). When the last bottle is drained, unsnap the parts and store them flat in a drawer or on a shelf until new purchases are made and the supply is replenished.

## BATH SPACE SAVERS

There's no room in the house more in need of organization than the bathroom, and no room in which it's harder to find space to do it. One item that makes the most of minimal floor area is (18) Beylerian's Mini-Combo in white or yellow plastic. It's a cylindrical, stackable storage unit measuring 16 inches across, with two sliding-door compartments. One can double as a stool; a stacked pair can turn an unused corner into a repository for bathroom sundries (\$17.50 each). A good companion piece is (19) Allibert's two-drawer, wall-hung shelf unit of white wipe-clean plastic with removable glass top. It's 24 inches long, 2 1/4 inches deep, 5 1/4 inches high and costs \$13.

Killing two birds with one stone, there's (20) Shelfmaker's "down-under" cabinet (\$11), which hides pipes and converts unsightly unused space into bonus storage area. It's a two-shelf off-white metal unit with pebbled or clear plastic sliding doors. The same manufacturer offers (21) a matching cabinet to suspend on its own jack-spring poles above the toilet tank (\$15).

Other tank-top units rest directly on the tank. One model (22), in white enameled steel, by Ransburg (\$13), has a raised decorative edge so the top may be used as an open shelf. Then there's (23) Crown's back-of-the-door towel ladder with its own built-in sliding-door cabinet, projecting only 3 1/2 inches from the door. This all-steel accessory comes in a baked-enameled finish—in white, black, pink, brown, blue or avocado—and retails for \$20.

Look, too, for bathroom "thing organizers" in crystal-clear Lucite and acrylic, with a clean, slick look: (24) single and double wall shelves in three sizes, (25) a wall-hung magazine rack, (26) compartmented tank-top trays to hold cosmetics and bath accessories, (27) a two-shelf shower caddy that hangs securely over the shower head. Prices are \$4.50 to \$16.

## UNCLUTTER CLOSETS

In-the-closet "thing organizers"—garment bags, shoe caddies, hatboxes and the like—are familiar notions-department items. Not so familiar are hardware kits that rearrange space within the closet to expand its usable capacity.

These kits, sold in hardware and department stores, include (28) brackets and hanging poles for both long and short garments, as well as brackets for deep and shallow shelves to install above, below and alongside the hanging storage areas. One line of closet organizer kits (29), sold exclusively in department stores around the country, comes with a handy instruction booklet illustrating the many arrangements possible with the kit components. Prices range from \$15 to \$20.

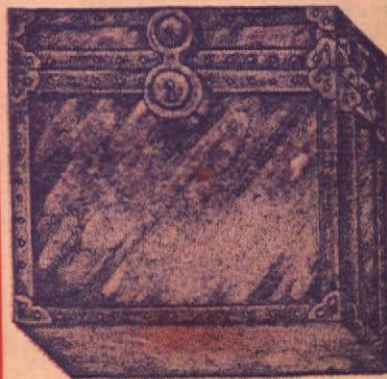
—Carol L. Crane

## THE STAY-AT-HOME DECORATIVE TRUNK

The latest, hottest item in decorative "thing organizers" has just turned up in, of all places, a department store luggage display.

Far too good-looking to turn over to heavy-handed porters, it's a (30) brass-bound, leather-handled, cedar-lined trunk, from Union Trunk of Canada, made of gleaming mirror-finish steel (below).

The stay-at-home trunk comes in four sizes, all of them perfect end table or coffee table dimensions. Prices range from \$50 for the 19-inch cube to \$95 for the commodious model that's 43 inches wide, 25 inches deep, 21 inches high. Flattering to any decor, contemporary or traditional, this shiny storer offers infinite possibilities—a mothproof blanket chest, a silver safe (the locks really lock!), a vault for out-of-season clothing. But it's so great-looking, you'll want to buy it for its decorative impact alone.





# The GOOD LIFE

Brighten winter by "cutting up" a cake, drinking a "Snowshake" warm-up, feeding the birds and getting some preseason help with your golf swing.



## SHAPELY CAKES

Hearts and flowers, bunnies, balloons—start with Baker's new *Cut-Up Cake Party Book* and you can bake, cut to shape and decorate these and 22 more. The paperback has party hints and recipes, too, all for \$1.25 at stores and newsstands. Or send 60c (no stamps) with your name and address to: Baker's Cut-Up Cake Party Book, Box 5021, Kankakee, Ill. 60901.

## SHOPPING VIEWS

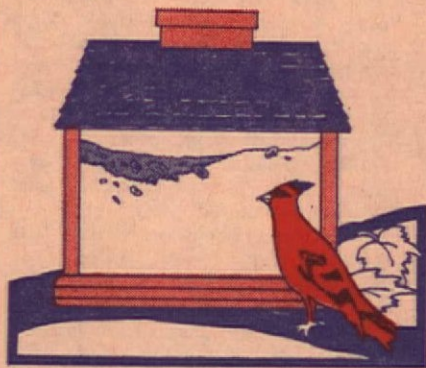
Let it snow, blow or whatever. You can shop the whole earth by catalogue without braving one element. For starters, try Maria Elena de la Iglesia's colorful *Catalogue of American Catalogues* (Random House, \$10; paper, \$4.95). It tells where to buy almost anything through mail order—from antiques and games to handcrafts, hobbies, household helps and toys. Then Harold M. Hart's big, seductively illustrated *Catalogue of the Unusual* (Hart, \$6.95; paper) follows up with 351 pages of buying guidance for hundreds of fascinating items—as practical as a boot rack or a pop-up tent, as improbable as a camel tooth fossil or a yarmulka for a dog. Between the two books, you're good for long hours of browsing from now till spring thaw.

## SMOOTH SIPPING

Given the exotic ingredients—brandy, fresh cream, creme de cacao—and some expert mixing, you can stir up your own Brandy Alexanders. But Mr. Boston's new milk and brandy-based "Snowshake" is lots easier, comes blended, bottled, ready to chill and pour straight up or on the rocks. And it's very smooth by the fire.

## MORNING CALL

A sleek new digital alarm has understanding built right in: Its good-morning beep is stilled by the sound of your voice telling it to cease, shut up or turn off in any language. But you can't just lie there: The thing re-beeps every two minutes till you follow up with a twist of the manual switch. It's \$69.95 from Vox Industries, Box 735, Independence, Iowa 50644.



## BIRD BUFFET

Strictly for the you-know-who's: a really good-looking new series of winter seed feeders. They're nicely architected, with nonglare windows and a choice of tile-like, shingle-textured or barn-shaped roof. Windproof and highly weather-resistant, they hang or mount on a pole or a platform. Rubbermaid makes them for \$6.

## HANGING HANDLER

No need to bore holes or thread strings. Now you can simply and neatly store mops, brooms, rakes, brushes—anything with a handle—on "Hang All." The box-shaped unit attaches easily to the back of a closet door or to

a garage or workshop wall. Its self-adjusting friction rollers hold three tools in place. In yellow, orange, beige or avocado, it's by Royal Krafts International, \$2.49 at leading stores.



## WHAT'S LEFT?

Left-handed fishing mitts, guitars, measuring tapes, baseball gloves, fountain pens, even greeting cards—life for the forgotten folk is becoming less contorted each day, as special products, shops and services crop up all over the place. One of the best-stocked is Manhattan's The Left Hand, a cheerily un-sinister store at 145 East 27th St., N.Y.C. 10016, with a mail-out catalogue (50c) that includes left-oriented corkscrews, steam irons, toy-pistol holsters, potato peelers, carving knives, even knitting and crochet books. Another good lefty's helper is The Aristera (that's Greek for both "left-handed" and "fine") Organization, 9 Rice's Lane, Westport, Conn. 06880, which dispenses some 65 left-handed things by mail order only. Best sellers are their exclusive garden/kitchen shears, right-spiraled notebooks, a book on southpaw golfing, colorful pot-holder mitts with the thumbs in the right place and nifty new handwriting instruction kits for small southpaws.

## SWING TRAINING

Before spring greens the greens, you can start brushing up on your golf game: Just let Bell & Howell's new "Swing Like a Pro" program lend a hand. All you do is shoot a super-8 or regular 8-mm movie of your beautiful, or unbeautiful, swing and send it to the B & H Pro/Am Sports Division in the special two-way mailer you can pick up from a participating dealer. An expert staff that includes the Ladies' Professional Golf Association's Sharron Moran will analyze and return your film with written comment—all for only \$1 including development of the film.





© B&W T Co.

# The longer you smoke, the more you'll like KOOL Longs.

Those extra puffs in long-size cigarettes can taste extra hot. But Kool Longs are refreshing for all their length. They're the only ones with the taste of extra coolness.

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

16 mg. "tar," 1.3 mg. nicotine av. per cigarette. FTC Report Sept '73



WHAT YOU  
CAN DO  
ABOUT THE  
ENERGY  
SQUEEZE

## YOUR APPLIANCES

# MAKE EVERY WATT COUNT

About 25 percent of the energy used in an average house is consumed by appliances. How you use yours can make a radical difference in their energy demands. Here are some tips on conserving:

### RANGE OVENS AND BROILERS

Large frozen roasts, poultry and casseroles should be thawed first to reduce cooking time. (Thaw in the refrigerator for best results.)

Preheat oven and broiler only when necessary. (Roasts, casseroles and other large items don't require preheating; baked goods do.) Preheat no longer than 10 minutes.

Be sure oven-door gaskets are still keeping heat in effectively.

Cook entire meals in your oven or broiler to get the most out of each one.

Double or triple recipes, and freeze surplus for later use. (If you bake three cakes at once, you'll use less

energy than baking each separately.)

Don't open oven door needlessly while cooking. An average peek causes temperature to drop 25° to 75° F.

Use your oven rather than surface units, when possible. It's better insulated and is cycled to be "on" only part of the time it's in operation. *Exception:* When cooking small items, use a portable appliance (frypan, broiler).

When possible, warm food and plates with retained heat after you've turned the oven off.

Use the self-cleaning cycle infrequently, and use it in late evening when energy demands are lessened.

Be sure the pilot light on your gas range is adjusted properly.

By turning your electric oven off just before cooking is over, you can use residual heat to complete the job.

### RANGE SURFACE UNITS

Place pan on surface unit first; then turn on the heat.

Use the right size pan for the unit. Flat-bottomed, straight-sided pans with tight-fitting covers are best.

Use high heat to bring foods to a boil; then reduce heat to simmer.

Use a minimum of water when cooking; it will heat more quickly.

When boiling water for tea or coffee, heat only as much as you need;

use a teakettle or a covered saucepan.

Glass-ceramic pans require lower heat settings than metal cookware.

Thermostatically controlled surface units save energy; they cycle on and off.

A pressure cooker cuts down the cooking time of most foods.

When cooking is finished, check the signal or indicator to make sure units are turned off.

With a gas range, set burner control so the flame heats the pan bottom, but does not lick the pan sides.

A steady blue flame indicates a properly adjusted gas burner. A fluttery or orange flame could mean that an adjustment is necessary.

With an electric range, turn surface unit off just before cooking is done; let residual heat finish the job.

### REFRIGERATOR-FREEZER

Position appliance away from range and direct sunlight. Be sure there's room for proper air circulation around models with back-mounted condenser coils.

Fill the unit with food, but be careful not to overfill.

Be sure food packages do not block air vents in chill or freezer sections.

Keep condenser coils, which may be at the back or the bottom, free of dust and lint. (continued)

## Fresh. Either you are or you aren't!

### With Norforms<sup>®</sup> you can feel sure.

### It's The Internal Deodorant<sup>™</sup> that lasts up to 10 hours!

✿ Feminine odor starts inside. Norforms stops it there.

✿ It's the tiny vaginal suppository that takes only 10 easy seconds to use.

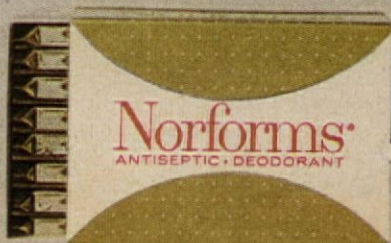
✿ Norforms...quicker, more effective than a douche, and works like no spray or powder ever can.

✿ And Norforms stops odor even during your period. (They won't interfere with your tampon or napkin.)

✿ Norforms keep on deodorizing, refreshing when you need them most...every day.

✿ That's feeling fresh. That's feeling sure.

**Freshness, where you need it, when you need it.**





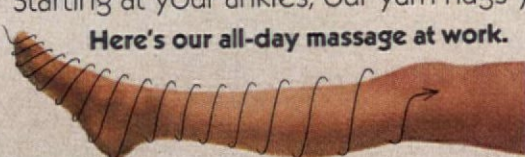


# NOW YOUR LEGS CAN HAVE SHEER ENERGY.™

Introducing the new pantyhose with all-day massage.

It's great feeling Sheer Energy massaging your legs all day when you're on your feet all day. It makes your legs feel more energetic.

Here's how our all-day massage works. First of all, we use our new Springknit™ Yarn (it's specially made to feel really springy on your legs). Then we knit it in a special way. Starting at your ankles, our yarn hugs your legs closely, gradually widening as it



**Here's our all-day massage at work.**

goes up to hug the shape of your legs perfectly. It's this springy, hugging action of our yarn together with the movement of your legs that causes our all-day massaging action.

Our energetic pantyhose come in lots of sheer leggy shades like Coffee, Nude, Suntan, Taupe and Black. They look soft and natural and feel skin smooth. And Sheer Energy last on and on, so you can go on and on with your shopping, working and so on. You can even wear them dancing all evening.

Now here's the payoff. Sheer Energy are just \$2.99\*. Who else would give your legs an all-day massage for so little? Sheer Energy are ready to go at the Leggs® Boutique.

Size A fits most women 5'0" to 5'4"  
 Size B fits most women 5'5" to 5'9"  
 Just look at the height-weight chart on the bottom of the package to find your correct size.



\*Fair trade price in those states where allowed by law.



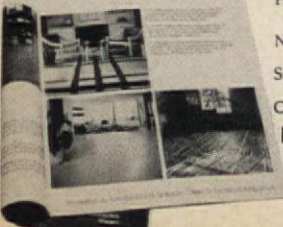




## New decorating ideas for your whole house.

For new homes, old homes, all homes—a colorful 16-page booklet full of exciting ways to do, or do over, almost every room with beautiful American Olean ceramic tile. For 10¢ you'll see ideas galore for your entrance foyer right through to your kitchen, and of course, plenty of baths, baths! Ceramic tile. It's the natural thing to use.™

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We're building.     We're remodeling.

**CERAMIC TILE**  
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A Division of National Gypsum Company

### MAKE EVERY WATT COUNT continued

Put in cooled food only, unless a recipe calls for quick chilling.

Keep temperature no colder than necessary. Chill section should average 30° to 40° F., freezer 0° to 10°.

Open the door only as often and for as long as is absolutely necessary.

Check door gasket to see that cold air isn't escaping. Close a dollar bill in the door. If it pulls out easily, a new gasket is needed.

Frost-free refrigerator-freezers generally use more energy than manual-defrost models.

If your freezer isn't frost-free, defrost before a quarter-inch of ice accumulates.

When leaving for a long vacation, turn unit off, clean it and leave door open.

#### CLOTHES DRYER

If your dryer has an electronic sensor that turns the appliance off at the proper degree of dryness, use this rather than the timed-drying setting.

Vent the dryer to the outside, if possible.

Use the "damp dry" setting to prepare clothes for ironing without sprinkling.

Clean the lint filter after each load.

#### ROOM AIR CONDITIONER

Choose the proper size unit for the room you want to cool. Check the unit's Energy Efficiency Ratio (EER) before you buy. To compute it yourself, divide watts into BTU's—the result should be between five and 12. The higher the number, the more efficient the unit.

Don't block the flow of outside air with shrubbery—or inside air with draperies or furniture.

Use blinds, shades or awnings on windows in direct sunlight. Keep doors shut, and close draperies or curtains on windows without air conditioners.

Don't leave air conditioner on when no one is home.

By setting the unit to maintain a temperature of 75° F. instead of 72°, you will cut energy use 15 percent—or 5 percent for every degree.

Save heat- and humidity-generating activities (baking, dishwashing, laundering) for cooler times of day.

On very warm days when you plan to be away, use a time-set device to turn on the unit just before you return. You'll come home to a cool room, and the unit won't have been running unnecessarily.

Clean the filter regularly.

Cover the unit in winter to prevent cold air from leaking into the room.

#### PORTABLE APPLIANCES

Such items as toasters, frypans, corn poppers, slow cookers, coffee makers and fondue pots use less energy than the same jobs done on a surface unit or in the oven. And microwave ovens cut energy consumed for cooking at least 75 percent.

Keep portable cooking and heating appliances out of drafts, which can lower their efficiency.

Make good use of appliances that come with timers. If you have a unit that lacks a built-in timer, turn on a separate one to keep use to a minimum.

Don't leave thermostatically controlled appliances plugged in (frypans, for example). It's too easy to leave the dial slightly "on," causing a leakage of electricity.

For conserving energy when using dishwashers and clothes washers, see our water-heating story, page 22.

We are committed to energy conservation, but also believe in "people power" conservation. We think you should consider your own time and energy when deciding whether to do a job by hand or to buy an appliance to do it automatically. —Jeanne M. Bauer

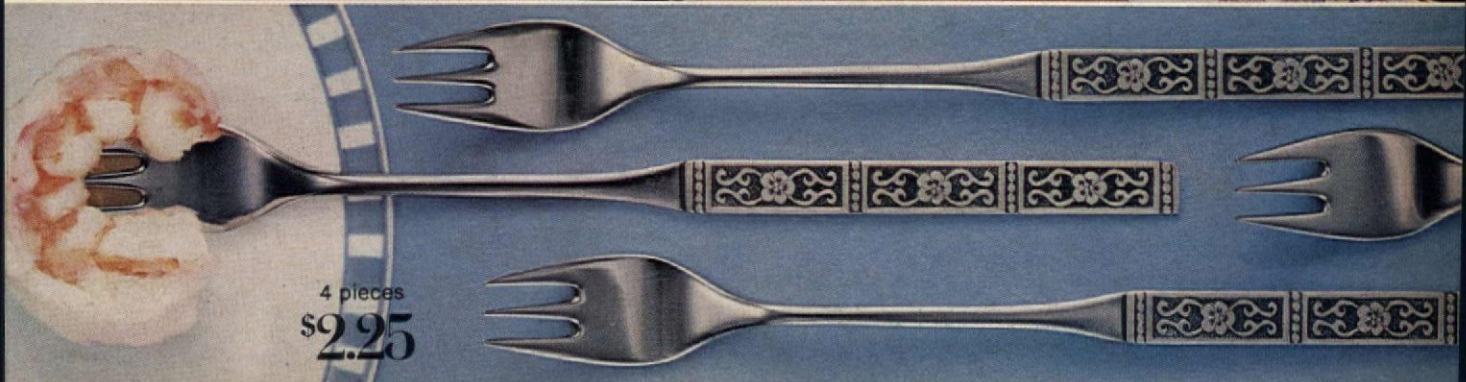


# Hostess Helpers special offer!

Handsome special pieces in Oneida Community Stainless to match your favorite pattern from the Betty Crocker Coupon Catalog.



4 pieces  
**\$2.25**



4 pieces  
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4 pieces  
**\$2.25**



Add extra elegance to special meals with these Hostess Helpers. Try Grapefruit Flambe served with the special fruit spoon — perfect for brunch. The graceful seafood forks add an extra special touch to your seafood entrees. And imagine how beautifully the dainty coffee spoons will set off your after-dinner coffee.

Hostess Helpers are available in the six exclusive patterns shown below.

Each four-piece set is only \$2.25. Save by ordering any combination of 3 sets for \$6.25. If not entirely satisfied, return merchandise with-

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Add to your set from time to time with individual pieces from open stock at big savings with Betty Crocker Coupons found on more than 175 General Mills products.

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PLEASE INDICATE NO. OF SETS AND PATTERN CHOICE BELOW:

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4 Coffee Spoons	_____	_____	_____	_____	_____	_____
4 Seafood Forks	_____	_____	_____	_____	_____	_____
4 Fruit Spoons	_____	_____	_____	_____	_____	_____

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

To assure delivery give zip code. Offer good only within USA. Offer expires April 15, 1974.



# people are going to the dogs two ways



For years people have crunched animal crackers. Why shouldn't dogs enjoy People Crackers? Good idea? We thought so. So we baked up nourishing little crackers shaped like the people in a happy dog's life. Now your dog will love mailmen, milkmen, policemen—even dogcatchers! Try liver flavored or regular People Crackers today.

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## NEW FOCUS ON AMERICAN FOLK ART

The first exhibition to survey the entire range of American folk art opens this month at the Whitney Museum of American Art in New York City. Marcel Breuer, the architect who designed the Whitney, created the settings for this unique presentation, called "The Flowering of American Folk Art 1776-1876."

Superb examples of country arts and crafts made for the most part by ordinary people—untutored and unsophisticated in the arts—are featured

in the show's four main categories. (A color sampling is pictured elsewhere in this issue.) There are pictures painted, drawn and stitched; sculpture in wood, metal, stone and bone; furnishings; and decorations for the home, inside and out. Together they tell the story of the way Americans once saw themselves, their families, their communities, their way of life.

"Folk art" is a term that covers nearly everything people tried to create for themselves. Village smiths

fashioned symbolic weathervanes from metal, choosing subjects that reflected local interests: barnyard animals for farming communities, marine life and ships for seacoast areas. Farmhands often whiled away long winter evenings whittling scraps of wood into toys or tools. Others, more skilled, found full-time employment carving ships' figureheads or Indians to "guard" cigar shops. Traveling portrait painters, or limners as they were called, found a market for three-quarter profile likenesses, but could just as readily produce a tavern sign or stencil a parlor wall.

Women made artistic contributions of their own, stitching graphically illustrated diaries into their distinctive quilts and samplers. Some of these unschooled artists, both men and women, signed their works; others merely left them behind to become part of the legacy of a primitive art form at its peak.

The Whitney Museum show was assembled by Alice Winchester and Jean Lipman, each a long-time authority on Americana in all forms. Together they culled the nation's leading museums and private collections to gather the more than 300 works that make up the exhibition. The two have collaborated on a book, *The Flowering of American Folk Art 1776-1876*, published in hard cover by Viking Press (\$19.75). A paperback edition (\$10) is available and serves as the exhibition catalogue.

The show, made possible by a grant from Philip Morris, Inc., leaves New York in late March, traveling to the Virginia Museum of Fine Arts in Richmond (April 22 to June 2) and to San Francisco's M.H. de Young Memorial Museum (June 24 to September 15).

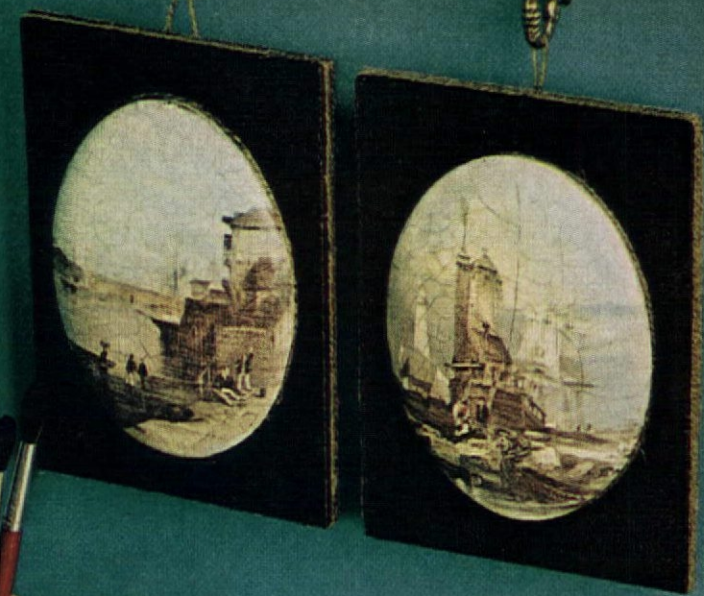
—Rosemary L. Klein

Items pictured in our color section were lent by the following museums and collectors:

1. Portrait of Martha Eliza Stevens Paschall, owned by Mrs. Kenneth M. Doty and Mrs. Andrew S. Keck.
2. Fruit in compote, Abby Aldrich Rockefeller Folk Art Collection, Williamsburg, Va.
3. Painting, "Man Feeding a Bear an Ear of Corn," from Fred Wichmann collection.
4. Album quilt, owned by Cora Ginsberg.
5. Flag gate, Museum of American Folk Art, New York.
6. Painted sideboard table, from collection of Howard and Jean Lipman.
7. Painted chalkware cat, Museum of American Folk Art, New York.
8. Chest, Philadelphia Museum of Art.
9. Painting, "Two Soldiers," Reading Public Museum Art Gallery, Reading, Pa.



# DECOUPAGE KITS— BEAUTIFUL AND EASY



Decoupage, the 18th-century craft of applying cutouts to wood, is easy to do. You can create lovely things like our recipe file box (it's 5 3/4 by 4 by 3 3/8 inches), round trinket box, stamp holder or switch plate. Each Leslie Linsley kit comes with wood item, designs to cut out as shown, paints, brushes and simple instructions.

Akin to decoupage is the decal technique you lift a picture, design or motto from paper and apply it to another surface). Our memento kits lets you superimpose a wedding announcement (shown) or any printed memento over a floral design you apply on the oval plaque. Our domes kit offers complete materials for two oval domes, two backboards (each 6 by 8 1/2 inches), plus your choice of two seascapes (shown) and two florals (one is on table). If you can use scissors, sandpaper and a paintbrush, you can easily master traditional decoupage or the newer decal technique. Choose your kit from coupon below—and have fun.

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

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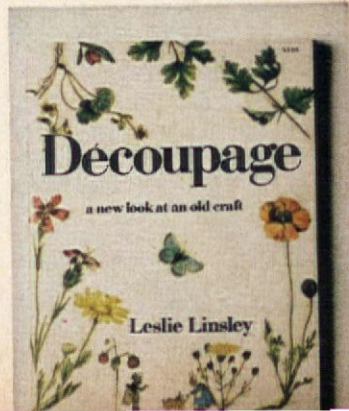
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Leslie Linsley's guide to decoupage (below), with 96 pages and 17 color plates, is also available.



For a complete catalog of other exciting American Home crafts, order #61014 (see coupon).





# THE CONTEMPORARY CAT

By Kurt Unkelbach

He starts life as a *kitten*, of course, and at birth weighs about four ounces. His mother takes complete charge of him from the moment he's born. Except for her own meals, she needs no assistance from humans. She keeps him warm, dry and clean, sees to it that he gets his share of her milk and sleeps almost as much as he does.

For the first 10 days, or until his eyes open, the new kitten nurses, sleeps, nurses and sleeps again. Then when vision comes, the kitten starts to become more active. He can already hear, taste and smell, and now he sees—but not very much. All he sees is a blur, but it inspires him to move about, inch about really, for he still lacks both strength and coordination. By his 14th day, the kitten sees distinctly, but everything he sees is limited to tones of whites, blacks and grays. All cats are color-blind.

Day by day, the kitten gains strength. When he's a month old, he's able to walk around on steady legs, play with his littermates and do limited exploring on his own. And he requires more and more food. The wise owner starts *weaning* by offering a meal a day to the kitten. Each week the quantity of food and the servings are increased. By the end of the eighth week, the kitten is completely weaned and no longer needs his mother. This is the ideal time for introducing the kitten to his new home.

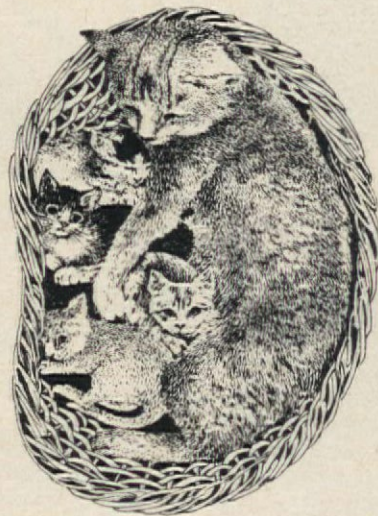
The kitten grows in a hurry and is considered an adult at eight months. The average male is not ready for breeding at eight months, but most females are ready at six and seven months, some earlier than that, while still rated as kittens. No matter the breed, the average cat's life-span is 17 years. But it's not unusual for cats to live into their 20s, and rare ones achieve the 30s.

Breed, inheritance factors and health are all important in every cat's adult size. Males in the pink of condition average between seven and 10 pounds; females run about a pound lighter. But 15-pounders aren't rare, and every so often a giant-size 25-pounder comes along. Almost always, overweight is caused by a wrong diet and lack of exercise, so it's not the

cat's fault. Overeating is seldom the problem. He eats just enough to satisfy himself and no more.

If he's a proper cat, his front paws boast five toes each, and the rear ones have four. He always moves about on his toes; no cat has ever been accused of being flatfooted. Each toe is host to a *retractable* claw, and these claws are one of the cat's few imperfections. They come in handy for tearing things apart, fighting and climbing trees, but they aren't designed for descending a tree feet first.

His tail runs from nothing at all (a good Manx) to about 11 inches, and it comes in a variety of styles: stubby, long and thin, curled and kinked. Experts have always regarded



the cat's tail as his balancing agent, but that doesn't explain why the tailless Manx is as good on balance as any other cat. Other authorities argue that the tail is there as a means of communication, as sort of tail signals from one cat to another. Now medical research has come up with a theory: The tail is there to assist the cat's circulatory system. That doesn't explain the Manx, but he may be the exception.

There's no confusion about those whiskers that are found up front. His whiskers and eyebrows provide him with the most delicate sense of touch in the whole animal kingdom. They are his guides in total darkness, and the foundation of the popular myth

about cats being able to see in complete blackness. Every other hair on his body, tail included, is also sensitive to touch, particularly those on his front paws.

His sense of hearing is also superior. High frequencies are his specialties, and often when man thinks things are too quiet, the cat finds the world too noisy. He has a most unusual and mysterious ear. Somehow, the portion known as the inner ear gives the cat a unique balance and protects him against motion. Altitude won't make him dizzy, and he's never carsick or seasick. This helps explain why, when he falls a short distance, he usually lands on his feet.

And his is a very special eye. When hurt or ailing, a thin membrane known as a third eyelid closes over and protects the entire eyeball. In darkness, the pupil expands to soak in the ultraviolet rays man cannot distinguish; in bright light the pupil closes to a mere slit and thus shuts out excess rays. The cat's shining eyes that peer out of the darkness at you are shining because iridescent cells on the retina are reflecting the available dim light. So it's a special eye, and an odd one, too—odd because the color of a kitten's eyes at birth are always blue. The color will darken or change completely.

While some cats are brighter than others, the average cat rates a place or two behind the average dog in intelligence. He's more difficult to train than a dog, but does this mean that he's stupid, stubborn or just too wise and independent to always please? And he will stare at something or somebody for long periods of time; does this mean that he's concentrating, or just waiting for a stray thought?

We're sure of one thing: He's more adaptable than a dog and better able to take complete care of himself. He can be a pet one day and wander off for weeks and months, then return home and become the complete pet again. It's a strange way to prove his intelligence, but perhaps all it proves is that there's a bit of gypsy in every cat.


From the book "Catnip: Selecting and Training Your Cat," by Kurt Unkelbach. Copyright © 1970 by Kurt Unkelbach. Published by Prentice-Hall, Inc., Englewood Cliffs, N.J.





# Guess who's got more liver?

Purina Variety Menu. It's 95% liver. No gravy - no cereal fillers! Just 95% liver plus 5% vitamins, minerals, and other nutrients. Now which has more of the liver your cat loves, and more of the liver you're paying for?

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Kings, 15 mg. "tar," 1.2 mg. nicotine; Longs, 18 mg. "tar," 1.4 mg. nicotine, av. per cigarette, FTC Report Sept. '73



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





### RAINBOW A DINING ALCOVE

The jewel tones of "Mactac-Marvalon" were fashioned into a stunning herringbone pattern that covers walls and even camouflages a door, creating a bright corner out of a once-dreary alcove (above). Table and chairs are by Artemide of Burlington Industries, rugs from Bloomingdale's, N.Y.C.

# PRESTO DECORATING

Today's great self-stick coverings can spell instant good looks, as the five smashing rooms on these pages demonstrate. The self-sticks have as much style as expensive wallpaper, and come in a vast array of colors and patterns—all wonderfully washable. Presto decorating instructions for these rooms are in our KNOW HOW section.—Helene Brown

continued



## COLOR UP A GUEST ROOM

Clopay's tangerine-tone "Fantasy" self-stick brightens a small guest room (below); carpeting by Burlington stretches the color wall to wall. Armchair is from Thomasville's Four Corners collection, available nationally; all other sources are New York City. French cottons by La Provence de Pierre Deux for bed, pillows and tiebacks, plus plants and brown-stained bamboo shades soften the effect of intense color. Brass lamp is from The Herco Art Mfg. Co., painted wicker table from The Gazebo, white Indian-cotton drapery fabric from Far Eastern Fabrics.



## BEFLOWER A KITCHEN

Dark, old-fashioned kitchen (opposite) gets a total facelift with Decor-Aid's bright "Dutch Blue" self-stick covering walls, wood cabinets and ceiling. Adding white accents is a counter top that gleams with Con-Tact's "Polished Patent," plus Congoleum's vinyl "Janiero" on the floor. Natural-look butcher block from J & D Brauner, Bazaar de la Cuisine accessories, Thonet stool from Design Research and charming Hubert des Forges flower prints (all sources New York City) add to country-fresh appeal.

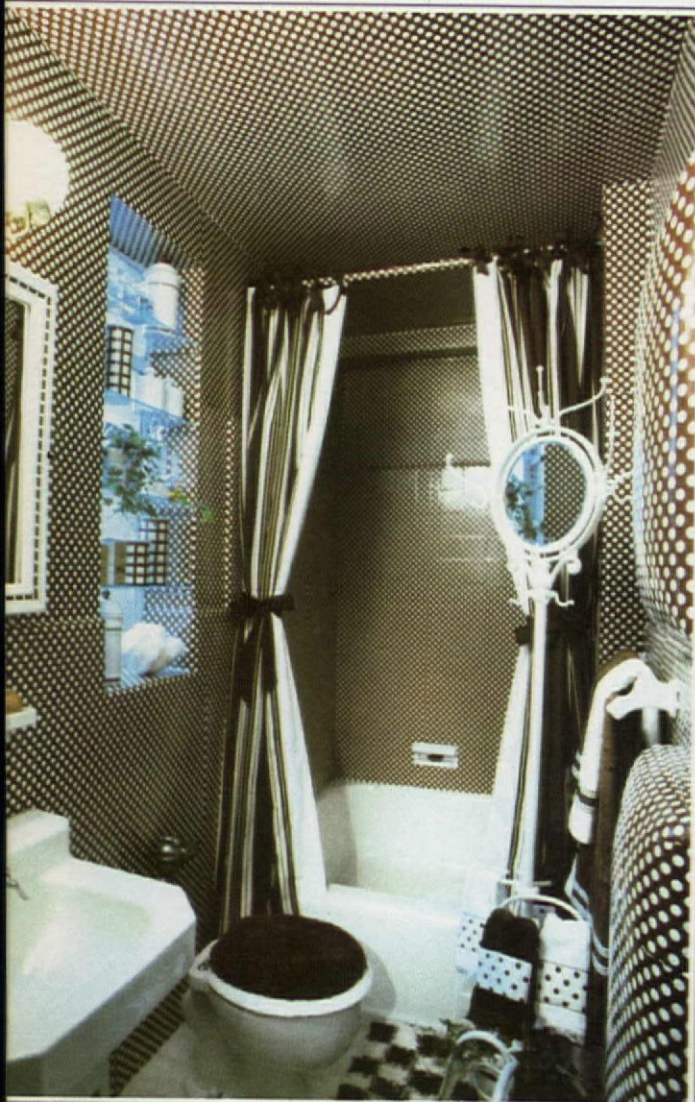






## CREATE A BRILLIANT BATH

Polka-dot self-stick by d-c-fix is smoothed over all surfaces—even tired old tiles—to create this contemporary bathroom (below). Glued over the outmoded medicine cabinet is a picture frame covered with Con-Tact's "Polished Patent." Carpeting, bath towels and seat cover are by Fieldcrest; geometric rug is by Regal. Completing the look, from New York City: light fixture, Koch & Lowy; guest towels, Bloomingdale's; shower-curtain fabric, 10 Swedish Designers, Bonniers.



## SPARKLE A NURSERY WITH STYLE

Clopay's red "Adhere" tulips the white walls and creates a dado in the delightful nursery (right). Con-Tact's "Polished Patent" makes the tulips on the dado, topped with ribbon from Hyman Hendler. Same red and white self-sticks plaid the floor. More tulips are on quilt, from Nova Scotia's "Suttles and Sea-winds," and on the Boussac of France fabric. From New York City are the wicker cradle, F A O Schwarz: patch pillows, turtle, bent-wood bench and wicker rocker, The Gazebo.









By Guy Henle

## LUXURIOUS SPACE FOR \$39,000

George and Jacquie Hampton regard their new house in Mill Valley, Calif., almost as a stage that can be altered to suit their changing needs. "We didn't want rooms with labels," says George to explain the design. "They are really just spaces we can make into anything we want." To illustrate, he points to what is now a combination family room and conservatory. "This used to be a bar—before that it was working space."

When the Hamptons acquired their wooded three-quarter-acre site on a steep slope, George, a designer, was determined to plan a house that would express their free and open approach to family life. Relying on contractor Arthur M. Sestak for technical advice, he spent weeks shaping and reshaping the house on the dining table of their apartment. In the final 2,344-square-foot design, living areas are grouped around a 12-by-16-foot center well that rises dramatically to a 27-foot-high ceiling. From her kitchen on the middle level, Jacquie can see Heather, 4, and Noelle, 1, in any one of seven rooms. (continued)



**"The house stands on the only spot where it doesn't disturb any trees."**

To save their redwoods, the Hamptons kept to a building site so small that the house had to be three stories (left). Main view window wall faces north, which means no draperies are needed for shade or privacy—raccoons and deer are the only neighbors.

**"Our collection of things is mostly funk or junk—whatever strikes our fancy."**

In living room on lower level (opposite), the Hamptons and their family pet relax beside the fireplace George built. All around are things they have collected locally and on travels. Circular window is from Germany.



**"The spaces change. That's what keeps the house from getting boring."**

This plant-filled area (left) has already had several uses. It's now a sort of family room/conservatory. Circular staircase at far end winds down to living room; corner ladder leads up to George's study.

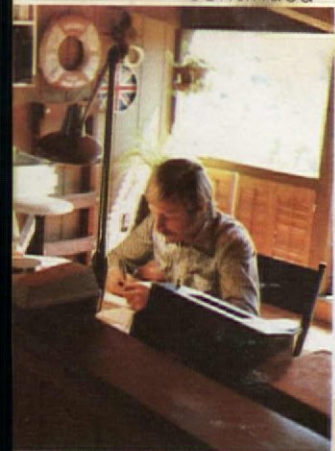
**"I don't feel left out, as I did in my old kitchen."**

The Hamptons enjoy entertaining, and in her new kitchen (opposite) Jacquie is no longer separated from guests. People can sit at the counter and chat with her while she cooks.









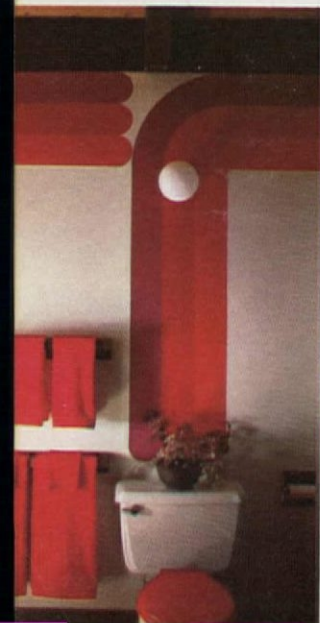
**"I'm up here almost every night working, but I really don't feel isolated."**

When George is in his study (above), he is still in touch with the family. From his desk he can lean over the rail and see what the girls are watching on TV, or call to Jacque in her study across the well.



**"I used a straightedge, enamel paint and lots of masking tape."**

George's first attempt at supergraphics (below) enlivens the second-floor bathroom. This led to an assignment to decorate the lodge at a Mount Shasta ski resort.







**"This is my quiet 'tree-house'. I can be here by myself whenever I wish."**

Jacquie's work area (left), a space that matches that of George's study, is 60 feet up, as though in the redwoods. She uses it for sewing, reading and doing her household books.

**"Wine is one of our special interests, so we had to plan a place for it."**

The Hamptons' "wine cellar" is in an old buffet in a dining-room corner (right). Antique corker George demonstrates (right, below) is basically the same tool that is used by wineries today.



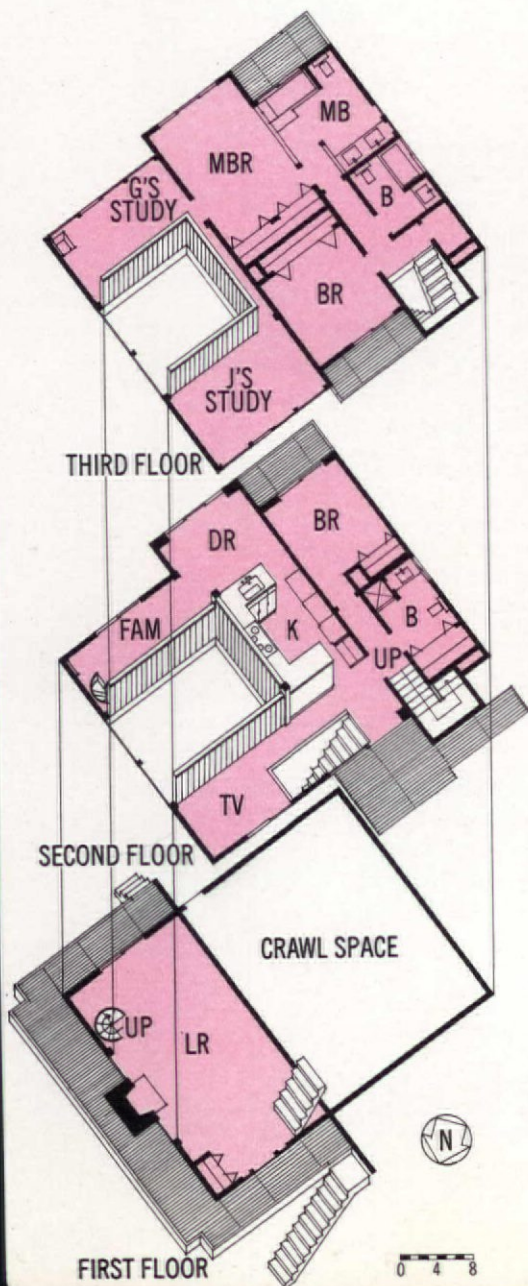
The location of the kitchen was the Hamptons' major design concern. They wanted all living areas arranged around it. Family life means a great deal to them, and even though George's work may involve him at all hours, he makes a point of dining with the children every evening. "I think it's important to be together," he says. "I ask the girls what they've been doing and tell them what's happened to me."

But the house is also carefully planned to give George and Jacquie time to themselves. Each has a balcony study reached only through the master bedroom.

Keeping within a \$39,000 budget and having a house that was easy to maintain were two basic considerations. These dictated the use of redwood plywood as exterior siding and fir plywood as interior wall finish. Width of the main glass wall (12 feet) was determined by the standard size of glass (6 feet).

Because of the open ceilings and lack of interior partitions, there was a real problem in bringing the plumbing, heating and wiring up to the second and third levels inconspicuously. George enclosed them all in two boxed-in columns, one each side of the dining area, which create a kind of a bay window.

Deck areas—for sunning, entertaining and children's play—were added after the Hamptons had moved in, but before Noelle was born. As George recalls: "We wanted to see how the sun moved and also to give Heather a chance to stake out her own territory."



**"Since we had such a small site and the house had to be three stories, we decided to open it up so we could communicate vertically."**

Success of George's flexible design is clearly illustrated in floor plans (left) and in photograph (opposite), taken from front corner of Jacquie's study on third floor. Directly across is George's study; dining room below it flows into kitchen and family room. On first floor is spacious living room, where George and Jacquie are shown reading to the children.

PHOTOGRAPHS BY FRED LYON



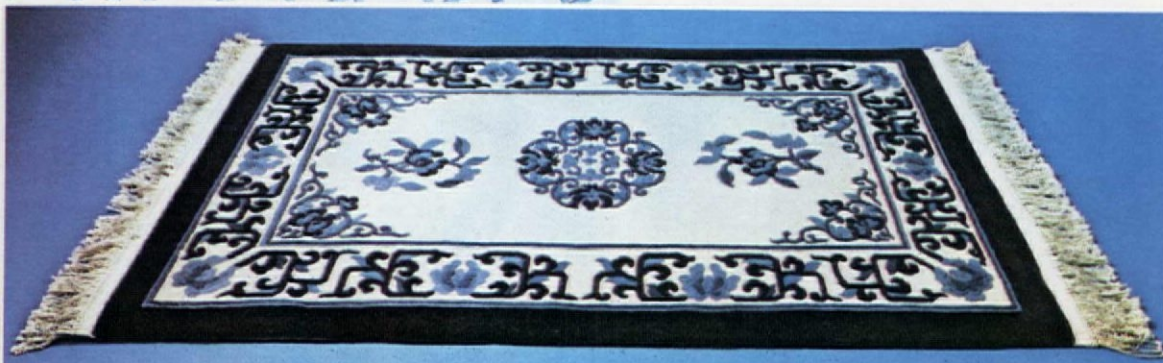
By Barbara Weinfuss Americans today are fascinated with chinoiserie—Oriental and Oriental-inspired design—which speaks so eloquently of tradition, craftsmanship and ageless beauty. Here, in classic blue and white, is just a sampling of the accessories and furniture being shown now. We found our pieces—some of them old, some new—in New York City; most of them, except for the antiques, are available nationally.

## THE CHINESE INFLUENCE



Set off by "Chinese Leopard Toile" cotton (above) from Brunschwig & Fils are a pottery jar lamp, Chapman Mfg. Co.; two ceramic Foo Dogs, Isobel Worsley, Inc.; an antique Chinese rug with dragon theme, Rugs of All Nations.

Cohoma's "Pompano" cotton (left) sets the stage for a made-in-China lacquered table, May Lee Industries; antique temple jar, bowl, vase, dishes, Lord & Taylor; two antique porcelain ginger jars, Isobel Worsley, Inc.; wicker tray, Henri Bendel; "Lar Kembang" napkin fabric, China Seas; "Blue Dragon" china, "Bamboo" sterling, Tiffany & Co.



Classic "Peking" design rug (above) features a traditional flower motif and shows the beautiful workmanship typical of the People's Republic of China. Imported by May Lee Industries, it is a small area rug hand-knotted of fine Chinese wool.



The art of the Orient has inspired lovely needlework. Grouped around a Chinese Chippendale chair (from Jeffco) are many examples you can make yourself: framed needlepoint tapestry, custom canvas from Woolworks, Inc.; rug, five pillows from designs in Maggie Lane's book *More Needlepoint by Design* (Scribner's, \$10); dark-blue flowered pillow from a kit by Needlepoint, U.S.A., at Bonwit Teller. Linen-cotton fabric on chair seat is "Istanbul" by Brunswig & Fils.





AN AMERICAN TREASURY

# FOLK ART IN FLOWER

By Rosemary L. Klein

In the first century of American independence, country people found creative expression in the objects they made for daily use, working in a variety of materials from wood and metal to fabric and clay. In time, the outpourings of these self-taught craftsmen were recognized collectively as folk art. Here are a few of the more than 300 paintings and decorative objects by folk artists on view until March 24 at New York's prestigious Whitney Museum of American Art.



1. In painting a young St. Louis woman, about 1830, an artist captured the elegance of her furnishings as well as the detailing on her lace-trimmed gown.

2. Watercolor of fruit in a blue compote was probably done in New England or New York, about 1840.

3. A man feeds an ear of corn to a chained bear in this primitive watercolor from Pennsylvania, painted about 1870.

4. In 1857, friends of a girl in Katonah, N.Y., made her an album quilt, a corner of which appears here. Her house, dog and favorite flowers are all portrayed in gay applique cutouts.

5. In 1872, a patriotic farmer in upstate New York hung a wood-and-metal gate painted like the U.S. flag at the time, with 38 stars.

6. A sideboard table was given a superlative finish that resembled fine-grained wood and inlay, about 1835.

7. This painted chalkware cat, circa 1850, once sat atop a country mantel.

8. Pennsylvania Dutch dower chest made in Berks County in 1803 features legendary unicorns, horsemen and tulips.

9. Graphic shape and bold color are evident in this detail from a watercolor, "Two Soldiers," painted about 1810.



6



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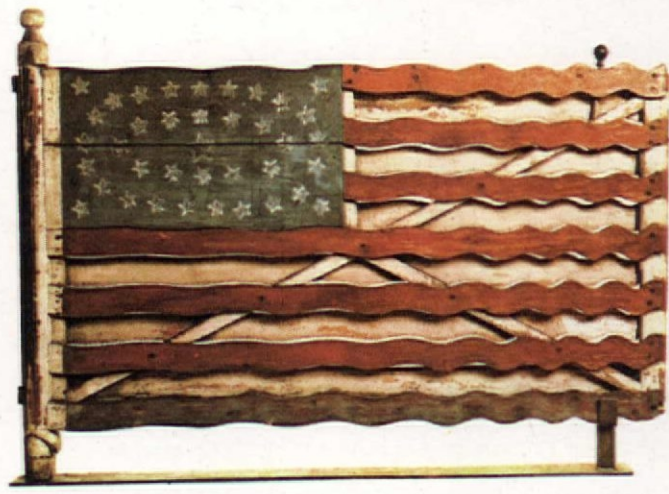
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3



4



5




8



9





**EGG ROLLS**

1 egg, slightly beaten  
2 cups flour  
1/2 teaspoon salt  
1/2 cup cold water  
3 tablespoons peanut or vegetable oil  
1/2 pound lean pork, chopped or finely diced  
1/4 pound raw shrimp, shelled, deveined and chopped

2 cups chopped Chinese cabbage, or 2 cups fresh or canned bean sprouts  
1 cup chopped celery  
4 green onions, chopped  
1/2 teaspoon salt  
1/4 teaspoon monosodium glutamate  
1 teaspoon cornstarch  
1 tablespoon soy sauce  
Oil for frying

COOKING LESSON No. 63 By Jacques Jaffry

# EGG ROLLS

To most people, these classic Chinese delicacies are irresistible hors d'oeuvres. Now you can make them easily at home just by following our step-by-step directions.



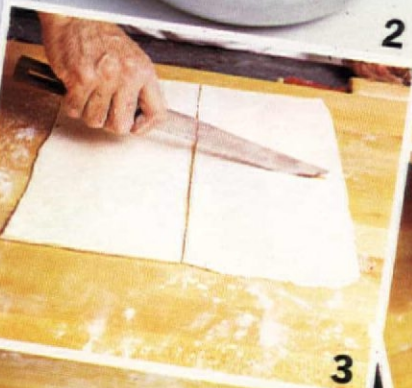
1. Reserve 1 tablespoon egg. Mix remainder, flour, salt and water with fork until all dry ingredients are moistened. Knead until smooth. Wrap in plastic wrap. Refrigerate 30 to 40 minutes.



2. Heat 3 tablespoons oil in large skillet over high heat. Add pork. Cook, stirring until meat loses its color. Add shrimp. Cook 1 minute. Add vegetables and seasonings. Cook 2 minutes, stirring often. Sprinkle with cornstarch. Mix well. Stir in soy sauce. Cook 1 minute. Turn into colander set in bowl. Cool completely.



3. Divide dough in thirds. Roll each piece into 12-inch square on surface sprinkled with cornstarch. Trim edges. Cut into 4 squares.



4. Place 1 square with a corner pointing toward you. Put 2 to 3 tablespoons cooled filling on dough, slightly below center. Brush edges of dough with reserved egg



5. Fold the corner nearest to you, up and over the filling.



6. Fold the left-hand corner over, then fold over the right one.



7. Roll toward top corner to form cylinder. Repeat with rest of squares. Cover with a damp towel until ready to use. Heat 2-inch depth oil or shortening to 375° in deep, heavy pan or in a skillet. Cook rolls, 3 or 4 at a time, until crisp and golden. Drain. Serve with duck sauce and ho mustard. Makes 12.



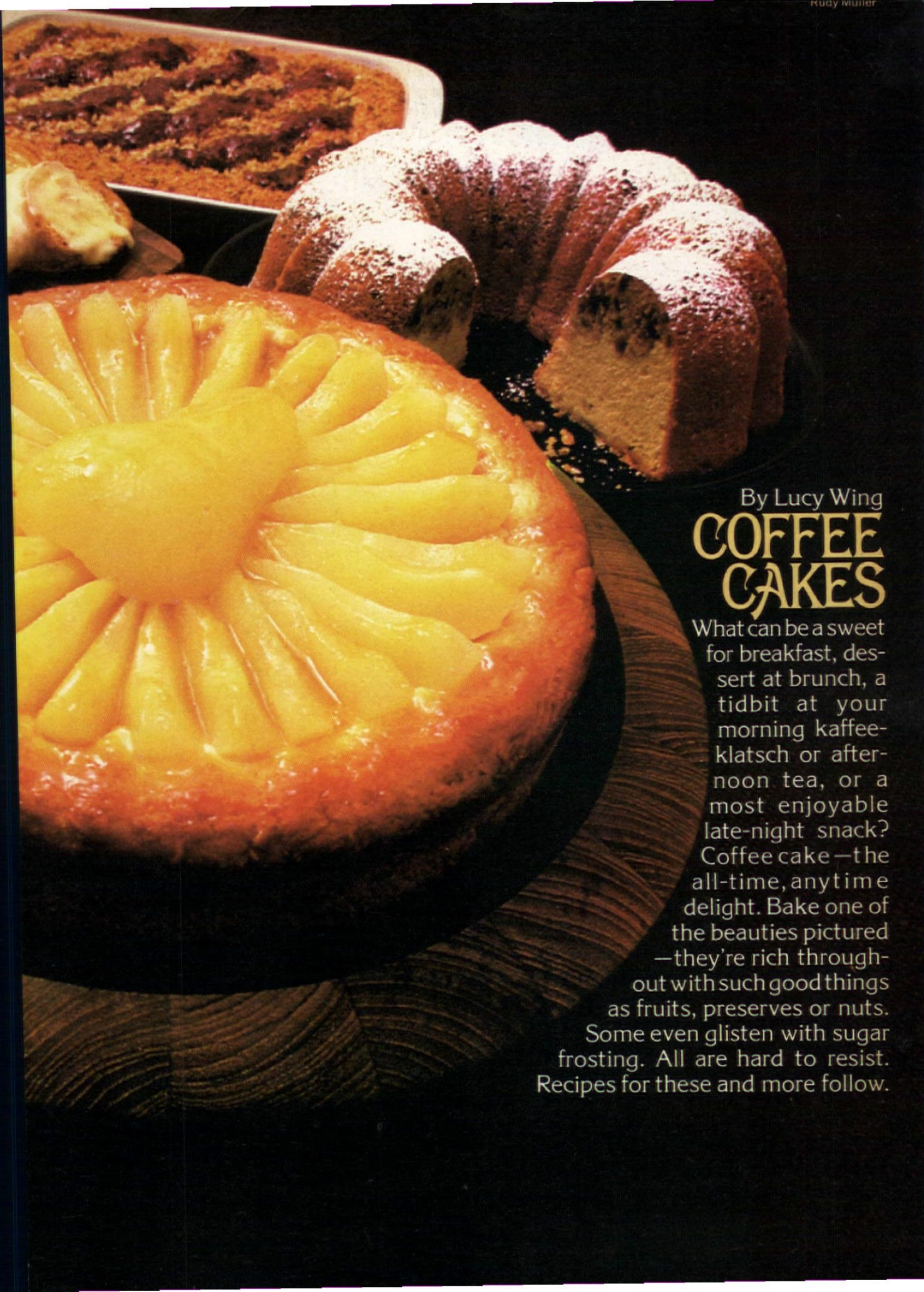
A crisp, golden crust envelopes pork, shrimp, vegetables in delicate egg rolls.



Perfect for round-the-clock enjoyment are these spectacular coffee cakes, clockwise from the Spiced Pecan Ring below: Lemon Glazed Pinwheels, Raspberry Cardamom Cake, Walnut-Filled Ginger Kuchen and Sunburst Pear Cake.







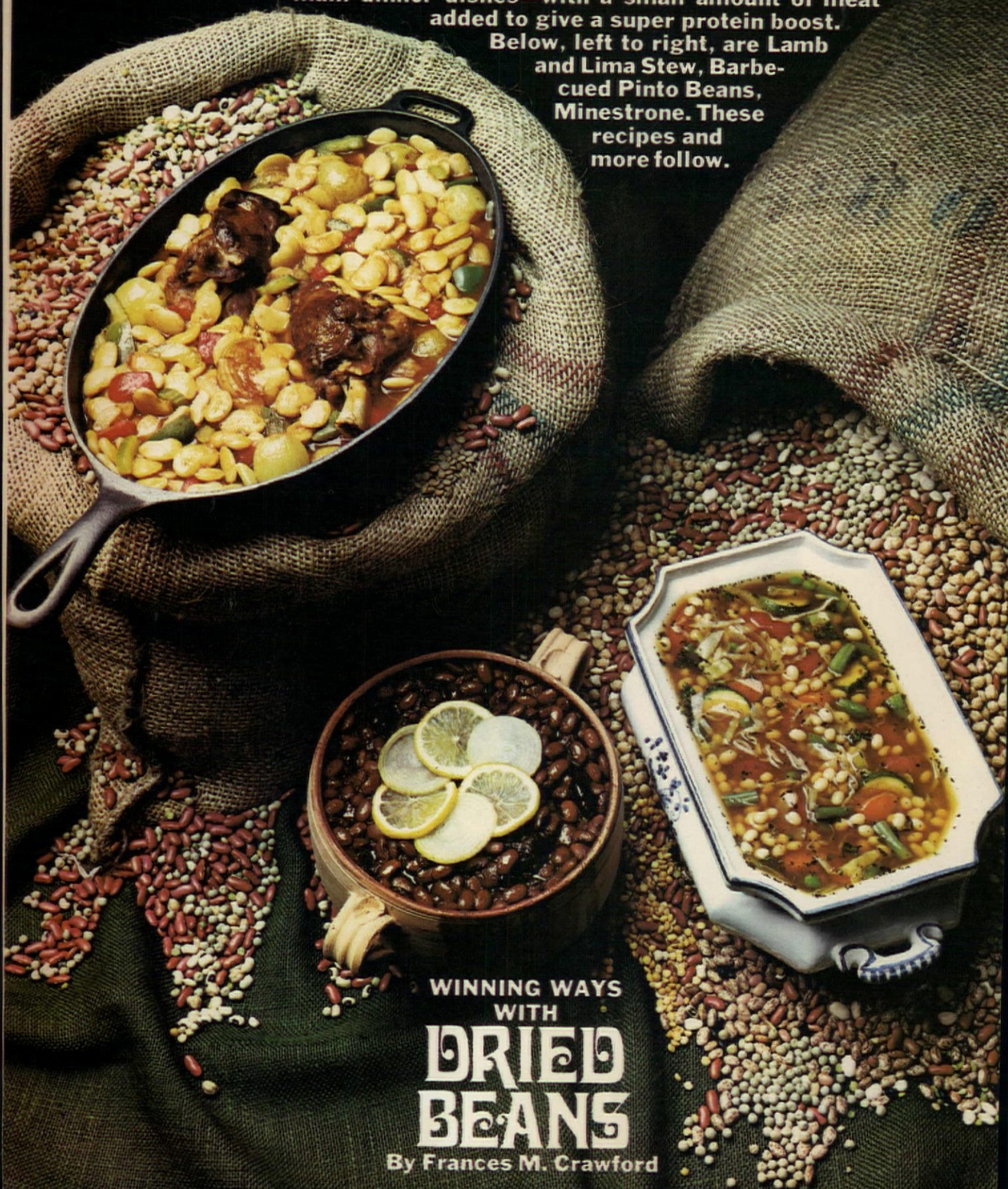
By Lucy Wing  
**COFFEE  
CAKES**

What can be a sweet for breakfast, dessert at brunch, a tidbit at your morning kaffeeklatsch or afternoon tea, or a most enjoyable late-night snack? Coffee cake—the all-time, anytime delight. Bake one of the beauties pictured—they're rich throughout with such good things as fruits, preserves or nuts. Some even glisten with sugar frosting. All are hard to resist. Recipes for these and more follow.



Dried beans are definitely in order when you want more protein for less money. Turn them into hearty soups for lunches or suppers. Or create delicious main dinner dishes—with a small amount of meat added to give a super protein boost.

Below, left to right, are Lamb and Lima Stew, Barbecued Pinto Beans, Minestrone. These recipes and more follow.



WINNING WAYS  
WITH  
**DRIED  
BEANS**

By Frances M. Crawford



# After losing 101 pounds, I weigh less than when I was 22 years old.

By Mary Falt Smith — as told to Ruth L. McCarthy



At 22 years of age and 148 pounds, I was in pretty good shape . . . for me.

For someone like me who's gone through life being called Piano Legs, the Beef Trust and a Sherman Tank, it's almost unbelievable to lose 101 pounds and weigh less now than when I was married — at the age of 22.

Fortunately, my husband Smitty was never interested in a real skinny bride. He married a girl who liked to cook and loved to eat. Why, it was nothing for us to have a lavish meal with homemade bread or muffins and hot baked pies, then go into the evening snacking on pretzels, potato chips, pizzas and beer.

Oh, I realized I was over-eating, but somehow my fat never bothered me much. Maybe because I knew I was loved and felt secure. Then, Smitty and I decided to go to Maine on a vacation and I wanted a pants suit for traveling. Well, I shopped and shopped, saying each time I left the house: "I'm off to Tent City." But at size 24½, I found nothing. And for the first time in my life, I admitted that being fat was no joke.

After Maine, when we got back home to Pearl River, New York, I decided to try to lose some weight. A friend suggested that reducing-plan candy, Ayds®, since one of the "girls" had lost 20 pounds on the plan and couldn't say enough good things about



Who'd believe I'm only 51 here? That's what 235 pounds and gray hair did to me.

it. Things like Ayds contain vitamins and minerals; that they have no drugs; and that the Ayds plan leaves you really satisfied.

Frankly, with the tremendous amount of weight that I had to lose, I was certain that the Ayds plan wouldn't work for me. Nevertheless, I bought a box of the vanilla caramel Ayds at the drugstore and began following the plan. The only person I told was my neighbor.

It was not until I'd taken off 25 pounds, however, that my other neighbors began to notice. My family, too. I'll tell you, those Ayds candies really helped curb my appetite.

I did one thing differently on the Ayds plan and it worked perfectly for me. At breakfast, instead of chewing my Ayds, I'd put one into a cup of hot tea and it looked just as if I'd added milk and sugar. Tasted delicious, too, and all I had was 26 calories. At lunch, I'd go back to chewing Ayds with tea; then I'd have a lettuce and tomato salad and cold roast beef or chicken. Then at dinner, I would have Ayds and tea again with meat, a green vegetable and salad. Why, with the help of Ayds, I was even able to cut out all those starches I used to have and, honestly, I didn't even miss them.

You know, it took me only a year to



Now that I'm 52, I'm down to 134 pounds and feel spry as a spring chicken.

go from 235 pounds to 134, thanks to the Ayds plan. And it was when I hit that low figure that I couldn't resist getting out an old snapshot and comparing what I looked like when I was in my twenties with what I look like today. That's when I decided to color my hair, buy a new pants suit and be what I am — a "liberated" woman who still loves to cook for her man.

## BEFORE AND AFTER MEASUREMENTS

	Age 22	Age 51	Age 52
Height.....	5'2"	5'2"	5'2"
Weight.....	148 lbs.	235 lbs.	134 lbs.
Bust.....	?	48"	37"
Waist.....	?	44"	29"
Hips.....	?	47"	38"
Dress.....	?	24½	10

\*Mary does not remember what her measurements were when she was in her twenties.



continued from page 61

**KEY TO NUTRITION RATINGS**

To assist you in meal planning, each of our recipes not only lists the number of servings, but also the calorie (cal.), protein (P.), fat (F.) and carbohydrate (C.) content one serving provides. A recipe will also be designated a vitamin source if a serving supplies 20 percent or more of the recommended daily allowance (RDA).

**RASPBERRY CARDAMOM CAKE**

(pictured)

Makes 10 servings.

Each serving: 294 cal.; 6 gms. P.; 12 gms. F.; 42 gms. C.

- 1/2 cup ground blanched almonds
- 1/4 cup graham cracker crumbs
- 1 tablespoon sugar
- 2 tablespoons softened butter or margarine or liquid margarine
- 2 1/2 cups buttermilk biscuit mix
- 2 tablespoons sugar
- 2 large eggs
- 1/2 cup milk
- 1/2 teaspoon ground cardamom
- 1/2 cup raspberry preserves

Heat oven to 400°. Mix almonds, crumbs, 1 tablespoon sugar and butter or margarine in small bowl. Combine biscuit mix, 2 tablespoons sugar, eggs, milk and cardamom in bowl until well mixed. Spread batter in greased 12x8-inch baking dish. Spoon preserves over batter surface; spread carefully, leaving 1-inch edge plain all around. Sprinkle almond crumbs around edge of batter and in diagonal design over preserves. Bake 25 minutes or until cake springs back when lightly touched with fingertip. Serve warm.

**SUNBURST PEAR CAKE**

(pictured)

Makes 10 servings.

Each serving: 316 cal.; 6 gms. P.; 4 gms. F.; 66 gms. C.

- 1 package (13 3/4 ounces) hot-roll mix
- 1/2 cup warm water (105°)
- 2 large eggs
- 2 tablespoons sugar
- 1/4 cup brown sugar, firmly packed
- 1/4 cup unsifted all-purpose flour
- 1/2 teaspoon ground cinnamon
- 1 can (1 pound 13 ounces) pear halves
- 1/2 cup apricot preserves

Dissolve yeast from package of hot-roll mix in warm water in large bowl. Add eggs; stir until blended. Stir in dry mix and sugar. Put dough into greased 9-inch springform pan. Turn dough over to bring greased side up. Pat dough out with greased fingers to fit bottom and 1 inch up the sides of pan. Cover pan with towel. Let dough rise in warm place (85°), free from draft, 1 1/2 hours or until doubled in bulk.

Heat oven to 375°. Combine brown sugar, flour and cinnamon in small bowl. Drain pears; pat extra dry with paper towels. Reserve 1 pear half for center; cut each remaining half into 4 slices. Reshape 1-inch edge of dough in pan, if needed. Sprinkle cinnamon

mixture in bottom of dough shell. Arrange sliced pears, rounded side down, over mixture. Place reserved pear in center. Heat apricot preserves in small saucepan over low heat until melted; strain. Brush over pears and dough edge. Bake 40 minutes or until golden. Cool in pan on wire rack 15 minutes. Remove sides of pan. Serve warm.

**WALNUT-FILLED GINGER KUCHEN**

(pictured)

Makes 12 servings.

Each serving: 377 cal.; 6 gms. P.; 19 gms. F.; 48 gms. C.

- 1 cup ground walnuts
- 1/2 cup diced candied orange peel, finely chopped
- 1/4 cup unsifted all-purpose flour
- 2 tablespoons sugar
- 2 tablespoons softened butter or margarine or liquid margarine
- 1 package yellow cake mix for 2 layers
- 2 large eggs
- 1 cup dairy sour cream (1/2 pint)
- 1/3 cup water
- 2 teaspoons ground ginger

Heat oven to 350°. Grease and flour 10-inch Bundt pan or 12-cup mold. Mix walnuts, candied peel, flour, sugar and butter or margarine in medium-size bowl. Combine cake mix, eggs, sour cream, water and ginger in large bowl. Beat on low speed of mixer until ingredients are moistened, scraping bowl with rubber spatula. Beat on medium speed until smooth and fluffy. Remove 1 cup batter; stir into walnut mixture. Spoon plain batter into prepared pan. Spoon walnut filling in ring on top of batter in pan. Bake 50 minutes or until cake springs back when lightly touched with fingertip. Cool in pan on wire rack 15 minutes. Loosen cake around sides of pan. Place serving plate over cake. Invert. Remove pan. Sprinkle cake with confectioners' sugar, if desired. Serve warm or cold.

**SPICED PECAN RING**

(pictured)

Makes 8 servings.

Each serving: 469 cal.; 10 gms. P.; 19 gms. F.; 65 gms. C. Source of thiamine and niacin.

- 3/4 cup milk
- 1/2 cup water
- 1/4 cup softened butter or margarine
- 3 1/2 to 4 cups unsifted all-purpose flour
- 1 package active dry yeast
- 1/2 cup brown sugar, firmly packed
- 1 teaspoon salt
- 2 teaspoons ground cinnamon
- 1 teaspoon ground cloves
- 1/2 teaspoon ground nutmeg
- 1 large egg
- 1 cup chopped pecans
- 1 egg white, slightly beaten
- 8 pecan halves

Heat milk, water and butter or margarine in saucepan over low heat until very warm (120° to 130°). Combine 2 cups flour, yeast, brown sugar, salt

and spices in large bowl. Add milk mixture gradually. Beat on low speed of mixer until just blended, scraping bowl with rubber spatula. Add 1/2 cup more flour and egg. Beat 3 minutes on medium speed. Stir in 1/2 cup more flour and pecans with spoon to make a soft dough. Turn out onto floured board. Knead in 1/2 to 1 cup flour gradually. Continue to knead until dough is smooth and elastic.

Put dough into greased, large bowl; turn dough over to bring greased side up. Cover with towel. Let dough rise in warm place (85°), free from draft, about 1 1/2 hours or until almost doubled in bulk. Punch dough down; knead to distribute air bubbles. Let rest 15 minutes. Cut off one-third of dough. Shape larger piece into a rope about 20 inches long. Form into an 8-inch ring on greased cookie sheet. Pinch ends together to seal. Brush with egg white. Shape remaining piece of dough into rope 18 inches long. Place on top of ring. Pinch ends to seal. Using scissors, snip the top dough ring at an angle at 3/4-inch intervals. Cover. Let rise about 1 hour or until doubled in bulk. Heat oven to 375°. Brush ring with egg white; arrange pecan halves on top. Bake 35 minutes or until well browned. Cover top with foil the last 10 minutes so pecans don't burn.

**LEMON-GLAZED PINWHEELS**

(pictured)

Makes 8 servings.

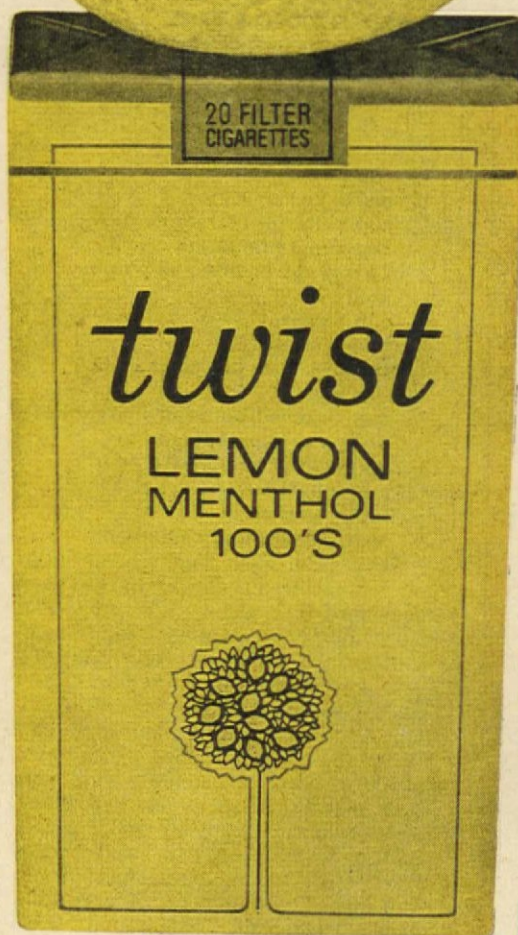
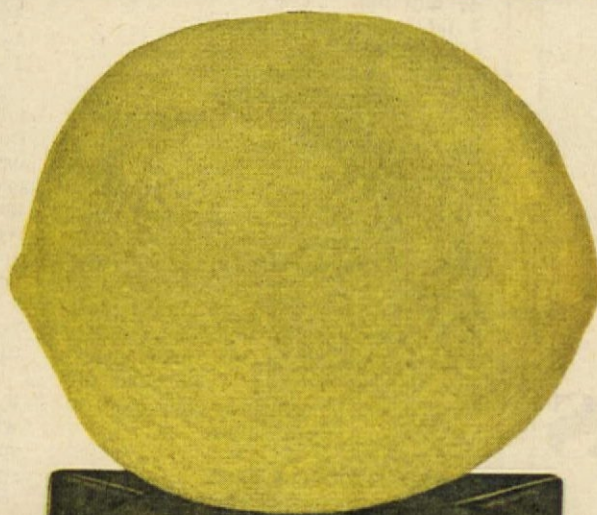
Each serving: 241 cal.; 2.2 gms. P.; 11.4 gms. F.; 34 gms. C.

- 2 tablespoons softened butter or margarine
- 1 tablespoon finely grated lemon peel
- 1 tablespoon confectioners' sugar
- 2 packages (8 ounces each) refrigerated crescent dinner rolls
- 2/3 cup flaked coconut
- 1 cup confectioners' sugar
- 2 tablespoons lemon juice

Heat oven to 375°. Combine butter or margarine, lemon peel and 1 tablespoon sugar in small bowl. Unroll both packages of rolls on floured board. Do not separate dough along perforations. Overlap dough rectangles about 1/4 inch along long sides. Pat along overlap and perforations to form a smooth 12x14-inch rectangle. Spread rectangle with thin layer of butter mixture, leaving 1/2 inch uncoated all around. Sprinkle with coconut. Roll up, jelly-roll fashion, from long side. Pinch edges to seal. Place roll on foil-lined cookie sheet. With serrated knife, cut roll into 16 slices, but without cutting all the way through. Pull slices out, alternating to right and left sides. Bake 25 minutes or until golden. Cool slightly on wire rack. Combine 1 cup confectioners' sugar and lemon juice. Add either more sugar or juice to make consistency spoonable. Tint with yellow food coloring, if desired. Spoon over warm pinwheels.



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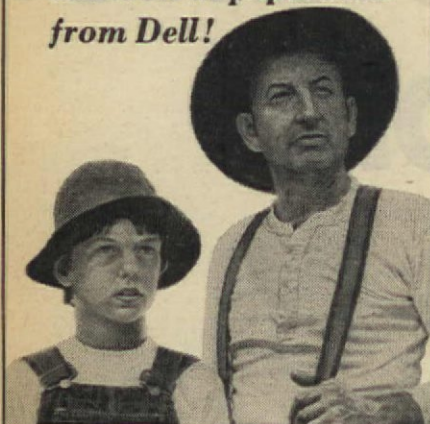
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# A Day No Pigs Would Die

by  
**ROBERT  
NEWTON PECK**

"It is a long time since I read a book that caused me to laugh aloud and a few pages later to cry my eyes out. Robert Newton Peck's *A DAY NO PIGS WOULD DIE* made me do both," said Ilka Chase. That just about sums up the sentiments of everyone who read this beautifully written, critically-acclaimed novel.

*A DAY NO PIGS WOULD DIE* is the gentle, heartwarming story of Rob Peck, a 12-year-old Vermont farm boy raised as a Shaker. The novel was a selection of two book clubs in hardcover, and will be a forthcoming major motion picture from 20th Century Fox.

Author Sloan Wilson said: "My daughter, 8, my wife and I all loved *A DAY NO PIGS WOULD DIE*. It's nice to read a book about a boy who loves and respects his father. All fathers will be grateful."

**DELL** \$1.25

COFFEE CAKES continued

## ORANGE ANISE SQUARES

Makes 9 servings.  
Each serving: 327 cal.; 5 gms. P.; 12 gms. F.; 50 gms. C.

- 1/2 cup softened butter or margarine
- 2/3 cup sugar
- 2 large eggs
- 2 cups unsifted all-purpose flour
- 1 tablespoon baking powder
- 1/2 teaspoon salt
- 3/4 cup milk
- 1 tablespoon anise seeds, crushed
- 1/4 teaspoon ground nutmeg
- 1/2 cup orange marmalade

Heat oven to 350°. Grease and flour 9x9x2-inch baking pan. Beat butter or margarine, sugar and eggs in large bowl of mixer until fluffy. Add flour, baking powder, salt, milk, anise and nutmeg. Beat on low speed until dry ingredients are moistened. Beat on medium speed until fluffy and blended. Pour into prepared pan. Bake 30 minutes or until cake springs back when lightly touched with fingertip. Remove from oven. Spread top with orange marmalade. Serve warm or cold, cut into squares.

## STREUSEL COFFEE CAKE

Makes 9 servings.  
Each serving: 363 cal.; 6 gms. P.; 18 gms. F.; 44 gms. C. Source of thiamine.

- 1/2 cup milk
- 1/4 cup water
- 1/2 cup butter or margarine or 1/2 cup liquid margarine
- 2 to 2 1/2 cups unsifted all-purpose flour
- 1/4 cup sugar
- 1/4 teaspoon salt
- 1 package active dry yeast
- 1 large egg
- 1/3 cup softened butter or margarine or 1/3 cup liquid margarine
- 1 cup unsifted all-purpose flour
- 1/4 cup brown sugar, firmly packed
- 1/2 teaspoon ground cinnamon

Heat milk, water and 1/2 cup butter or margarine in saucepan over low heat until very warm (120° to 130°). Combine 1/2 cup flour, 1/4 cup sugar, salt and yeast in bowl. Add milk mixture gradually to dry ingredients. Beat on low speed of mixer just until blended. Add 1 cup more flour and egg. Beat on medium speed 3 minutes, scraping bowl occasionally with rubber spatula. Stir in enough flour, about 1/2 to 1 cup, to make a stiff batter. Spread batter in well-greased 9x9x2-inch baking pan. Combine 1/3 cup butter or margarine, 1 cup flour, brown sugar and cinnamon in small bowl. Sprinkle evenly over batter in pan. Cover with towel. Let rise in warm place (85°), free from draft, about 1 hour or until doubled in bulk. Heat oven to 375°. Bake 35 minutes or until cake springs back when lightly touched with fingertip. Serve warm, cut into squares.

## CINNAMON RAISIN BUNS

Makes 6 servings.  
Each serving: 375 cal.; 6 gms. P.; 12 gms. F.; 64 gms. C. Source of thiamine.

- 2 cups unsifted all-purpose flour
- 6 tablespoons sugar
- 1 tablespoon baking powder
- 1/3 cup butter or margarine
- 3/4 cup canned applesauce
- 1 large egg yolk
- 2/3 cup seedless raisins
- 1/2 teaspoon ground cinnamon
- 1 egg white, slightly beaten

Combine flour, 4 tablespoons sugar and baking powder in bowl. Cut in butter or margarine with pastry blender until mixture resembles coarse crumbs. Combine 1/2 cup applesauce and egg yolk; stir into dry ingredients with fork until mixture clings together in a ball. If mixture is too dry to hold together, add milk, a teaspoon at a time. Turn dough out onto floured board. Knead gently 10 times or until smooth.

Heat oven to 375°. Roll dough out to a 12x14-inch rectangle. Spread with 1/4 cup applesauce. Mix 2 tablespoons sugar, raisins and cinnamon; sprinkle over applesauce. Roll up, jelly-roll fashion, from long side. Pinch edges firmly to seal. Cut into 12 equal slices. Place slices, cut side down, in greased 8-inch layer-cake pan. Brush top with egg white. Bake 25 minutes or until golden brown. Serve warm or cold.

## DRIED BEANS

continued from page 62

## BARBECUED PINTO BEANS

(pictured)

Makes 6 servings.  
Each serving: 521 cal.; 32 gms. P.; 18.7 gms. F.; 60 gms. C. Source of thiamine, riboflavin, niacin and vitamin C.

- 1 pound pinto beans
- 6 cups water
- 1 teaspoon salt
- 1 pound boneless beef shank, thinly sliced
- 1 teaspoon salt
- 1/2 cup catsup
- 1 tablespoon light brown sugar
- 2 tablespoons Worcestershire sauce
- 1 teaspoon chili powder
- Dash of hot-pepper sauce
- 1 lemon, thinly sliced
- 1 onion, thinly sliced

Wash beans; place in large kettle. Add water, 1 teaspoon salt and sliced beef. Simmer, covered, 1 1/2 hours. Heat oven to 350°. Drain beans, reserving liquid. Turn beans into 2 quart casserole. Combine 1 teaspoon salt, catsup, brown sugar, Worcestershire, chili powder, hot-pepper sauce and 1 cup reserved bean liquid; pour over beans. Bake, covered, 30 minutes; arrange lemon and onion slices over top. Bake 20 to 30 minutes longer or until beans and meat are tender.

continue



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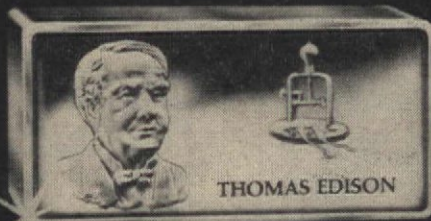
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### DRIED BEANS continued

#### BOSTON BAKED BEANS

Makes 8 servings.  
Each serving: 753 cal.; 28.7 gms. P.; 24.6 gms. F.; 108 gms. C. Source of thiamine, riboflavin and niacin.

- 4 cups pea or Navy beans
- 2 quarts water
- 2 medium-size onions
- 2 whole cloves
- 1 medium-size carrot, pared
- ½ pound salt pork, cut in 2 slices
- 1 cup molasses
- ½ cup dark brown sugar
- 2 teaspoons dry mustard
- 2 teaspoons salt
- ½ teaspoon pepper

Wash beans. Place in large saucepan. Add water. Bring to boiling. Boil

2 minutes. Cover. Remove from heat. Let stand 1 hour. Add onions, each stuck with 1 clove, and carrot. Cover. Bring back to boiling. Simmer 1 hour or until beans are almost tender. Drain beans, reserving liquid. Discard onions and carrot. Heat oven to 300°. Place one slice of salt pork in bottom of earthenware bean pot or casserole. Pour in beans. Combine molasses, brown sugar, mustard, salt, pepper and 2 cups reserved bean liquid. Mix well. Pour over beans (beans should be covered—add more liquid if necessary). Stir gently. Score rind of remaining pork slice every ½ inch with cuts 1 inch deep. Push into beans, leaving rind exposed. Cover. Bake 4 to 5 hours, adding more liquid if level lowers. Uncover last ½ hour.

### MINISTRONE

(pictured)

Makes 8 servings (4½ quarts).  
Each serving: 338 cal.; 21 gms. P.; 6.6 gms. F.; 52 gms. C. Source of vitamins A and C, thiamine, riboflavin and niacin.

- 2 cups Navy beans
- 4 quarts cold water
- 5 beef bouillon cubes
- 2 tablespoons pure vegetable oil
- 1½ cups chopped onion
- 2 cups sliced celery
- 2 cloves of garlic, minced
- 3 tablespoons chopped parsley
- 1 can (1 pound) tomatoes, chopped
- 1 teaspoon basil, crumbled
- ½ teaspoon oregano, crumbled
- 2 teaspoons salt
- ¼ teaspoon pepper
- 3 medium-size carrots, thinly sliced (1 cup)
- 4 small unpeeled zucchini, sliced (4 cups)
- 1 package (10 ounces) frozen peas
- 1 package (10 ounces) frozen cut green beans
- ¼ of small head cabbage (about 2 cups or ½ pound)
- Grated Parmesan cheese

Wash beans; place beans, water and bouillon cubes in large saucepan. Bring slowly to boiling. Simmer, covered, 1½ hours or until beans are soft. Heat oil in large skillet; add onion, celery and garlic. Sauté 5 minutes, stirring often. Add to beans; add remaining ingredients, except cheese. Simmer, covered, 30 minutes and stirring occasionally. Sprinkle each serving generously with Parmesan cheese.

### LENTIL SOUP

Makes 6 servings (about 3 quarts).  
Each serving: 408 cal.; 28 gms. P.; 11 gms. F.; 54.5 gms. C. Source of thiamine, niacin and vitamin C.

- 1 pound lentils
- 3 quarts cold water
- 1 clove of garlic, minced
- 1 large onion, chopped (1 cup)
- 3 stalks celery, thinly sliced (1 cup)
- 3 large carrots, pared and coarsely grated (2 cups)
- 1 ham bone (with some meat on it)
- 2½ teaspoons salt
- ¼ teaspoon pepper
- ½ teaspoon dried thyme, crumbled
- 2 tablespoons chopped parsley
- Lemon slices

Wash lentils; place in large kettle. Add cold water, garlic, onion, celery, carrots, ham bone, salt, pepper and thyme. Simmer, covered, 2½ to 3 hours or until lentils are tender. Remove ham bone; cut off any meat from bone; dice. (You should have about 1½ cups.) If desired, put soup through sieve or puree in blender. Return diced meat to soup. Heat; season to taste. Serve with a sprinkling of parsley and thin lemon slices.

continues



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—add not a single pound to their figures, even though they add five, ten, twenty or thirty candles to their birthday cakes!  
 —rinse so much shine into their hair that it has to be powdered down so it doesn't glare into the TV cameras!  
 —smooth out ugly veins from their hands and feet, in exactly the same way that they smooth out ugly lines from their necks and faces!  
 —leave their double-chin in bed when they get up in the morning, because they know the right way to simply "sleep it away!"  
 —"pearlize" their skin, so you would never dream that they too suffered from blackheads, enlarged pores or acne!

## These Beauty Secrets—And Dozens More Just Like Them—Earn These Women Up To \$100 An Hour! Now They Are YOURS For Only A Few Pennies Apiece!

What we are offering you, in fact, is the world's first "inside" manual on how ordinary women with perhaps a slightly better face and a slightly better figure (than yours) are transformed overnight into stunning beauties! With pounds carved effortlessly off their figures! Years smoothed effortlessly off their faces! Every good feature perfected, and every bad feature either corrected or disguised!

And then—when the absolute exquisite face-cream has been created out of the raw girl who first came into the studio—this dazzling physical beauty is then "frozen" against time and weight-in-of-even-an-ounce for ten... twenty... even thirty years!

For great models are not born; they are made! On page 10 of this eye-opening volume, you are taken behind-the-scenes in the most glamorous "gloriority" in the world, and you are shown that there is scarcely a model alive who did not need to have ten or twenty pounds whisked off her face, and a major transformation made on her face, before a top model agency offered her a contract!

But these women made themselves slim, and made themselves radiant far more cleverly and easily than you have ever dreamed. Let us prove it to you right now:

## Take Slimming, For Example! How Would You Like To Eat What You Want, When You Want It—And Still Get And Stay Slim Forever!

Let us just quote one of the models whose "forever-young, forever-slim" secrets are revealed here! She says, quite frankly, "I positively adore my body. And I never, but never, starve myself. Yet I weigh the same today as when I started modeling more than ten years ago." (Italics ours.)

Why? Because she uses the "Self-Maintaining Diet"! The diet that's fun, that's the happiest of ventures! That actually tames, overnight, those insatiable urges that destroy your figure! That educates your taste buds and your metabolism, that you find yourself able to eat what you want, when you want it, without gaining so much as an ounce—and (at least at the beginning) losing much as a pound a day!

Using this diet strategy, food becomes an ally rather than an enemy! It fills you up, but never fattens! Using this strategy, one model went from 100 pounds to 123 pounds in well under a single

month—and she still ate what she pleased on weekends!

Using this strategy, every other model (with the exception of one or two) who faithfully followed it for ten days lost ten big pounds—to start! Another (a perfectionist) went from 133 to 97 pounds! Another, who was bottom-heavy, not only shed ugly pounds all over her body—but spot-exercised the flab right off her bottom so perfectly that she now does bathing suit ads!

## And This "Frozen Slenderness" Is Only The Beginning Of The Stunning New Beauty These Top Models Can Give You! Without Your Risking A Penny!

For example:

Of all women, a successful model must always be a healthy, sexually vibrant, powerhouse of energy! She must be able to "turn on the dazzle" at a moment's notice—despite the fact that she has been dashing all over the city, toting pounds of clothes, a make-up kit, and often a wig box! Here are the "glamour vitamins" that turn on such amazing stores of physical vitality—ready to go to work for you within seconds after you read page 42!

Nor can an \$80-an-hour model afford the slightest trace of dandruff! After trying all the expensive treatments and preparations, here's how they simply rinse the ugly flakes away, at home, in seconds—for pennies! (Page 63.)

And glasses are out too! Weak eyes, aging eyes, dull eyes can cost a model her career! These top models believe that most women take to spectacles simply because of lazy eye muscles, just as most women take to girdles because of lazy body muscles! And if you want to escape the "eye-glass-prison"—perhaps far faster than you've ever dreamed—check page 68 the moment you get this book!

And how about strong, sexy teeth! Did you ever hear, for example, of the new sealants that can be applied to your teeth in seconds, to shield them from harmful bacteria! (See page 73.)

**SPECIAL BONUS SECTION:** Tips from top hand models that may solve your rough, red problem forever! They say bluntly that there is simply no excuse any longer for hands that are anything else but silken smooth—and nails that are as strong as steel! One glance at the "magic" hand exercises on page 81 may convince you, for good!

**PLUS,** of course, the same "million-dollar-know-how" for your feet as well! Including a natural-fruit way to keep their skin exquisitely white and fine-pored! And a simple little action that builds a natural-shield against calluses right into them!

## These Models Say Old-Fashioned Huff-And-Puff Exercises Are OUT! If You Want A 28-Inch Waist At Age Sixty—Do This Instead...

Just MOVE the way you're shown on pages 89 to 103... and watch inches seem to evaporate into thin air—as though you could practically "smile" them away!

Here are special, super-effective slimmers for the stomach, legs, hips, calves, derriere, arms, bosom—and especially that embarrassing "below-stomach bulge" that otherwise grows larger and larger! Also two startling "firmer-uppers" for neck lines and for bags under your eyes that you must try at once if you suffer from either one!

Incidentally, if you want to smooth out lip wrinkles, also check page 101 at once!

And this is still just the beginning! We just don't have room enough here to mention all the professional beauty secrets revealed at last in this eye-opening book! For example:

How to eliminate muddy, bumpy-looking complexion with nothing but water...

How to get rid of "early morning wrinkles and bags," in minutes...

How to build a voice as seductive as your new body—a complete mini-course...

How to achieve the illusion of a near-perfect face (for example, if you have a receding chin, how to "add" to it in seconds)...

How to blend your own shampoos, skin creams



This is 39-year-old Oleda Baker, author of this eye-opening new guide. Would you believe her age? Learn about youth-secrets, and those of dozens of other top models, entirely at our risk. Read the thrilling details on this page!

and facials, that cost almost nothing, but far outperform the expensive kind...

## And Much, Much More! But Read Them All—Prove Them All, From Cover To Cover—Without Risking A Penny!

This book is for people who want to get things done! You owe it to yourself to take all the secrets you can get TODAY!

### ABOUT THE AUTHORS

**OLEDA BAKER** (pictured at the left) is a well-known fashion model and cover-girl who also performs in television commercials. Between modeling assignments, she paints, designs jewelry and clothes, and takes care of her husband, Stephen, her son, David, and their New York home.

**BILL GALE**, a former award-winning advertising copywriter, has written for many national magazines.



# Ceramic Tile Picturebook-25¢ (A lot of ideas for a little.)



Ceramic tile can turn anyplace into a showplace. And we've got a great book to prove it. It's filled with ideas and photos to help you create stunning visual effects all over your house.

Decorative tile floor inlays, unusual window treatments, fireplaces, foyers, patios, dining rooms, bedrooms, and the most beautiful kitchens and baths you have ever laid your eyes on. It's only 25¢ with this coupon.

P. O. Box 2222 Room 400, Princeton, New Jersey 08540.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Tile Council of America, Inc.**

## Building or remodeling? This new guide will help!

This new edition of our free 24-page booklet will help you make the right decisions in the important matter of selecting and installing windows and gliding doors.

Send today for this informative, guide packed with helpful illustrations of Andersen Windows and Doors, Inc.®.

How to select, "How to install Andersen Windows and Doors, Inc.® a 55003 model a \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

OFFICIALLY NOTED

**Windowalls®**  
BAYPORT, MINNESOTA 55003



DRIED BEANS continued

### LAMB AND LIMA STEW (pictured)

Makes 6 servings.  
Each serving: 743 cal.; 36 gms. P.; 40.4 gms. F.; 60.9 gms. C. Source of thiamine, riboflavin, niacin and vitamin C.

- 1 tablespoon pure vegetable oil
- 2 small lamb shanks (1¾ to 2 pounds)
- 1 pound large, dried lima beans
- 1½ teaspoons salt
- 1 quart water
- 1 large onion, cut in eighths
- 1 green pepper, seeded and chopped
- 3 cups sliced celery
- 6 small onions, peeled
- 1 can (8 ounces) tomato sauce
- 1 jar (4 ounces) pimiento
- 1 teaspoon poultry seasoning
- 2 teaspoons vinegar
- 1½ teaspoons salt
- ⅛ teaspoon pepper

Heat oil in large saucepan; brown shanks well; spoon off any fat. Rinse beans; add to shanks. Add 1½ teaspoons salt and water. Bring to boiling. Simmer, covered, 1½ hours. Remove from heat. Drain, reserving liquid; return ½ cup bean liquid to pan. Add remaining ingredients. Push whole onions under surface of liquid. Simmer, tightly covered, 1 hour 30 minutes or until meat and vegetables are tender. Add reserved bean liquid during cooking, if necessary, to keep beans moist.

### GARBANZOS AND FRANKS

Makes 6 servings.  
Each serving: 498 cal.; 23 gms. P. 21.5 gms. F.; 58.7 gms. C. Source of vitamins A, and C, thiamine and niacin.

- 1 pound dried garbanzos (chick peas)
- 1½ quarts water
- 1 teaspoon salt
- 2 large onions, sliced
- ¼ cup butter or margarine
- 1 teaspoon turmeric
- ½ teaspoon chili powder
- ¼ teaspoon ground ginger
- ¼ teaspoon dried mint, crumbled
- 1½ teaspoons salt
- 1 teaspoon sugar
- ⅛ teaspoon pepper
- 1 can (1 pound 12 ounces) tomatoes with puree
- ½ pound frankfurters, cut in chunks
- 1 lemon, thinly sliced or cut in wedges

Wash beans; place in large saucepan. Add water and 1 teaspoon salt; bring slowly to boiling; simmer, covered, 2½ hours or until beans are tender. While beans cook, sauté onions in butter or margarine in second pan 5 minutes or until golden. Add seasonings, tomatoes and frankfurters. Drain garbanzos, reserving liquid. Add drained beans to tomato mixture. Simmer, covered, 30 minutes. Add reserved bean liquid during cooking, if necessary, to keep beans moist. Serve with lemon slices or wedges.

contin



# Start Collecting Today — With Thousands Of Other Americans — For Marvelous Decorations & For Real Potential Profit Too!



1973 Haviland-Parlon Christmas. Only 5,000 for world distribution. Fine Limoges. \$37.50



1973 Goebel Hummel Annual Ever popular among Hummel figurine collectors. \$32.50



1971 Bing and Grondahl Mothers Day. Tender Mother/Kitten scene. \$24.00 (see special \$9.95 offer)



1974 Bing and Grondahl Mothers Day. A must for every collector of fine porcelain. \$16.50



1973 Haviland-Parlon "Unicorn". This edition almost sold out. Order early (Limit One). \$37.50



1974 Goebel Hummel Annual. Hand made and hand painted by famous Hummel artists. \$40.00



1974 Berta Hummel Mothers Day. From the original Berta Hummel painting. 8" porcelain. \$17.50

Each Plate Is Produced In A Limited Quantity And Then The Mold Destroyed

## Limited Edition Collector Plates

When Limited Quantities Are Gone, There Will Be No More Available

Every Limited Edition Collectors Plate shown here is for the collector with an eye for beauty and an instinct for investment potential. Some are handmade, some hand painted and some serially numbered—each is a masterpiece from a world famous art plate maker such as Bing and Grondahl, Haviland, Goebel-Hummel and Dresden.

### WHY DO LIMITED EDITIONS INCREASE IN VALUE?

Each year quality companies like those represented here, produce a limited number of a specifically chosen plate before destroying the mold. Because the demand for these beautiful plates usually exceeds the supply, many "sell out" and become hard to find. As a result, prices rise. We've sold many in recent years that have increased in price by over 500%.

We think we've been pretty successful in helping our customers make right choices. We sold the 1971 Goebel Hummel Annual Collectors Plate for \$25.00 and it now brings up to \$200.00. The 1970 Haviland Christmas Plate we sold for \$27.50 is up in price by 600% and the 1972 Haviland-Parlon Christmas Plate is up 400% in one short year. The 1969 Bing and Grondahl Mothers Day Plate we sold for \$9.00 is now worth up to \$285.00 (and we just heard from the Bing and Grondahl Company that the 1974 Mothers Day plate shown in this ad will be made in an equally limited quantity as the 1969 one). Joy's predicts that this and most of the plates shown here will be sold out fast to smart collectors.

### EXTRA SPECIAL OFFER

As an incentive for you to start your Limited Plate Collection, Joy's wants to offer you the scarce and beautiful 1971 Bing and Grondahl Mothers Day Plate at an unbelievably low price! Please look at this rare plate (shown at top) which is almost impossible to obtain. When you can find one, they bring around \$24.00, but to get you started in this enjoyable hobby you may buy one (limit 1) at only \$9.95 when you order any other item from this ad. This offer will never be repeated and is subject to limited supply so please order today to avoid disappointment.



Norman Rockwell's "Butter Girl" By America's best loved artist. A real collector's item. \$19.50



1974 Haviland Annual. Finest Limoges Porcelain from France. Excellent value. \$30.00



1974 Dresden Mothers Day. Baroque style, 24 Kt. gold edge. Extremely Limited Edition. \$19.50

## 2 New Berta Hummel Originals



Berta Hummel Childrens Cup. For that special child. Fine porcelain. \$12.00



Berta Hummel Music Box. Great Mothers Day gift with Swiss movement. \$17.50

### MAIL NO-RISK COUPON TODAY!

#### JOY'S LIMITED EDITIONS

Joy's Ltd., Merchandise Mart Plaza, Dept. 3393, Chicago, Illinois 60654

Please rush me your following Collector's Items indicated:

\_\_\_\_\_

\_\_\_\_\_

I understand that if I'm not completely satisfied I may return any Collector Item within 10 days for a full refund. Enclosed is check or money order for \$\_\_\_\_\_. Joy's will pay full postage and handling.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Illinois residents add 5% sales tax.



## AMAZING \$1-OFFER

HARVEST UP TO 40 LBS.—HUNDREDS OF TOMATOES YEARLY  
(THOUSANDS OF TOMATOES OVER 10 YEARS)  
FROM ONE SINGLE TOMATO TREE INDOORS OR OUTDOORS

New Zealand *Amazing* Exotic

# TREE TOMATO

(Cythomandra Betacea)

**Grows Huge  
Hanging Clusters  
of Succulent,  
Red Tree Tomatoes  
Borne in  
Successive Waves  
Month After  
Month**

- Grows As A Tree—  
Outdoors!
- Grows With Tropic Ease—  
Indoors!
- Foot-Long Exotic-Shaped  
Leaves Add Unique  
Decor to House
- Produces Fruit Up to 10 Years
- Bears a Colorful  
Array of Flowers  
from Spring  
to Fall



FROM NEW ZEALAND'S FAMOUS HORTICULTURE RESEARCH GROWERS COMES AMAZING NEWS! WELLINGTON'S RARE—EXOTIC—ASTONISHING TREE TOMATO is now available in the U.S.A.!

And in a newly-developed super-hybrid variety that harvests up to 40 lbs. (hundreds of tomatoes) year—thousands of tomatoes up to 10 years—FROM ONE TOMATO TREE!

An astonishing South American tomato fruiting tree that gives stunning blossoms for months, blooms yearly even in the North, grows as a tree outdoors and with tropic ease indoors, now is perfected and made available by New Zealand plant scientists, to you in the U.S.A.

South America's luscious tree tomato was discovered by Brazilian Indians; brought to richest, fullest flavor and lushness by Portuguese missionaries; and hybridized to a super-resistant super-easy-to-grow variety.

### Who Put All Those Tomatoes In That Itty Bitty Seed

Imagine one seed *does produce* over 400 lbs. of tomatoes in one lifetime.

And New Zealand's super Tree Tomato is so easy to raise that 80% of normally-planted seeds take. So easy it will grow inside anyway! A philodendron will grow! So easy that outside in actual tests seeds thrown at random in plowed fields, it grew naturally with no human care.

Each seedling grows to 3 or 4 ft. indoors or up to 8 ft. outdoors or you can stop the growth of the tree at any height you wish between 3 and 8 feet. It is super disease-resistant.

Imagine stunning exotic-shaped leaves up to one foot long! Imagine the constant changing show. First the lovely leaves—then a shower of delicate,

fragrant flowers—and finally a beautiful array of juicy luscious tomatoes.

### A Family Delight

Enjoy delicious, mouth-watering salads, freshest sauces, special jams and deserts—all winter long. See huge hanging clusters of succulent red and plump and juicy tree tomatoes in successive waves month after month.

Accept our introductory offer. Frankly we want everyone who enjoys delicious tomatoes to enjoy this super-hybrid Tree Tomato.

And we are shipping you a full season's supply of these super seeds for \$1. But the Tree Tomato, up-to-now too rare and difficult to obtain, is in demand. It's first come, first served.

### 90-DAY MONEY BACK GUARANTEE

#### GREENLAND STUDIOS

5158 Greenland Bldg., Miami, Fla. 33054

Please ship me a full season's supply of Tree Tomato seeds. I understand that if not completely satisfied with growing progress, I may return within 90 days for a prompt and complete refund. Enclosed is check or m.o. for \$\_\_\_\_\_

Season's supply of Tree Tomato seeds N7376 @ \$1. (Please add 25c postage per pkg.)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

SPECIAL OFFER—Rush 2 full-season supplies of Tree Tomato seeds for only \$2. (We pay postage you save 50c.)

DRIED BEANS continued

### LENTIL BEAN POT

Makes 8 servings.

Each serving: 465 cal.; 28 gms. P.; 19.7 gms. F.; 46 gms. C. Source of vitamins A and C, thiamine, riboflavin and niacin.

- 1 pound lentils
- 2 quarts water
- 3 cups diced cooked ham
- 2 tablespoons pure vegetable oil
- 3 large onions, sliced (3 cups)
- 1 clove of garlic, minced
- 4 large carrots, sliced (2 cups)
- 1 green pepper, seeded and sliced (1½ cups)
- 3 stalks celery, sliced (1½ cups)
- 1 can (1 pound) tomatoes
- 2 teaspoons salt
- 1 teaspoon rosemary, crumbled
- ¼ teaspoon pepper

Wash lentils; place in large saucepan. Add water. Bring slowly to boiling; reduce heat; simmer 5 minutes. Turn off heat; allow beans to stand 1 hour. Heat oven to 325°. Brown ham in oil in large skillet. Add onions and garlic; sauté 5 minutes, stirring often. Drain lentils, reserving liquid. Combine lentils, meat mixture and remaining ingredients in 2½-quart casserole. Add 1 cup liquid drained from lentils. Bake, covered, 2 hours or until vegetables are tender, stirring often. Add reserved bean liquid during cooking if necessary, to keep beans moist.

### KIDNEY BEAN BAKE

Makes 6 servings.

Each serving: 825 cal.; 43.6 gms. P.; 47 gms. F.; 50 gms. C. Source of thiamine, riboflavin and niacin.

- 1 pound dried kidney beans
- 2 quarts water
- 1 cup chopped onion (1 large) or 1 cup frozen chopped onion
- ¼ pound salt pork
- 1 teaspoon salt
- ½ pound bulk sausage meat
- 1½ pounds boneless veal, cut in small pieces
- 2 cloves of garlic, crushed
- 2 tablespoons minced parsley
- 1½ teaspoons salt
- ¼ teaspoon pepper
- 1 cup dry red wine

Wash beans. Add water, onion, salt, pork and wine. Simmer 1½ hours until beans are tender, stirring occasionally. Remove and discard salt pork. While beans cook, shape sausage meat into small balls; brown lightly in large skillet. Add veal and garlic; brown lightly. Add parsley, salt, pepper and wine. Simmer, covered, 1 hour. Drain beans. Drain meats, reserving liquid. Heat oven to 350°. Layer beans and meats in 2-quart casserole; add 1 cup reserved meat liquid. Bake, covered, 1 hour or until beans and meat are tender. Add reserved meat liquid, during cooking, if needed to keep beans moist.



# NOW! USE FOODS YOU LOVE—TO LOSE FAT YOU HATE!

New, hospital-tested, medically-proven  
**PERSONALIZED COMPUTER DIET** must trim up to 40  
 ... 60 ... 80 ... 100 ... pounds off your body—  
**OR YOU DON'T PAY A PENNY!**



**About the Supervising Physician of This  
 Computerized Diet Program:  
 Georgina Faludi, M.D.**

Head of The Special Diabetic and Obesity Clinic of a major medical center and teaching hospital, with more than a dozen years of research, teaching and medical-practice experience in the field of metabolic diseases. She has published numerous articles on her major field of interest in medical and science journals, and has lectured widely on these subjects throughout the world!

*of medical information — the entire Reducing Program the doctor has already fed into it — and use that massive expertise to transform each fact in YOUR Diet Case History into a scientific weapon to help you lose more weight!*

**So what we bluntly promise you is this:**

1) This Personalized Computer Diet integrates foods you love into a medically-sound program that will trim weight off your body at a *medically-acceptable rate* ... and that will keep trimming off that weight 'til you lose what you want — still eating foods you love — whether that ideal weight loss be 20 pounds off ... 40 pounds off ... 80 pounds off ... even 100 or more pounds less than you weigh today!

2) It does it with perhaps the greatest degree of safety of any diet ever offered to the public outside a doctor's office.

And 3) once you attain this ideal weight, then the same foods you love (in different proportions, of course) will keep you thin, for as long as you go on eating them this scientifically-designed way! You'll break the "Yo-Yo Cycle," forever! And your friends, will **BEG** you to tell them the secret!

**But Prove it yourself, entirely at our risk!**

Simply fill out, right now, the brief Preliminary Questionnaire given you below. This will enable our Diet Computer and the physician supervising it, to send you a complete, extensive Personal and Individualized Diet History and Food-Preference Form which will immediately be sent in return to you!

And, once you fill out this detailed Preference Form and return it to us, then, within days, your Personalized Diet will be delivered to your door! *This Diet will contain everything you need to lose the weight you hate!*

©1973 Time Pattern Research Institute Cadence Industries Corp.

**Cadence Personalized Diet  
 Box 1086, Opalocka, Fla. 33054**

**Cadence Personalized Diet  
 Box 1086, Opalocka, Fla. 33054**

Yes, I want to use foods I love — to lose fat I hate! I have filled out your Preliminary Questionnaire below, and am enclosing \$14.95 plus 60¢ postage and handling. You will send me in return:

1) My scientifically-designed Diet History and Food-Preference Form! Which, when it is returned to you, will bring me:

2) A complete, individual, Personally-Designed Computer Diet built especially for me!

I also understand that this entire Computerized Personal Weight-Loss Program is completely guaranteed! That if I am not satisfied at any time during the first three months, I may simply return it for every cent of my money back!

Charge my: (check one)  Diners Club  Master Charge  Carte Blanche  BankAmericard  American Express

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

Exp. Date \_\_\_\_\_

(Please print) Interbank No. \_\_\_\_\_  
 (find above your name)

Mr.  Mrs.  Miss \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

**FILL IN THIS PRELIMINARY QUESTIONNAIRE NOW!**

1. What is your sex? M \_\_\_\_\_ F \_\_\_\_\_ Present Weight \_\_\_\_\_ lbs. Age \_\_\_\_\_ years. Height (in stocking feet) \_\_\_\_\_ feet \_\_\_\_\_ nearest inch

2. How would you define your body frame? Big \_\_\_\_\_ Medium \_\_\_\_\_ Small \_\_\_\_\_ boned?

3. Do you consider yourself a Big \_\_\_\_\_ Average \_\_\_\_\_ Small \_\_\_\_\_ eater?

4. Which meals do you eat each day: Breakfast \_\_\_\_\_ Lunch \_\_\_\_\_ Dinner \_\_\_\_\_?

5. Do you eat between meals? Yes \_\_\_\_\_ No \_\_\_\_\_ How many times \_\_\_\_\_?

6. How long have you been overweight? Since: Marriage \_\_\_\_\_ Pregnancy \_\_\_\_\_ or since the age of \_\_\_\_\_ years?

7. Have you been on a diet in the last 12 months? \_\_\_\_\_ How much weight did you lose? \_\_\_\_\_ pounds. Did you keep that weight down? \_\_\_\_\_ How much of it did you gain back? \_\_\_\_\_ lbs. How fast? \_\_\_\_\_ months.

8. List the five foods you dislike most and could do without in your diet: \_\_\_\_\_

9. Are you now under a doctor's care, or do you now take prescription drugs? Yes \_\_\_\_\_ No \_\_\_\_\_



**EASY-CARE! 100% WASHABLE!**



Style  
40339  
**\$8<sup>98</sup>**  
SIZES  
8-18  
HALF SIZES  
14½-24½  
\$9.98

Style  
40412  
**\$8<sup>98</sup>**  
SIZES  
8-18  
HALF SIZES  
14½-24½  
\$9.98

Style  
40238  
**\$8<sup>98</sup>**  
SIZES  
8-18  
HALF SIZES  
14½-24½  
\$9.98

Style  
40384  
**\$12<sup>98</sup>**  
SIZES  
8-16  
HALF SIZES  
14½-24½  
\$13.98

# Go-Everywhere Pantsuits & Jumpsuit

THE FASHIONS YOU WANT AT THE LOW PRICES YOU WANT

**STYLE 40339—FLORAL PANTSUIT!** Jacket is screen-printed, tops slimming pants. Machine-wash, no-iron bonded knit. Colors: Navy/Lavender/White top, Lavender pants; or Navy/Red/White top, Navy or Red pants. 8-18 \$8.98; 14½-24½ Only \$9.98

**STYLE 40412—GARDEN FRESH** bonded acrylic knit pantsuit has flowers, bows luxuriously screen-printed. Comfy pull-on pants. Washes like dream! Colors: White top with Red/Blue print; Red or Blue pants. 8-18 \$8.98; 14½-24½ Only \$9.98

**STYLE 40238—SCREENED PRINT** STARBURST TOP pantsuit, solid tone pull-on pants. Fashioned from 100% machine washable bonded Orlon—wear without worry! Colors: Navy or Forest Green. Sizes: 8-18 Only \$8.98; 14½-24½ Only \$9.98

**STYLE 40384—DAZZLING STRETCH** JUMPSUIT—so slimming! Warm 'n wonderful 100% washable bonded nylon and acetate. Elastic waist, front zipper, self-tie, 2 large pockets. Colors: Red or Navy. Sizes 8-16 Only \$12.98; 14½-24½ Only \$13.98

Act Now 2 WAYS TO ORDER: PREPAID • USE YOUR CHARGE CARD! —

Greenland Fashions

Dept. 5284

4500 N.W. 135th St., Miami, Fla. 33059

Send following, on Moneyback guarantee.

Style No.	Size	1st Color	2nd Color	Price
Add 85¢ postage per style				
<b>TOTAL</b>				
(Fla. res. add 4% sales tax.)				
Name _____				
Address _____				
City _____				State & Zip _____

PREPAID: I enclose the full price PLUS 85¢ postage for each style.

**YOU MAY CHARGE YOUR ORDER**

BANKAMERICARD Acct. No. \_\_\_\_\_

Good Thru \_\_\_\_\_

MASTER CHARGE Acct. No. \_\_\_\_\_

INTERBANK NO. (Find above your name)  
Good Thru \_\_\_\_\_



# BEGONIA Hanging Basket

# FREE

(GENUINE BELGIUM PENDULA BEGONIA)

## Starts A Valuable Experimental Membership In WORLD'S LARGEST GARDENING PLAN

FOR INDOOR OR OUTDOOR PLANTING

*Easy Growing—Needs Little Sunlight*

Truly beautiful heavenly Red trailing Begonia . . . the variety that blooms indoors or outdoors with a myriad of exquisite Red Flowers which cascade all over the hanging basket into a living "falls" of vivid color, enhanced by a background of fresh green foliage. This offer brings healthy large Belgium tuber plus a large 8 inch hanging basket that produces the most successful, colorful, gay and brilliant of all Indoor Begonia Gardens. Truly valuable . . . Yours free . . . when you fill out and mail the application blank below or attached card to start your experimental membership in Flower-of-the-Month.



**ORDER ON CREDIT**  
**No Risk...Everything Guaranteed**

**MAIL THIS  
EXPERIMENTAL  
MEMBERSHIP  
APPLICATION  
TODAY**

FLOWER-OF-THE-MONTH is operated on the complete trust of its members. This entitles you to charge your merchandise and not pay for it until you have received and inspected your purchase. You get your valuable trial membership, your introductory Begonia Basket and your FREE GARDEN NEWS each month. We know you will be satisfied with the fine quality of each selection and as thousands of members have found out, you can make tremendous savings year after year. Join today by mailing Coupon or attached card now.

### Here's What FLOWER-OF-THE-MONTH Does for You

Nothing can match the thrill and satisfaction of growing flowers in your own garden. That's why Flower-of-the-Month is set up for flower lovers like yourself. It is designed to help you get more enjoyment from your garden by introducing many ideas, unusual plants and flowers, in addition to the old garden favorites. All year long outdoor or indoor planting monthly selections matching the seasons are picked by our experts from rare and interesting garden stock gathered from all over the world. Our mass buying power means fantastically low, low prices for our members.

Each month you'll receive the interesting GARDEN NEWS magazine with full color pictures announcing the following month's selection plus many alternates available. You always have your choice each month of taking a month's selection or not. GARDEN NEWS also contains gardening hints, facts, useful tips, legends, and tells about other unusual and popular plants for the garden.

- Not only low prices . . . but bonuses galore! With each monthly selection you accept, you receive a Double Dividend Coupon . . . one part worth 50¢ toward other garden items offered each month . . . the other a Bonus Gift Coupon redeemable for valuable premiums illustrated in FREE premium catalog.
- There are no dues . . . no risk. You may cancel your membership at any time after taking as few as 4 items within the next 12 months. Over 100 items will be available, ranging in price from \$1.00 up.
- Fully guaranteed . . . if you are not completely satisfied with your Bonus, you may return it and cancel your membership with no obligation. Further, if you are not satisfied with any other selections you receive from us, you can return them within 10 days without paying one cent. Any item not growing to your satisfaction will be replaced FREE (2 year limit).

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**FLOWER-OF-THE-MONTH, Dept. BF-1402**  
**Grand Rapids, Michigan 49502**

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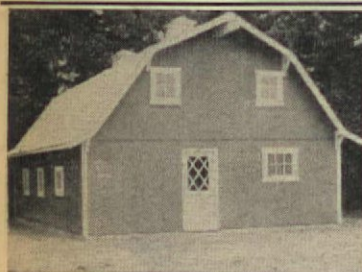
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LYNN HEADLEY—Edi

# AMERICAN HOME MARKET PLACE

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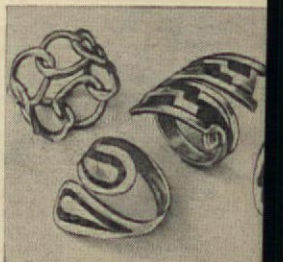
## Stitch a sunset

Embroider this simple but striking stitchery "painting." Impressive size sets the scene in any room! Quick and easy to make. Kit: design on 28"x34" decorator burlap; wool and acrylic embroidery yarns; needle; easy-to-follow instructions. Magnificent gift. \$11.95 plus 50¢ hdlg. The Stitchery, Dept. AH2, Wellesley Hills, MA 02181.



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We're embarrassed by the kind words in letters such as these.  
 Dear Sir:

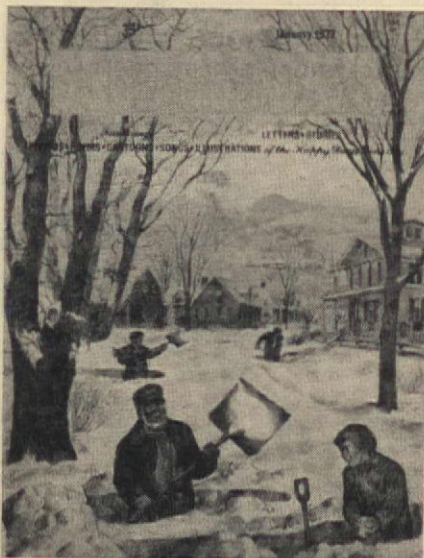
Frankly it's a good thing that "Good Old Days" is not harmful to our health because it certainly is habit-forming; also hard to find on news stands too. I'm breaking loose with the four dollars for a year's subscription. I believe anything as good as you've got deserves support. It's refreshing to see a magazine that can sell itself, without the use of sexy covers, lurid stories, and above all, a lack of violence.

Honestly, reading G.O.D. gives a feeling of peace no drug can match!  
 M.J.P.

West New York, N.J.

### JUST A FEW OF THE FEATURES PREFERRED DURING THE PAST FEW MONTHS.

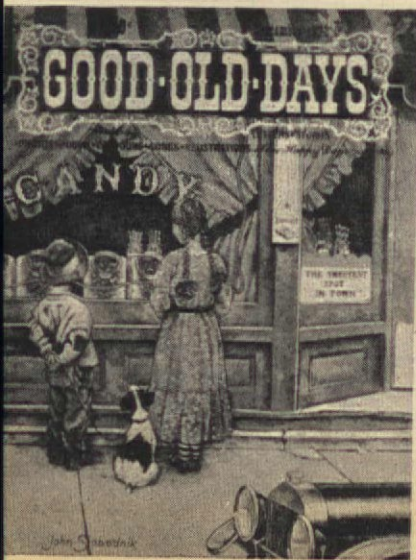
- Thank heaven for Biscuits!
- Armistice Day of Long Ago!
- I remember Butchering Day
- Remember those Movie kids?
- Early 1900's Shoe Repair
- Looking Hollywood Way
- Growing Pains of a Country Boy
- My 5¢ nickel
- The Old Huckster Wagon
- Dry goods store — 1910 style
- Horse Hitching Posts
- Days of the Woodshed
- Bloomer girl
- Superstitions 60 years ago
- Straw ticks & feather beds
- They danced for 20 days
- Halloween Memories
- A little red schoolhouse
- Grandma what's a coalbin?
- Glorious Fourths, family style
- Oh women of yesterday!
- Shoe factory work in the 20's
- 1st women's lib — 1910 —
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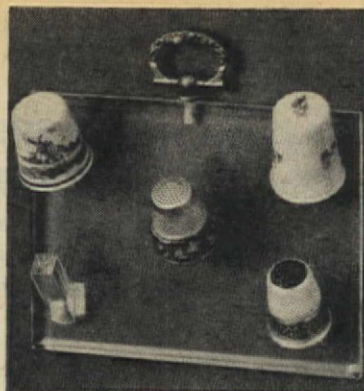
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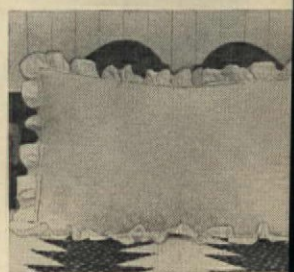
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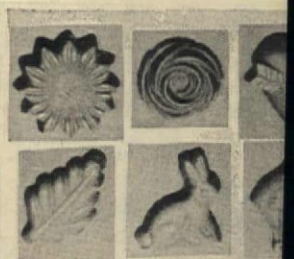
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# THE AMERICAN HOME MAGAZINE GARDEN CENTER



## WHY RIP UP YOUR LAWN? PLUG IN ZOYSIA GRASS



By Mike Senkiw

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake it all in. They scatter their seed and roll and water it.

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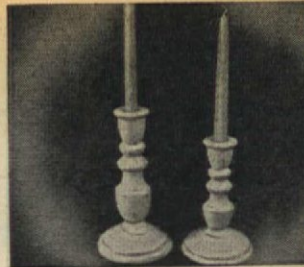
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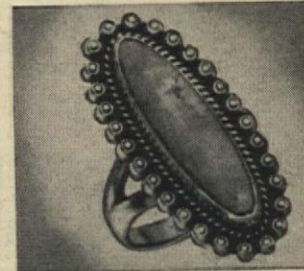
### White glaze candlesticks

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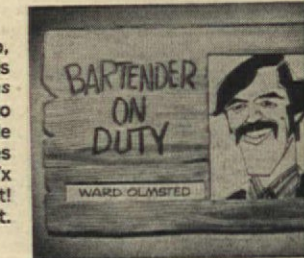
### Tapestry shoe case

This beauty leads a double life. Use as a saucy shoe tote for travel or as a space-saver storage bag for shoes at home. Vinyl pockets hold 8 pairs neatly. Metal zipper on 3 sides lets it hang full length in closet. Folds flat when empty. 19x13x6". \$5.98. Walter Drake, AH48 Drake Bldg., Colorado Springs, CO 80940.



### By gin, it's Joe!

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Grandmother's Sampler (shown), "if mother says no ask grandmother," or Grandfather's Sampler, "if all else fails, ask grandpa," are marvelous to colorfully cross-stitch on stamped oyster linen. Each kit has all you need plus 8 1/2"x15" wood frame. \$3.75 for each kit. Add 45¢ hdlg. Victoria Gifts, 12A Water St., Bryn Mawr, PA 19010.

### Round folding table

Here's the perfect extra table that folds to store when not in use. Ideal for tea or snack time, too. Sturdy in smoothly polished pine. Top, 24"; adjusts 21", 23", 25" high. Pretty enough to use all the time! Honeytone or antique finish. \$31.95. Kit form, \$21.95. Add \$1 west of Miss. Yield House, Dept. A42, No. Conway, NH 03860.

### Artichoke, Mmmmm

Large green globe artichoke, a delightful delicacy, is a delicious vegetable cultivated for its large flower-heads. Plant is a perennial and remains in bearing several years when set in good soil and given slight winter protection. Packet, \$1.25; 2 packets, \$2.25; 1/2 oz., \$2.75; oz., \$5. R.H. Shumway Seedsman, Dept. E, 628 Cedar St., Rockford, IL 61101.

### Portugal pretties

Owl and Turtle Thimbles are just adorable for sewing or simply sit-in' on a shelf. Lavishly silver-plated and gold-washed interiors. Deeply embossed with stunning scrollwork—one a tiny turtle, the other, a wide-eyed owl. Imported from Portugal. 1". \$2.98 each. Both for \$5.75. Add 25¢ hdlg. Ferry House, AHO, Briarcliff Manor, NY 10510.

### Lack a green thumb?

You don't need one with *Electrified* Indoor Greenhouse to do your green growing! Its "weeks-ahead" action brings forth healthier plants, beautiful flowers. Controls moisture, ventilation, soil temperature at 70°. About 2 1/2 ft. x 1 ft. 3 in. Holds 1/2 bushel soil. Comes with herbs, tomato, flower seeds. \$14.95. Plantabbs, Dept. 561, Timonium, MD 21293.

### Inside story on hyacinth

Grow hyacinth in your home now and enjoy its fragrant, spring-like beauty ahead of schedule. Healthy bulbs will grow and bloom in water with velvety pastel-colored blossoms. With simple growing instructions. 2 for \$1; 4 for \$1.75; 6 for \$2.50. House of Wesley, Nurs. Div., R.R.1, Dept. 1458-5, Bloomington, IL 61701.

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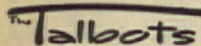
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**Birthday? Anniversary?**

Then, why not celebrate it by getting or giving a "back then" dated front page copy of the New York Herald Tribune! You pick the date — any day from January 1, 1900 through December 31, 1964. It's great fun to recall or find out the other big news of that special day! \$2. Holiday Gifts, Dept. 602-B, Wheatridge, CO 80033.

**China doll kit**

Create an old-fashioned doll just like great grandmother placed in her parlor! Doll's boots, arms and head are shiny and matte finished china. Patterns for her body, sun bonnet, sash, leg-o-mutton sleeve dress are quite easy to follow. 16 1/2" high. Makes a treasured gift. \$5.95. Yield House, Dept. A42, No. Conway, NH 03860.

**Ahhh, go soak yourself!**

Enjoy every pampered moment you deserve with Soothe-A-Bath Pillow to help you relax and "recover" at bath time. As you soak, pillow cradles head and shoulders on a delicious cushion of air. 16x20". 4 suction cups hold it in place. Gold fleur-de-lis pattern on white or pink. \$4.39. Better Sleep, Dept. AH-2, New Providence, NJ 07974.

**Need glasses to make up?**

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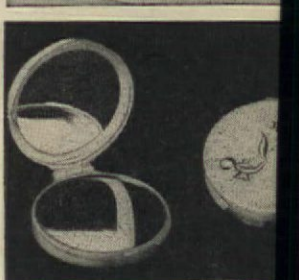
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# How your Horoscope can bring you wealth, love, success and happiness.

by Norman P. Kennedy



## Astrology Today

PRESENTED BY THE  
INTERNATIONAL ASTROLOGICAL ASSOCIATION

Did you know your horoscope could mean the difference between happiness or sorrow; between success or failure?

Picture a long room with doors at each end. In this room there is money, attractive persons of the opposite sex, books that tell you the secret of happiness and many other valuable articles. But, also in this room are bottomless pits, traps, hostile persons and dangerous beasts chained in various places around the room. You must walk through this room, but you may take out of it anything you can.

Now if you had a choice, would you choose to 1) go through the room blindfolded or 2) go through the room with your eyes open and with written instructions on which places and people to visit or avoid.

Of course, all of would pick the second choice in a case such as this. Isn't it ridiculous, then, that we would choose to go through life, the same situation, blindfolded! Even when there is a means to go through life with a map and our eyes wide open! The means provided is Astrology. The map is our astrological horoscope.

How does it work? Nature's cosmos imprints each of us at the time of birth - when the umbilical cord is cut. We then become ourselves. Until the cord is cut, we are part of our mother. Why or how we presently do not know. The movement of the large solar bodies then times potentials for events in our lives. Astrology does not cause events but is timing of events. But, it's not fortune telling. It's a prediction of potentials which free will can override.

What does a natal horoscope analysis by a qualified astrologer contain? A natal horoscope analysis contains the best psychological analysis of yourself that you can get today. Because, in a controlled experiment in 1960, astrologers beat psychologists in predicting case histories.

In addition, a natal horoscope analysis includes discussions on the following: financial outlook; taxes and inheritances; early home

environment; relationships with family, relatives and parents; love and marriage; children; career and occupation; hopes; wishes and goals; and subconscious attitudes. In a major analysis, a one year forecast is also included.

Many people think that astrology only appeals to "way out" unscientific people. Nothing could be farther from the truth. In fact, studies show that astrology appeals most to intelligent and logical people. Famous scientists Galileo, Carl Jung, Johannes Kepler, Roger Bacon, Tycho Bache and Albert Einstein all believed in astrology.

Your horoscope can help you be in the right place at the right time.

Your horoscope can help you avoid disasters while guiding you to your beneficial opportunities.

Did you know that astrology helped the allies win World War II? The allies employed astrologers. The axis powers started out employing astrologers. But, this was ceased early when the famous astrologer, Karl Ernst Krafft, predicted the exact time and place of an attempt on Hitler's life in 1939. Hitler thought the astrologers were conspiring against him, so they were imprisoned.

Hitler turned back to astrology - too late. He read his horoscope in the last moments of the war as Berlin burned around him.

More on avoiding disaster, came these stories from a recent article in the Miami Herald newspaper. The article tells the story of Mary Kelly, a Miami computer programmer, who heeded the advice of her horoscope which warned her of a wrong medical diagnosis. She avoided an unnecessary operation that would have left her a cripple.

The Miami Herald also tells the story of astrologer Clifford McMullen, who is George McGovern's personal astrologer. He warned McGovern that if he ran for president, that he would win the democratic nomination, but he

would lose badly to President Nixon in the November election.

Your horoscope can bring you wealth. Famous business tycoon, J.P. Morgan, used astrology to acquire his fortune. Morgan did not make a financial move without checking his natal horoscope forecast.

From an article in the Miami Herald came this story:

*"Stockbrokers on Wall Street are as likely to call an astrologer in this decade as Hollywood film stars would call a psychiatrist in the last. David Williams, a 75 year old retired financial expert who lives in Clearwater, has made \$150,000 from the stock market in 13 years by using astrology as an investment guide."*

Your horoscope can show you the way to success and happiness in love and marriage. Horoscopes of Grace Kelly and Jackie Kennedy predicted their current successful marriages. Grace Kelly to Prince Rainier and Jackie Kennedy to Aristotle Onassis.

Princess Grace and Prince Rainier have recently had their horoscopes done together by American astrologer, Keith Clayton. As with these famous people, your horoscope can help you find and keep a lasting and meaningful love relationship.

Now and through the ages a good natal horoscope analysis has meant success for many people. In other cases many men have missed their opportunity; some with tragic consequences, such as Adolf Hitler.

Will you miss your success opportunities? Will you stumble into pitfalls you could have avoided?

Today, right this moment, you can have your natal horoscope cast and analyzed. You can get it for only the cost to make your duplicate copy. You get the expensive casting and analyzing process - FREE. The article below will tell you how. The means are available, but the choice is yours. © 1973

## HOW TO GET YOUR NATAL HOROSCOPE FOR ONLY THE COST OF MAKING COPIES.

Send me your exact time and place of birth. I will cast and analyze your natal horoscope for research purposes. You may have duplicate copies of your horoscope for only \$3.00 - the cost to make your copies plus postage and handling costs. You get the expensive casting and analyzing process - FREE, because of the fact that we must produce your horoscope for research anyhow.

Your natal horoscope will consist of nine pages and over 3,000 words. Your natal horoscope will contain your psychological analysis plus a discussion of the following: your love life; financial outlook; marriage, family and children relationships; career and occupations; hopes, wishes and goals; and subconscious attitudes. A horoscope of this type would cost up to \$100 if done by an astrologer.

I will cast your horoscope with the help of my 360 - 65 I.B.M. computer, which contains over 24 million bits of information. Your horoscope will not be the worthless type found in daily newspapers. Your natal horoscope will be cast from your exact time and place of birth - you and you alone.

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There is no need to worry about finding out about an unavoidable coming disaster thru your horoscope. As mentioned, astrology deals in potentials. Your free will can override potentials if you know about them. In any case, the policy

of qualified astrologers is positive astrology. If there is something negative in your chart, you are told what you can do to make it positive.

To get your horoscope thru this special opportunity, simply fill out the research computer form to the right and mail to the address given on the form. Include the \$3.00 copy cost

for each horoscope or charge your credit card. There is a limit of two per family. If you don't know your exact time of birth, fill in 12:00 PM.

If you have any questions, call me, John F. Ford, president, The International Astrological Association, at (216) 494-4282. Thank you!

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CHECK ONE:		Clip and mail this form to:	
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Charge it to my: <input type="checkbox"/> American Express		Research Div., Dept. B-31	
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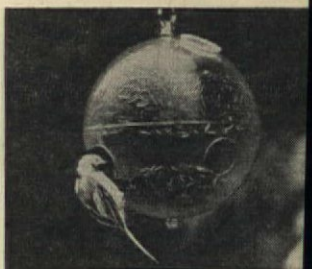
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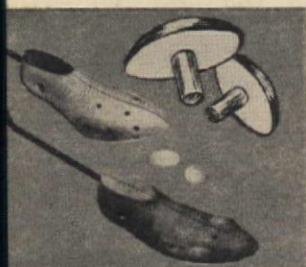
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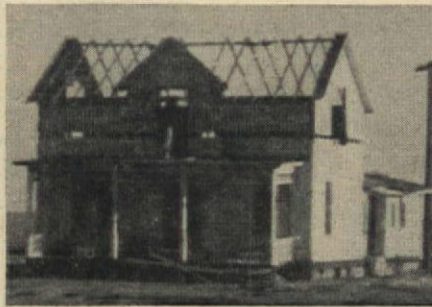
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*We think we have a good story that will inspire some of your readers. My husband and I were given a two-story house three years ago. We had to move it to a lot we owned, and to do so we had to take off the top story—and rebuild it on site. My husband did his own wiring, plumbing and plasterboarding; he also rebuilt the top story (see photograph below of work in progress). I bricked my kitchen and porch, painted, wallpapered and cut out more than 800 fence pickets for our fence. We're in the house now—and we love it.*

(Mrs.) Pat Rocha  
Selma, Calif.



## MEMORY MAKING

*I thoroughly enjoyed reading your December '73 issue. The various Christmas articles brought back so many fond memories. Thank you.*

Beverly Newell  
Westport, Conn.

## ELECTRICAL "HEAT"

*You must be kidding! An article on the fuel-oil crisis and conserving energy and an article on electrical "gadgets" in the same November issue? May all your offices "brown-out" this winter!*

Carol E. Czech  
Webster, N.Y.

*We have to get rid of the idea that we need electricity to open a can—and then worry about our flabby arms that get no exercise. Let's have less emphasis on electrical appliances.*

Beth Solniker  
St. Louis, Mo.

There are many different ways to conserve energy—no one is the only way for each consumer (see "Your Appliances: Make Every Watt Count" earlier in this issue). And neither the "gadgets" nor can opener referred to expends a significant amount of electricity in the short time they are

normally used. What seems to you a frivolous gadget might seem an absolute essential to your neighbor—in helping her save time or do her work more efficiently. It's the people who make no attempt to conserve—in any way—whom we're really concerned about.

## BIRD CALL

*As an avid garden clubber, I am always on the lookout for interesting program and special feature material to present to the members of our garden club. One such article, "Gardens on the Wing," appeared in your October issue. I am going to try to obtain as many copies of that article as I can to distribute to our members at a future meeting. We are earnestly pursuing conservation themes in our programs this year, and particular interest has been expressed by our members in making provisions for birds within the garden.*

Lynn C. Felton  
Roslyn Hills Garden Club  
Roslyn Hills, N.Y.

## ANTIQUES ACCLAIM

*I hope you continue your articles on antiques, decorating with antiques, public restorations and such. Your writers in these departments are doing beautifully. Is it only the opinion of women I know and meet that these departments are so helpful and informative? I hope it's countrywide! Thank you for all the good reading.*

Mrs. Bernard Bender  
Manitowoc, Wis.

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

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# Ore-Ida suggests two easy ways to be nice to your family. And to your budget.



## SKIPPER'S CASSEROLE

- |   |   |
|---|---|
| 1/4 cup butter or margarine                 | 2-3 teaspoons Heinz Worcestershire sauce                                  |
| 1/2 cup finely chopped green pepper         | 2 cans (6 1/2 ounces each) Star-Kist Chunk Light Tuna, drained and flaked |
| 1/4 cup Ore-Ida fresh frozen Chopped Onions | 1 package (10 ounces) frozen peas, partially defrosted and broken apart   |
| 3 tablespoons flour                         | 1 package (16 ounces) frozen Ore-Ida Tater-Tots®*                         |
| 1 1/2 teaspoons salt                        |   |
| 1/4 teaspoon dill seed                      |   |
| 1/8 teaspoon pepper                         |   |
| 1 can (13 ounces) evaporated milk           |   |
| 1 can (4 ounces) mushrooms                  |   |

1. Preheat oven to 400° F. Grease a 2-quart oblong casserole.
2. In 2-quart saucepan over medium-high heat, melt butter and cook green pepper and onion until tender but not brown.
3. Stir in flour, salt and pepper until blended. Gradually stir in milk, liquid drained from the mushrooms and Worcestershire sauce; cook, stirring constantly, until smooth and thickened.
4. Add tuna, peas and mushrooms; return to boil; spoon mixture into casserole.
5. Arrange frozen Tater-Tots® in a single layer on top. Bake for 30 minutes or until hot and bubbly in the center.

YIELD: 6-8 servings.

\*May also be prepared with Ore-Ida Tater-Tots® with onions.



## POTATO TASTY BAKE

- |  |                               |
|--|-------------------------------|
| 2 tablespoons butter or margarine                      | 1/2 cup crushed bran flakes   |
| 1 package (16 ounces) frozen Ore-Ida Golden Crinkles®* | 1 cup shredded Cheddar cheese |
| 3/4 cup Ore-Ida fresh frozen Chopped Onions            | 2 eggs, well-beaten           |
|  | 1 cup dairy sour cream        |
|  | 1 1/4 teaspoons salt          |
|  | 1/8 teaspoon pepper           |

1. Preheat oven to 350° F. Grease a 1 1/2-quart casserole.
2. In large skillet, over medium-high heat, melt butter; add frozen potatoes and heat 5 minutes, stirring occasionally; reduce heat to medium, add onions and cook 5 minutes, or until potatoes and onions are browned, stirring frequently to avoid overbrowning. Remove from heat; gently toss with bran flakes and shredded cheese. Place mixture in casserole.
3. In mixing bowl, beat eggs well; add sour cream, salt and pepper; beat until blended and thickened; pour sauce over potatoes.
4. Bake 20 minutes or until sauce is set but shiny.
5. Sprinkle with paprika if desired.

YIELD: 5-6 servings.

\*May also be prepared with Ore-Ida Golden Fries®.



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