



Sunny informality: one of the many moods of this new vinyl floor-Montina Corlon

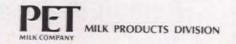
If you like modern decorating materials that are warm and interesting, you'll like this new vinyl floor, Montina Corlon. It has thousands of vari-colored vinyl "pebbles" set in translucent vinyl. They form intriguing random patterns and texture you can actually feel. You can use this new sheet vinyl floor—in single colors or in custom designs—in any part of your home, even in a downstairs playroom, directly over the concrete. For a free sample of Montina Corlon and a folder showing its fashionable, decorator colorings, write Armstrong, 6211 Pine Street, Lancaster, Pennsylvania. In Canada, Dept. 112-B, Box 919, Montreal, P. Q.



A losing way to start the day

A SEGO® breakfast and you're on your way to a day of successful dieting. Less tempted to nibble before lunchtime because SEGO gives you something no other 900-calorie diet food does: *two extra ounces-and extra protein*. Protein helps to hold off hunger—and there's more of it in that larger SEGO serving. And always, another delicious SEGO flavor to look forward to: Vanilla, Chocolate, Orange, Banana or new Chocolate Malt. With delicious flavors, with extra ounces, with extra protein, **SEGO SATISFIES**.

New from Pet Milk Company.





There are two reasons it's smart to have these table lighters around. You're looking at one of them. Do you know the other?

One reason's obvious. These table lighters are beautiful things to set on your table. Fine china. Ceramic. Silver plate. Walnut. Tooled leather.

25 decorator styles. For every room where people smoke. (If you can't find one that fits your room decor, there's only one thing to do. Fire your decorator.)

But beauty isn't enough. Not for Ronson.

A table lighter has to work, too. Whenever you want it.

And this is the finest working table lighter in the world: The Ronson Varaflame.®

You have to look inside the Varaflame to see what makes it so remarkable.

Ronson got rid of the things that make oldtype lighters so bothersome, and such a mess to refill. There's no wick, no cotton. It doesn't even use conventional lighter fluid.

Instead, the Varaflame burns butane, a gas.

You don't pour it.

You inject it. Using a Ronson Multi-Fill® injector (buy them anywhere).

It's clean, safe, easy-takes just a few seconds. The Varaflame uses fuel only when lit. (Other table lighters dry up when they're not in use.) It's done by an ingenious system of patented

valves. These valves let you fill the lighter to capacity at any time (but you can't overfill it). And the valves seal it shut, so the fuel can't evaporate.

The patented valves also make possible the adjustable flame. At the touch of a dial, you adjust the flame from low to high.

Cigarettes. Cigars. Pipes.

And that brings us to the other reason for having a Varaflame table lighter around the house:

It hardly ever has to be refilled.

It's already filled when you get it. And it holds more than a year's supply of fuel.

Now if you don't have Ronson Varaflame table lighters in your home, you at least know two good reasons why you should get them. And why they make such marvelous gifts.

Ronson Varaflame



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JOHN J. VERONIS, Vice President and Publisher



OUR COVER

Where do people get their first impression of your home? Right at your front door! With the holidays coming, it's time to fix up before you hang the first sprig of holly. You'll find more door ideas on page 4. Photograph: Lisanti.

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

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THANKSGIVING 1962

Thanksgiving is a very special holiday. It is a religious holiday in a very real sense, for it is a time for men and women of all faiths to give thanks for their many blessings. It is a patriotic holiday as well, for our prayers are, by their very nature, as much for the future of this country as they are for our families and ourselves.

We have many things to be thankful for on this Thanksgiving Day. Here are a few that are especially important to all of us. You and your family, we are sure, can add many more.

First, we give thanks to our forefathers who hammered out that most perfect framework for man's self-government, the Constitution of the United States. This inspired document is ageless in concept, being as pertinent today as it was yesterday and will be tomorrow. We give thanks that in these troubled times we are at peace and that we are a strong and mighty nation. We give thanks for the inspiration of the many men and women of good will who hold this nation's interest above their own.

We give thanks that we live in such a beautiful country and reaffirm our promise to do our part to help keep it that way. We give thanks for the abundance that is produced from this land by our farms and by our factories. We give thanks for our homes and for all that they mean to us. We give thanks that this is a generous nation—willing to share its knowledge and wealth with other nations of the world.

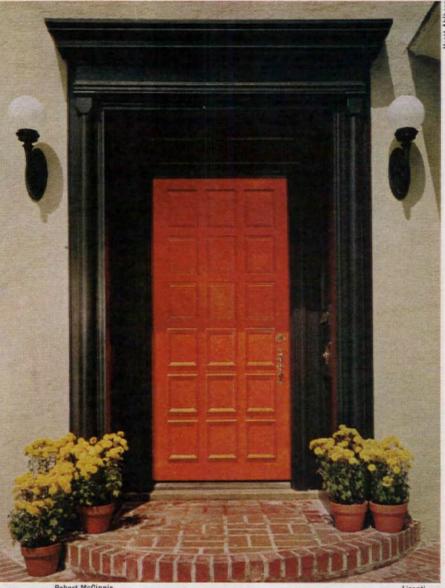
And last, we give thanks for the basic concepts under which this nation was conceived and under which it has prospered. They remain for us, as well as for other nations, man's best hope for a world free from hunger and despair.

THE EDITOR

MAKE A GRAND ENTRANCE

Does your doorway add style and distinction to your home? A fresh, crisp color and carefully selected decorative accessories can give the façade of the house a tremendous lift. There are no binding rules. Therefore, study the architectural style of the house, the entrance, and the entire setting. Can the entrance become a vivid focal point or should it blend into the house? If the door itself is dull, change it or remodel with molding strips, pilasters, or cornice. Replace old hardware; refinish ornamental ironwork; add shutters, lanterns. Whether your scheme is quiet or daring, paint alone can do astounding things, inexpensively. If the house faces north, use a bright, warm color; south, select a cool color, white, or gray. Cool colors are also best for an east or west exposure. For a final touch try a grouping of potted plants, statuary, urns, or a decorative bench.





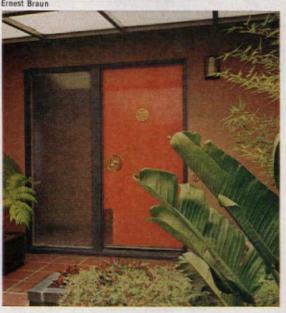
Restyled with color, house (left) is boldly individual where it was once one of many lookalike older houses. Vibrant orange teamed with charcoal on the handsome paneled door and frame contrasts with beige stucco exterior. Owners: Dr. and Mrs. Julius Hersh, Beverly Hills, Calif. Information: Barbara Lenox.

Alively background for planter boxes (far left) is created by painting door red to match brick façade. Boxes are kept filled with bright annuals and perennials. Owners: Mr. and Mrs. Victor Troendel, West Los Angeles, Calif. Information: Barbara Lenox.

Oriental-style brass hardware adds design interest to painted flush door (lower left). Warm color complements architecture and counteracts cool north light intensified by unusual translucent overhang. Owners: Mr. and Mrs. James B. Johnson, Belvedere, Calif.

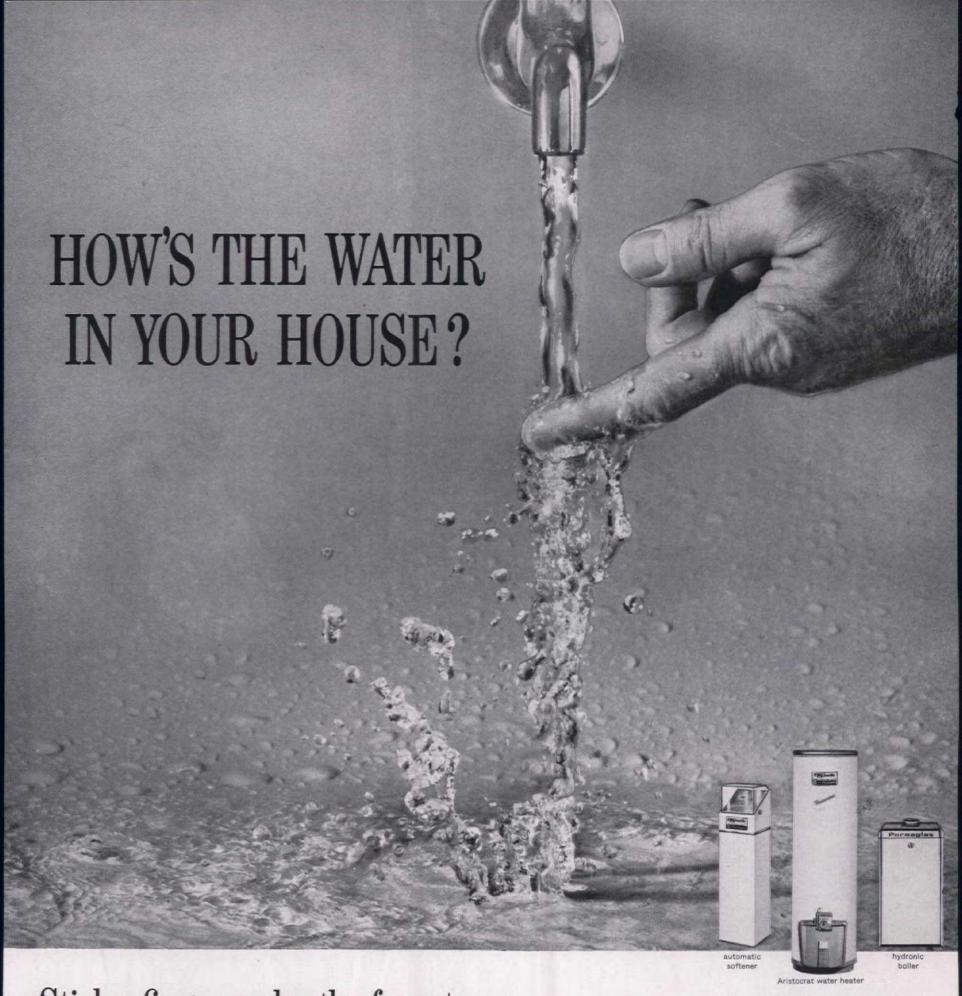
Symmetry of the entrance on small traditional house (bottom center) is emphasized by the use of color accents in limited areas. Stationary louvers are placed next to glass panels as decoration. Curved hand-rail matches white door frame. Porch-and-floor enamel permits use of light color on steps and landing. Owners: Mr. and Mrs. Vol T. Blacknoll, Atlanta, Ga. Information: Susan Jones Medlock.

Shutters and louvered door of red-brick colonial house (below) are painted glossy black instead of traditional white. Reproductions of antique oversized coach lamps are outstanding as the sole decoration at entry. Owners: Mr. and Mrs. J. Everette Forehand, Newport News, Va. Information: Joanne B. Young.



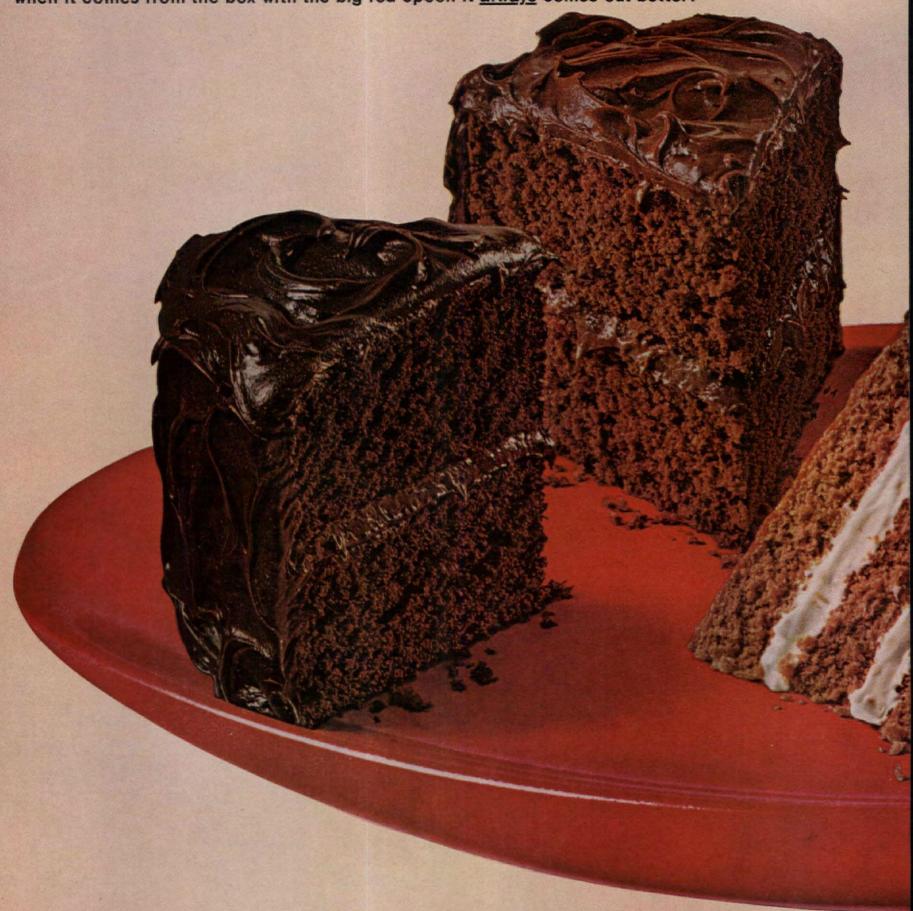






Stick a finger under the faucet. Barely warm? Well, no wonder. With the hot water turned on full, the average home has only a ten minute supply. If there's laundry, dishes and another shower ahead of you, you haven't got a chance. Better see your A. O. Smith dealer. He has a new Reserve Power Permaglas water heater that actually changes speeds to meet your needs. When you need more hot water—the Permaglas heats it faster—twice as fast as the average water heater now in use. And it's glass-lined: you get clean, crystal clear hot water. Guaranteed 10 full years* by A. O. Smith.

when it comes from the box with the big red spoon it always comes out better!



OF HOW DO YOU LIKE YOUR



1. DEVILS FOOD CAKE MIX So devilishly rich, it tastes homemadet



2. DARK CHOCOLATE FUDGE FLAVOR CAKE MIX Fudge rich with deep, dark Hershey's Cocoal



3. MILK CHOCOLATE FLAVORED CAKE MIX Wonderful candy-bar milk chocolate flavor!



4. CHOCOLATE MALT CAKE MIX Rich with the flavor of chocolate malted milk!



5. DARK CHOCOLATE FUDGE FLAVOR FROSTING MIX Hershey's Cocoa gives it deep, dark, fudgy flavor!



6. CHOCOLATE MALT FLAVOR FROSTING MIX Mellow maited milk flavor—the real thing!



CHOCOLATE?



7. CHOCOLATE FUDGE FLAVOR FROSTING MIX It's candy-smooth and

Only Betty Crocker lets you pick 'n' choose from seven (7) cake and frosting mixes

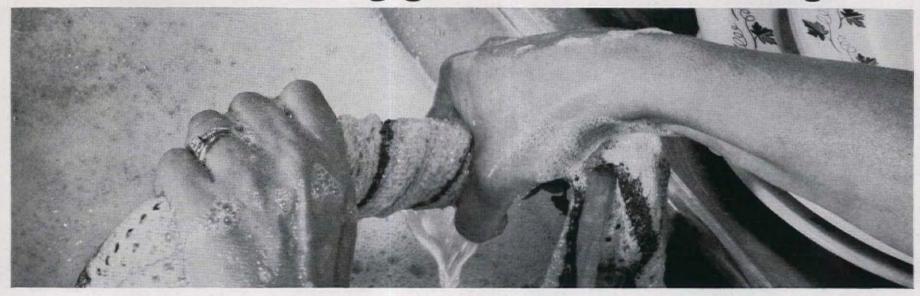
Now, have your chocolate as you like it: dark and rich—light and mellow—or 2 shades in between. Only Betty Crocker gives you such a variety of luscious cake and frosting mixes—each made with a blend of selected cocoas.

These are the classics, the flavors chocolate-lovers live by. See the cakes, how tall they stand. How rich and moist they are. The trio of frostings are so smooth and rich they're truly homemade good.

However you like your chocolate, Betty Crocker has your number.



You can't wring germs out of a dish-rag



Dial'em out forever with a FRIGIDAIRE DISHMOBILE

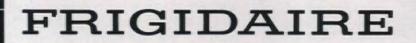


Exclusive Swirling Water Action. No dish can hide.

Saves time, too. Increased capacity means oncea-day dishwashing for an average family of 5. Between meals, store dishes inside, too. And there's no unusual dish preparation necessary. Just scrape, load, connect and touch the Dish-Minder Dial. Exclusive Swirling Water Action takes over. No soiled surface can hide. Frigidaire Dishmobile comes in colors or white, can be

built-in later. You'll love it! Frigidaire Division, General Motors

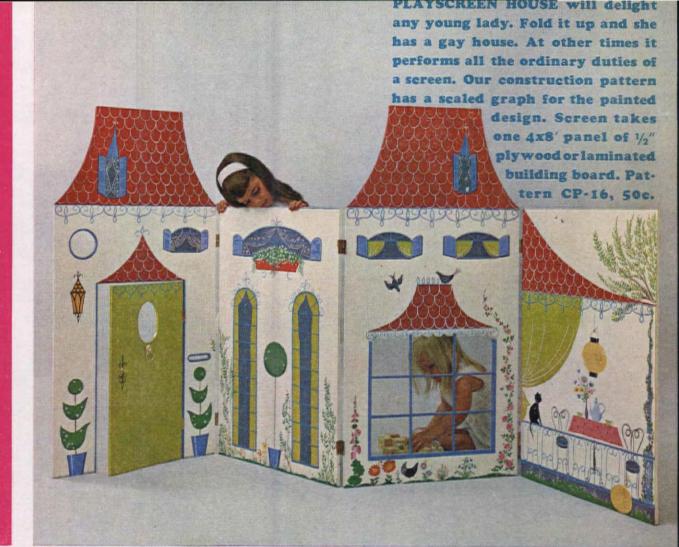
Corporation, Dayton 1, Ohio.



More American Home Christmas Kits

SURPRISES TO MAKE IN YOUR OWN WORKSHOP

A variety of lovely gifts and decorations for you to make—five of them from kits and one from a pattern. Christmas isn't far away so send in your order quickly and start the wheels turning in your workshop. See order form on page 76 DOROTHY LAMBERT BRIGHTBILL



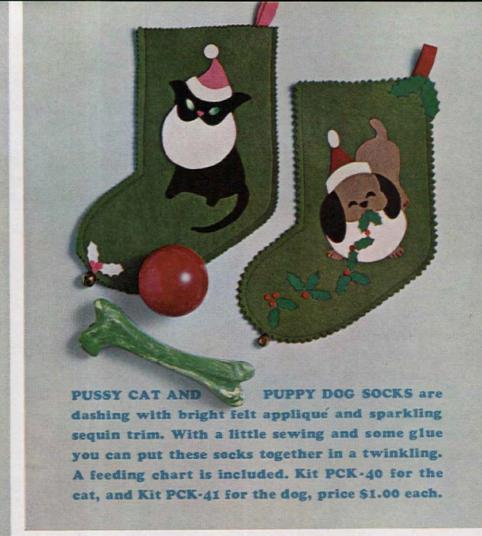
Photographer: Rudy Muller







MADONNA WALL HANGING would make an exquisite gift or a lovely decoration for your own home. The serene grace of the figure and the soft colors are simple yet elegant. The hanging which measures 26 x 11½" would have a most dramatic effect on a hall wall or on a door. Appliqués and trim are all glued on. Kit PCK-37, price \$3.69, includes stamped felt, heavy gold braids, sequins, "jewels," lovely brushed velvet leaves for the halo, glue, and the hanger.



HIS AND HER STOCKINGS for hanging by the fireplace. Kit includes stamped felt for 21" long stocking, felt doll or soldier, braid, sequins, embroidery floss, glue, and instructions. Kit PCK-38 [doll], Kit PCK-39 [soldier], price \$2.29 each. Or, special offer Kit PCK-38/39, price \$3.98 for both.



Designer: Lily of the Valley

Proud Possession of Royalty for Over a Century

LeCoultre timepiece makes the most exceptional Christmas gift. For over a century, LeCoultre watches and clocks have been created by perfectionists for perfectionists for yesterday's royalty...today for men and women of discrimination the world over.

A Thrilling Family Christmas Gift is LeCoultre's

A Thvilling Family Christmas Gift is LeCoultre's ATMOS, "The Perpetual Motion Clock." It graces the finest homes and offices. Beautiful, mysterious ATMOS, powered solely by variations in the temperature-runs accurately, silently, indefinitely...\$125.

For a Lady Hard to Please... the smallest watch in all the world, by LeCoultre. The miniaturized movement is worth 400 times its weight in pure gold. In a bracelet of 18 karat gold ... \$3000.

For the Gentleman of the House... the world's thinnest watch, elegant creation of Vacheron & Constantin, 18 karat gold ... \$800.



Vacheron & Constantin, The Thinnest Watch in The World, Slim as a Half Dollar



LeCoultre Lody Fay: Trimly styled for casual wear: 14K gold hand-florentined case; suede strap \$100



LeCoultre Montre d'Elegonce B2: 14K gold; backwind; two matched diamonds, total wt. ½ karat \$450



LeCoultre Beau Brummel: 14 karat

gold, wrist-alarm \$165 Other wrist-alarms from . . . \$79.50

LeCoultre Master Mariner 1276: 14K Automatic; All-Proof® \$175 Other Master Mariners from \$89.50



LeCoultre Master Mariner Automatic Calendar Wrist-Alarm: The only alarm watch of its kind in the world...\$110



LeCoultre Master Mariner Royale C: Automatic; All-Proof®; handsome 18 karat gold bracelet watch...\$475



LeCoultre Diamond Parisienne 6E: Marquise 14K white gold case with 6 matched diamonds . . . \$175



LeCoultre Vivienne: High fashion pear-shaped, crafted in 14K gold, synthetic sapphire crystal . . . \$135

*All prices plus federal tax + Prices slightly higher in Canad

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

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

- Aroma—for appetite
- Texture for eating pleasure
- Calories for energy
- Proteins—for muscle
- Minerals-for bones
- Vitamins—for condition
- Concentrated form—for satisfaction without overeating

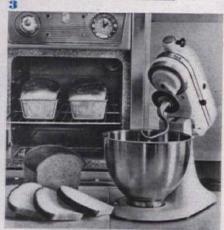


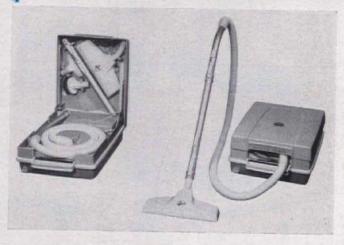
With Ken-L Biskit you feed less, cup for cup; because it's concentrated. In every bite, your dog gets more satisfying, solid food—oven-roasted for extra flavor and digestibility. Official food at more American Kennel Club Shows than all other dog foods combined.







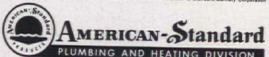




1. Show color slides without darkening or disrupting the room. Mirascreen is stationed a few inches from projector to give a full 9x9" wide-angle view of your pictures. It operates with built-in mirror optics, only weighs 71/2 lbs. \$39.75. Sawyer's, Inc., Portland 7, Ore. 2. Sing along with Saranade. This 22-inch doll is a real playmate. She has a battery-powered radio receiver and loudspeaker inside to "transmit" records played on her own 4-speed phonograph—which can be used independently too. One record comes with her, others are available. Under \$40. Westinghouse Electric Corporation. 3. Power to knead yeast doughs for homemade bread, rolls, and coffee cakes is built into this 41/2-quart KitchenAid mixer. The Dough Hook attachment (\$2.75) is just one of many accessories available for this mixer. \$124.50. Hobart Manufacturing Co., Troy, Ohio. 4. Luggagelike canister becomes the container for all of the parts of this self-contained vacuum cleaner which takes less than a square foot of storage space. In use, the whole unit glides along on rollers. About \$64. The Hoover Company, North Canton, Ohio. All prices approximate



Push-Pull Bath-Shower Faucet



Single Lever Kitchen Sink Faucet



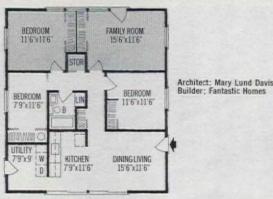
NOW AT LAST— A WELL-DESIGNED LOW-COST HOME

The inviting scenes shown here could probably fit into most people's dreams very easily—either as a first or second home. To the fortunate residents of Tacoma, Washington, who own a lot of their own, these dreams can become a reality for the amazing price of only \$7995. Perhaps we should say fantastic price, for the builder of these dreams is Fantastic Homes, a young company with young people and young ideas—and a desire to create good houses at a genuinely low price.

How well they have achieved this is evident in the high styling of this redwood and glass house. The warm wood tones on the outside are carried into the house by the fir roof decking and the dark stained beams. Some of the redwood plywood used on the outside is also used for interior paneling to contrast with the painted walls of gypsum board. The 16-foot-wide section of glass sliding doors, with an equally long section of fixed glass above, seem to make the outdoors a part of the house.

The tight but workable plan (shown below) includes three bedrooms and bath, a multi-purpose room, living room, kitchen, and utility room. The contract price includes everything to complete the house with the exception of the water and power hookup. All the builder asks for is a reasonably level lot, 60 days in which to build, and as little as \$275 down for an FHA-insured mortgage.

One of the secrets of the low cost is the fact that this is a prefabricated unit and therefore involves relatively little site construction time. This also permits the house shell to be shipped to almost any spot in the country. Shaded area on plan below, indicates how two-bedroom version in photo is transformed into a three-bedroom home.



Shopping Information, page 81







Give Mr. Clean a first name!

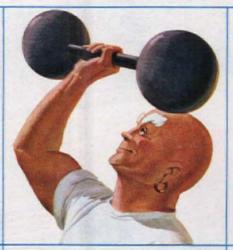
These are just a few ideas...He's waiting for yours!



MAYNARD... means Mighty Champion... and Mr. Clean's the all-time champ at all kinds of cleaning—first and foremost, window, door-most, cleaning—first and fo wall and floor-most!



THUNDERCLOUD... because he's Big Chief that reigns over all other cleaning products. Pours on the cleaning power. For anything washable you've got to clean . . . he's how!



WALDO . . . means Powerful and Mighty. And Mr. Clean has the might that makes right of the toughest cleaning jobs . the power to overpower any kind of dirt!



ALVIN . . . is Beloved by All . . . men and ladies, brides and babies, recluses, chanteuses . . . the complete Who's Whoozis. Everybody loves Mr. Clean, the world's best cleaning man!



BALDWIN . . . because it means Bold Friend. He's so bold a mere drop in the bucket buckles the barnacles of the most stubborn dirt!



BRYCE . . . means Speedy. You can say that twice . . . because no one ever cleaned so much, so fast as Mr. Clean . . . the original Minute Man.



CASTOR . . . means Beaver. Nobby nomenclature for that willin'-workin' eager fellar who cleans your whole house-attic to cellar!



ANGUS . . . is a man of Excellent Strength. And, what man in the whole cleaning clan can hold a MacCandle to bonnie-brawny Mr. Clean!

@ Procter & Gamble

GRAND PRIZE! Win a whole house and everything that's in it!



A completely furnished house, worth \$30,000, to be built on your own lot-or \$30,000 cash!



1000 SECOND PRIZES!

A Motorola transistor portable radio to each of the next 1000 winners.

EASY TO ENTER ... HERE'S ALL YOU DO

Read these official contest rules carefully

1. WHAT YOU DO—Give Mr. Clean a first name, and in 25 words or 5. WHO MAY ENTER—Any resident of the United States or Canada

less, explain why Mr. Clean should be given this name.

2. HOW TO MAIL—Print plainly your name and address, the name and address of your dealer, and a Mr. Clean code number in the spaces provided. Mail your entry on the official blank or a plain piece of paper to: Mr. Clean, Box 672, New York 46, N. Y. Entries must be postmarked by February 28, 1963, and received by March 11, 1963. Submit as many entries as you wish, provided each entry is mailed separately and accompanied by a copy of a Mr. Clean code

3. MR. CLEAN CODE NUMBER—To be eligible for a prize, your entry must include a copy of the code number from the lower right

hand corner of the back label of any size Mr. Clean bottle.
4. JUDGING—Entries will be judged by the D. L. Blair Corporation, an independent judging organization, on the basis of: 1. Aptness: relevance of name (20%) and statement (20%) to Mr. Clean as personification of product: 2. Originality: of name (15%) and statement (25%) i.e., freshness, creativity, effectiveness; 3. Interest of statenent (20%). Duplicate prizes in case of ties. Judges' decision finalmay compete except employees of Procter & Ga

Corporation, their advertising agencies, and their families. U. S. and Canadian government regulations apply. Except for incidental hel from family and friends, entries must be wholl the work of the person in whose name the entr is submitted, and will be disqualified for our side, professional or compensated help. Onl one prize will be awarded to any person or fam ily. Entries, contents and ideas therein belon unqualifiedly to Procter & Gamble for any of all purposes, and none will be disclosed of returned. Winners will be notified about tw months after the close of the contest. A com plete list of winners will be available approx mately three months after close of the conte to those who send in a stamped, self-addresse

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d	LAURENT CHEST
_	
N.	Y.

Here's all you do-Give Mr. Clean a first name, and in 25 words or le	ess,
explain why Mr. Clean should be given this name.	

Mr. Clean should be named Mr.		Clean because:		
	Her was			
	150 2 000			
	ALC: UNITED IN			

lail	to:	MR.	CLEAN,	вох	672,	New	York	46,	N.	Y.	

Name		
Address		
City	_Zone	State
Copy of Mr. Clean Code Number_		
Dealer's Name and Address		







GO CHEVROLET FOR THE GREATEST GOING EVER—Cover this car's price tag and you might think it cost a thousand dollars more. It offers luxurious styling, extremely comfortable, spacious and silent interiors . . . plus ways to keep it looking and running like a new car when a lot of others have started to

sag and sigh: a new way to air-wash rocker panels under the doors of its Body by Fisher to guard against rusting . . . self-adjusting brakes to save you time and expense . . . Delcotron generator for longer battery life. And there's a lot more to find out about the Jet-smooth '63 Chevrolet. Best way is to *drive* one.

It's Chevy Showtime '63! Come to the



Hard to believe, but this year's Chevy II is better than last year's. It shares all the new easy-care features of the big Chevrolet and adds its own attributes of parkable size, four- or six-cylinder economy, and interiors that'll match cars with twice the price and half the charm. In one short year Chevy II has made a permanent place for itself. If you want maximum car for minimum dollars, Chevy II is your car. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

'63 CHEVY II NOVA 400 SPORT COUPE



Change it? Calm yourself, nobody's going to mess with a winner like this one! We did add self-adjusting brakes and a more fully aluminized muffler; interiors are refined a bit, and you'll notice some trim changes on the front and sides, but the rest is pure untampered-with Corvair with all the over-the-road goodness that implies. Oh yes, we changed the taillights so all those people you pass will know you're driving a '63.

CHEVROLET /



Some people just have to see for themselves

"Cushioning of 'DACRON'* fiberfill," you tell guests, "the superb furniture filling."

But there's always one fellow who has to get right to the heart of the matter. Has to see why your upholstered furniture pampers him with cool, soft smo-o-oth comfort. Why your chair always keeps its beautiful shape. Never fights back when he sits down. This curious soul wants to see the pure whiteness of "Dacron" right in the cushion. Let him indulge himself. After all, "Dacron" can take practically anything.

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Furniture Cushioning of DACRON®

*"Dacron" is Du Pont's registered trademark for its polyester fiber



Better Things for Better Living ...through Chemistry

Enjoy "DU PONT SHOW OF THE WEEK," Sundays, NBC-TV



When severe storms struck last winter and the winter before, reaching even into the warm Gulf states, home owners rushed out to buy anything that would tackle snow. Gutterheating wire was in heavy demand in some areas. Snowplow dealers sold all their rotary plows before Christmas (and, in their haste to buy, some people found themselves with plows unfit for the job). Meanwhile, contractors were flooded with inquiries about driveway heating—now commonly used by stores and industries.

But how well do these things work? And how costly are they? Before you rush to buy, here are some basic facts that will save you time, health, and money:

THE NEW ROTARY "SNOW-BLOWERS"

These little plows have revolutionized snow removal. They are miniature copies of the big rotaries that clear our Western railroads. They first began to sell heavily last winter; this year there are many different—and some improved—types on the market.

Basically, a snow-blower is like a reel-type lawn mower. A fast spinning blade or "bucket wheel," turned by a gasoline motor, chews into snow and spews it out as a lawn mower spews out grass. The snow is flung up through a chute which (in most models) can be aimed to throw snow where you want it. In tests at the University of Buffalo, we found that small, inexpensive rotaries will hurl snow from 6–15 feet. Bigger models toss it from 15–40 feet.

It's this ability to hurl snow that causes these rotary plows to be called "blowers," "throwers," or "blasters." Essentially all are similar. Some models contain a separate high-velocity wheel that assists in pushing snow up the chute. This is a booster that helps the main blade do a better job.

The rotaries start easily in zero weather (if reasonably well maintained), and can be used by men, women, or older children. One of the big advantages is that they can throw snow onto your lawn rather than lining your driveway with high ridges that attract drifts and leave you little space to put snow from later storms.

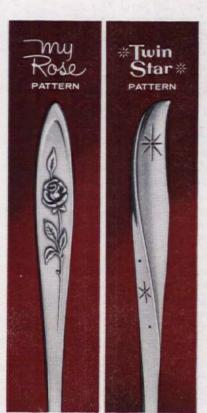
They can save you an enormous amount of work. For example, it may take a husky man 30 minutes to shovel a 100-foot sidewalk clear of a moderate overnight snowfall. Using a medium-priced, $3\frac{1}{2}$ -horsepower rotary we blew the snow off in less than three minutes.

One hazard is that ice chunks and rocks or gravel come out of the chutes like bullets. So when you're using a rotary don't let children play in the spray!

Rotaries, properly used, are safe and effective. In deep drifts you can push a rotary in and nudge it ahead a little at a time. Even a little \$90 rotary will gradually chew away a deep drift (unless frozen hard). (continued)



Now! New pattern joins popular Twin Star. Two patterns in lifetime solid stainless available at tremendous savings with Betty Crocker coupons from over fifty General Mills products!



Introductory Special

5 PIECE STAINLESS PLACE SETTING

New My Rose pattern. Or Twin Star. With certificate from this page only

You'd expect to pay \$4.95 in stores for a 5piece place setting of this quality!

If not entirely pleased with your place setting, just return within 10 days and your \$2.00 will be refunded.

Complete sets-open stock

Twenty-one pieces available in each pattern—yours at tremendous savings with Betty Crocker Coupons.

Two easy ways to build your set: Thrift Plan—lets you get stainless almost entirely with Betty Crocker Coupons plus a small charge for postage and handling . . . or Speed Plan (to get you

started in a hurry)—requires only a few coupons per piece but asks for more in cash. Catalog mailed free with order for introductory special gives full details.

Coupons mount up fast!

Betty Crocker coupons come with Gold Medal Flour and Bisquick. Betty Crocker Cake and Frosting Mixes. *All* Betty Crocker mixes. Wheaties, Cheerios, Kix, Total—all *Big G* cereals.

No coupon needed for special offer

This offer made to help you start your set. Indicate, below, the pattern you want. Mail the certificate today.

General Gene	eral Mills
Mills Box	3000, Minneapolls 60, Minneso
I enclose \$2.00 me my 5-pc. St dinner fork, sale	(check or money order preferred.) Please sen tainless Place Setting—hollow handle knif ad fork, oval soup spoon, teaspoon—in (man
Address	
City	ZoneState
Only one place	setting per family, please. Offer limited

(continued)

How do you choose a model? To avoid disappointment, ask yourself what kind of job you want done.

Easy plowing. Do you have a short, flat driveway and walk? Is the climate mild, with few bad storms? And (very important) will you be able to plow within the first hours before a fresh snowfall "sets up" hard?

You may be happy with a little 2or 2½ h.p. pusher plow—so-called because it does the plowing but you do the pushing. Prices: mainly \$88-\$125, though one extra-sturdy model sells for \$160.

Medium-hard plowing. Do you have a longer (50–100 foot) driveway or walk? Are winters fairly severe, with some deep snowfalls? Any slopes up which you'd have to push?

Get a self-propelled plow with 3-5 h.p. Be sure it has reverse gear, for

in most plowing jobs there's a lot of backing up. Cost \$125-\$250.

Downright tough plowing. Lots of driveway? Steep slope? Snowy, cold climate? Do storms sneak down in fast succession? Ice ruts? Big drifts that freeze hard? Is your time limited, and do snows set hard before you can tackle them?

Hunt for a huskier, self-propelled 5-7 h.p. plow, with reverse and, perhaps, several forward speeds—low gears for tough going, high for whisking along. Cost \$200-\$350. \$450 for a deluxe model.

How deep will they cut? In general, the smallest will scoot along at a brisk walk in three inches of dry snow. The big fellows move at a slow walk through five inches. In wet snow, they all slow down, and in either wet or dry snow some (especially certain older models) have an annoying tendency to clog if run too fast. This is a design defect that has been eliminated in some newer models. (Clogging may also be relieved by spraying the chute with wax.)

Should you get a "walking" or a "riding" plow? For most jobs the walking plow is fine. But if you have much ground to cover, a plow on which you can ride saves a lot of foot work. The cost is \$500 or more. This is not as expensive as it seems since in spring the snow-blower can be replaced with a unit for mowing.

Here's how Kenneth Eaton, a distributor in Hamburg, New York, advises customers:

"If your driveway is over 150 feet long, a riding plow is a good thing. But riding plows need room. For shorter driveways, a walking plow is handier."

In general look for the following: Big, snow-gripping tires. (Chains

can help, too.)

Husky construction and reliable nake.

As much horsepower as you can afford. Most models range from 3-7 h.p. Those over 5 h.p. are pleasanter to use.

Easy-to-turn chutes. To avoid blowing snow where you don't want it, it's best to have a turn-chute that will throw snow downwind. Since you will want to turn the chute at the end of each cut, select one with controls near the handlebars.

Blade guards. Some of the fastspinning reels, or blades, are unshielded—a real danger if your foot slips on ice. Others are encased between side guards which offer you some protection.

Cutting width. Some inexpensive little plows cut only a one-foot path. Others cut two or three feet wide. On a big job the wider cut will save time, but for a very short driveway this is less important.

POWER-DRIVEN BLADE PLOWS

We've reported on rotary plows in some detail since they're new and spectacular. But don't overlook the blade plow, the "work horses" favored by many owners who have used them for years. These have been greatly improved.

Unlike a rotary snow-blower which hurls, a blade plow pushes snow to one side or shoves it straight ahead, building piles or ridges. In tight quarters this is a handicap. But a good blade plow can scoot down a long driveway in four inches of snow in a fraction of the time needed by a snow-blower. And whereas few snow-blowers cut paths over 30 inches wide, many household blade plows cut four-foot swaths.

Some smaller models have blades eight inches high and are at their best in snow four inches deep. Larger models have 18-inch-deep blades that can slice rapidly through 10 inches of snow. A good plow handler, however, can work in much deeper snow by cutting out chunks, shoving them away, then returning for more.

Blade plows tend to cost more, are heavier, and can be balky if allowed to slide off a banked driveway. Moving faster than rotaries, a husky blade plow can give its owner quite a workout.

HOW ABOUT USING HEAT?

Can'tyou just forget about plowing, and heat your driveway and walks? It's a nice idea; it's being done in some homes, and it works for some

Heated driveways. These are fine for commercial establishments, but you should know that even they still rely on plows after big storms. So driveway heat has limitations. Nevertheless, it's being installed at homes

here and there and, as an extra, in

some \$35,000 development houses.

The day of driveway heat for all medium- and high-priced homes isn't here yet—because of costs and lack of trained installers. But there have been recent improvements in equipment and techniques, and the equipment makers think it is not far off. So here are facts you should know:

How well does it work? We found wide divergence of views. Some users say it's wonderful, a few call it a costly luxury (and, in some cases a waste of money). A middle group like it because they sensibly accept its limitations. Said a Midwestern physician:

"Mine is pretty good. If I remember to turn the heat on about an hour before I think it's going to snow, the pavement is heated before the first flakes come down. Except in very bad storms—my driveway stays wet and bare.

"But if no one is home before the snow begins—then I have trouble. Once snow collects, the heat is trapped under it and insulated by the snow itself. After that, more snow just piles on top. Heat will eventually melt through it—but in bitter cold weather this may take days.

"Sometimes a big, howling storm simply takes over and no amount of preheating can keep ahead of this. At such times, I simply resign myself to plowing as usual." (continued)





The natural beef concentrate

You don't need pan drippings to make homemade beef gravy — with Wilson's B-V, you can serve it any time. B-V, the natural beef concentrate, is so loaded with real meat flavor it makes gravy like a Sunday roast. Honest gravy...with that fresh-from-the-roasting-pan taste no canned gravy or artificial flavoring can match. Ask the best cooks you know—see how many use B-V as a gravy base ... and as a bouillon and soup stock, basting sauce, flavor base for stew and meat loaf. Wherever you want real beef flavor, use B-V...the natural beef concentrate.

by WILSON & CO., INC.

where good beef comes from



The family's income hangs by a single thread—the husband's ability to work at his job. Here, The Hartford suggests how to protect that income in case of a disabling accident or illness.

How long could you keep your household going if the paychecks were to stop? Three months? Six months? Few families could carry on longer than that. Yet, how easily a family's income can be cut off.

Father does a little painting and falls off the ladder. Or he lifts too heavy a load and injures his back. Or he comes down with a long-term illness. While he's laid up, because of an accident or sickness, where will the income come from?

Insurance that keeps income coming

There is a type of insurance which is designed to meet that very problem. It's called Accident and Sickness Disability Income Insurance. With this kind of insurance, the family is provided a steady income while the breadwinner is unable to work because of a disabling accident or illness. The income paid by this

insurance during disability can continue for as long as five years in the case of sickness—or for life in case of accident.

Fits with salary continuation plans

Although the cost of Hartford Disability Income Insurance is low, it can be made even lower by arranging for a waiting period before the benefits begin to go into effect. For example, if the husband's employer makes a practice of continuing salary payments for six weeks while workers are disabled, the insurance payments can start six weeks after your disability begins rather than immediately, thus reducing your premium cost substantially.

No overlap with hospitalization or major medical

Even if your family has group hospitalization or major medical insurance, you need disability insurance. This is because hospitalization and major medical cover medical care costs only and usually do not provide family income benefits.

Can be effectively combined with other forms of health insurance

A simple addition to the Hartford Accident Disability Policy broadens it to cover the medical costs of accidents that will not be picked up under hospitalization and major medical insurance. It will pay for medical services such as setting a broken arm, home nursing expenses, and other costs of treating accidental injuries.

Other types of Hartford health insurance may also be added in order to provide substantial benefits as compensation for specified accidental injuries—such as a lump sum for the loss of a hand, or for the loss of an eye—and as much as \$100,000 for death due to an accident.

Your Hartford Agent can answer your questions

Hartford Accident and Sickness Disability Income Insurance is offered by both the Hartford Life Insurance Company and the Hartford Accident and Indemnity Company of The Hartford Group. It is brought to you by the Hartford Agent in your locality. He has helped many a family like yours work out a sound insurance program. Because The Hartford Insurance Group offers insurance of every type — home, car, life, and health—the Hartford Agent or an independent insurance broker can

give you the advantage of having all your protection consolidated in one dependable company. You can find a Hartford Agent in your locality in the Yellow Pages or wherever you see the Stag trademark displayed. Many

Hartford Group Agents also display this emblem of the National Association of Insurance Agents.



THE HARTFORD INSURANCE GROUP

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AND INDEMNITY COMPANY - HARTFORD LIFE INSURANCE COMPANY
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AUTOMATIC DISHWASHER OWNERS:

New Improved Dishwasher all not only ends water spots...but

dissolves 7 of the most stubborn spots



Guarantees spot-free washing...

the most spot-free glasses, silver, dishes any dishwasher can wash!

New improved Dishwasher all not only ends water spots but dissolves 7 other stubborn spots that trouble every automatic dishwasher owner! Dishwasher all's super-penetrating solution

gets in and under these spots, lifts them off and floats them away. Dishware comes out sparkling clean—even after being stacked for hours in your dishwasher.

And Dishwasher all is recommended by every leading dishwasher manufacturer. Get new improved Dishwasher all —new color, new fragrance. Dishwasher all guarantees the most spot-free glassware, dishes, silver any dishwasher can wash—or your money back.



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

(continued)

So bear in mind that heat isn't intended to cope with emergencies. Some installers say: "Expect it to handle seven storms in ten."

Whether this makes it a luxury depends on how important it is to you. People with very steep driveways find it useful. So do doctors, whose driveways must be open day and night. So do people whose health forbids outdoor work.

The two kinds. Some people choose hydronic (hot water and antifreeze) heating, others electricity. In the hydronic system, a solution warmed by your boiler flows through pipes laid an inch or two below the surface, in concrete or asphalt. In the electrical system, warmth comes from special wires similarly installed.

How much do they cost? In general, electric heat costs less to install, more to run. One owner recently paid \$350 (plus paving) to put electric heat in two 18-inch wheel tracks of a 50-foot drive. Experts say a comparable hydronic system might have cost him \$300 to \$450.

For economy, few driveways over 50 or 75 feet long are heated. Most owners heat only the two wheel tracks. It's necessary to warm the surface only to 32° F., or a trifle above. In some areas, the electrical cost of maintaining such heat for a storm might run \$3-\$3.50. Fuel to run a hydronic system might cost half as much.

Points to remember:

- 1. Both types, properly installed, work equally well, have equal limitations.
- 2. Installations will work best in new driveways.
- They can, however, be made in old driveways by ripping out wheel tracks, installing pipes or wires, and resurfacing wheel tracks with asphalt.
- 4. Heat works best in sheltered driveways that slope south and absorb some heat from the sun.
- 5. For an electrical system you may have to make changes in your household electric service. Some systems work on 100 amps, most on 200.
- 6. For a hydronic system you'll have to install a small heat exchanger since driveway pipes never lead directly into the boiler. For hot-air heat, you may need to install an ordinary hot-water heater for your driveway.
- 7. Check electric rates. These vary. Some power companies have discouraged driveway heat; others encourage it, will even give technical advice.
- 8. Select your contractor with great care. Experience is vital. Anything less than topnotch workmanship will lead to disappointment.
- Ask for a guarantee. All sorts of things can go wrong with badly installed systems.

Heated steps. These work well for hospitals, stores, schools, and now are well worth thinking about for home use, engineers say. One man heated two steps by folding a single driveway heating grid over the tread, then covering with concrete. Cost: \$35.

Heated walks. Heat may soon be considered economically practical for short residential walks. You need to heat only one narrow 18-inch path.

Heated eaves and gutters. These are becoming popular in areas where homes have been damaged by heavy snows. Damage bills (often not covered by insurance) have run as high as \$3000.

The cause of damage is a roof-top "ice dam"—something unknown to most home owners until recently. Heavy snow, slowly melting on cool, insulated roofs, for a few hours each day, runs down to the colder eaves area where it freezes, coating gutters and lower shingles with ice.

Here massive ice dams build up. These push the melt-water back under the shingles. In Buffalo, New York, this happened to one person who suddenly saw water pouring from a ceiling fixture.

"It was just as if someone were up there with a hose," he told us.

Such ice dams in the severe weather two winters ago attacked thousands of homes in some states. Some owners tried gutter heating—and the trouble stopped.

What gutter heating is. A small tapelike wire runs from a grounded weatherproof outlet to the shingles. It's best to have the outlet on a separately fused no. 12 wire circuit. The wire is laced in a zigzag pattern over the three or four lower shingles. Next it is run through the gutter (the wire is waterproof) and even down the

When you see ice forming, flip a switch and the tape warms to 160-185° F., slowly thawing small drainage tunnels through the ice. These may not remove all the ice, but they drain it, preventing a damaging buildup of water.

Cost? Inexpensive (some tape sells for 10–20c a foot)—and it may be unnecessary to heat all gutters. For occasional use, you'll see little difference in your electric bill.

INGENUITY AT WORK

One ingenious "heating system" was invented last winter by E. J. Farrell of Pittsfield, Massachusetts. When piled-up snow and ice on his roof threatened to flood his attic with melt-water, surprised neighbors saw Farrell spraying his roof with hot water from a garden hose.

"I knew I couldn't melt the stuff because I wouldn't have enough hot water," Farrell says. "So I just sprayed the roof high up and let the water run down. It ran *under* the ice, loosening it from shingles and gutters. Suddenly the whole mass came tumbling down."

It's an idea for home owners to remember. There's more than one way to get rid of ice and snow! THE END







WHEN YOUR SINK IS MOTTLED AND DISCOLORED BY FOOD STAINS OR MARKED BY POTS OR PANS, DON'T THROW IN THE SPONGE; JUST SPRINKLE COMET CLEANSER ON IT AND RUB A LITTLE. ONLY COMET CONTAINS CHLORINOL...THE CLEANING, BLEACHING AND DISINFECTING AGENT THAT'S GOT MUSCLE. COMET GOES DOWN DEEP, BLEACHES OUT STAINS, TAKES OUT ALUMINUM POTMARKS. COMET GETS OUT STAINS BETTER THAN ANY DEFENDED.

TOP INDUSTRIAL DESIGNER WILLIAM SNAITH SAYS:

HOUSES ARE WHY PEOPLE LEAVE HOME

William Snaith is president of Raymond Loewy/William Snaith, Inc., one of the most widely known industrial-design firms in the country. As a designer, Mr. Snaith concerns himself with everything from suburban shopping centers to package designs, from the Avanti strikingly beautiful automobile to the Waldorf-Astoria's Bull and Bear Restaurant. Close to his heart is the design of the home and the community which surrounds it. Among his current projects are a retirement village in Florida and a community development in Texas. Here, designer Snaith tells you what he believes is wrong with today's houses and suggests a cure...his own concept of "core design."

• ne out of every five Americans moves every year. Granted that many of these moves are made because of job changes, more than a fair share indicate a basic dissatisfaction with the home. Beyond the sociological implications inherent in such uprootings, this fact, if properly read, contains a message for the housing industry.

The importance of the home in the structure of a family's life is undeniable. It is the center and focus of the family's existence, the setting for all the events in its collective human life. It is the repository of the family's joint and individual memories, its possessions, and memorabilia. It is the single most satisfying physical symbol of the family's existence. This is what the home has been and should be. This, the American home cannot fairly be said to be in this time.

The great tragedy—for the family, for society, certainly for the individual—is that the American home, by not keeping pace with a changing world, is losing its ability to fulfill the family's needs precisely when these needs are most urgent. If ever there was a time in modern history when events seemed to be running ahead of man's ability to control or, even, to comprehend them, this is that time. And in this strident and bewildering world there is, more than ever before, a real need for shelter, for the place to root oneself, which, in other times, the home has answered.

Because, in general, the American home serves only the immediate needs of the family and holds no promise of being able to do this for more than a limited number of family

years, it is the house that eventually drives the family from its land, its community, its best security in a constantly evolving society. People's tastes and habits may change, but not their inherent and instinctive belief in place. People identify themselves with place. In time a man becomes known as the man from Brookline, from Weston, from Grosse Pointe. Loyalty to the community becomes part of the man's equipment, dress, personality in his relations with all other people. Ideally, then, the community, like the man or the family, should have provided a sense of continuity. A stereotyped builder community cannot, by its nature, promise this continuity. Essential to a dynamic community is its ability to hold the families whose fortunes increase as well as those whose fortunes do not. This calls for a mixture of types of families and, most of all, types of houses, locations, landscape character.

Most builders make their money on land, basically. Therefore, the practice has been to create a sheet of postage-stamp sites on which they drop houses. No matter how much thought they may give to other aspects of developing the site, this method of placing houses, of allotting land produces ugliness, deadly monotony, and puts a stamp of stereotype on those who live in them. People instinctively flee from this as soon as they are able. A few builders are working with trained land planners to create better communities but so far the surface hasn't been scratched. There must be more imaginative use of land, for we have not produced distinguished communities by depending only on slight variations of house character. Houses which force a man to pick up his family and leave are offenses against some of man's most primitive, constant attachments.

The social consequences of family removals are evident everywhere. The "lonely crowd" is made up of people milling about in impersonal space, in unfamiliar neighborhoods, in communities composed of a deadly sameness of incomes and attitudes. The antithesis of this formless social condition is the family unit with roots in its land, in a community where cultural, personality, age, economic mixes enrich the individual, consolidate the family.

(continued on page 74)



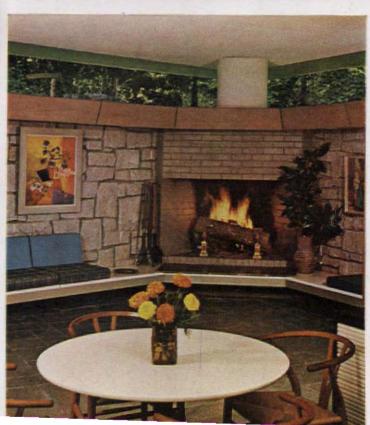
CONTEMPORARY WITH NATURAL BEAUTY

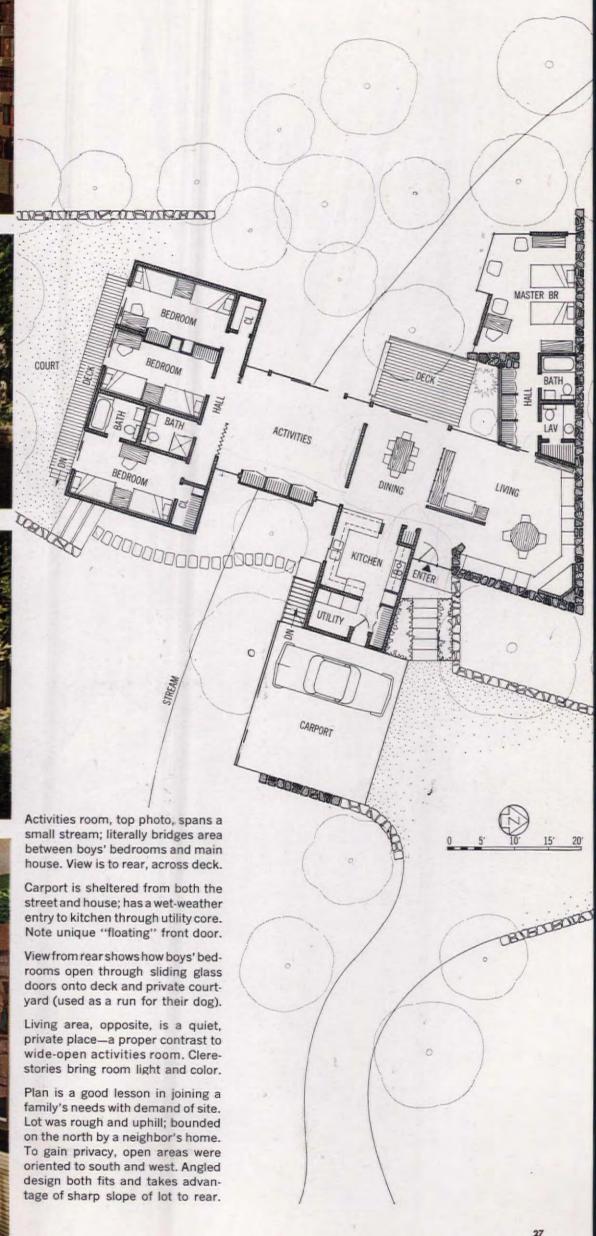
No outlandish use of mismatched materials. No soaring gables to shout MODERN. This contemporary home in Atlanta, Georgia, was designed as a home should be designed—to fulfill the real needs of the family and provide a place that's fun to live in. Examples abound. The activities room, built over a small stream, is a delightful, airy place—wonderful for games or parties. Dining room can be closed and private or open and casual. Boys' bedrooms are practically separate apartments, and they love them. Walls are native granite and rough-sawn pine over rolled copper flashing.













See what striking arrangements you can create from the few last blooms in your garden before frost nips them-or from a handful of color from the florist. Our "Permanent Beauty" is a stately dried composition freshened with fragrant marigolds. Curving ti leaves, grapes, and tightly massed pompons make our "Pineapple Bounty." Bright geraniums, marguerites, and cornflowers fill the "Tri-Color Bread Basket" with unaffected grace. And the arrangements are easier to achieve than they look! PER-MANENT BEAUTY: Cover a cylinder-shaped jar with a straw place mat for texture. Insert long, thick bar of green Styrofoam to full depth of the vase. In this impale dried materials: miniature cattails, safflowers, pond leaves trimmed to shape, and Mexican pods. (Pods come already wired in flower shapes.) Add fresh marigolds in small glass tubes containing water; for additional height, tape a florist's pick to tube. PINEAPPLE BOUNTY: Place a block of soaked Oasis in a large pedestal bowl. Reinforce with a covering of fresh fern wrapped around with twine. Cut a block of Oasis into a pineapple shape; soak and reinforce. To support (continued on page 78)







DECORATING FOR A WORLD OF ENTERTAINMENT

Suddenly your home is the biggest stage on earth. With television, stereo, home movies, and the newborn miracle of Telstar. you have all the lively arts at your fingertips. It's a bright new era in home entertainment, and it calls for a fresh new approach to decorating. The truth is that all good decorating has its basis in fact. TV sets and stereo speakers are facts of modern life, just as potbellied stoves and kerosene lamps had to be reckoned with in earlier days. It's time you gave them their decorating due. Make your home lovelier because of sight and sound, not in spite of them. Does your television stick out like a drive-in theater in a country meadow? Do you have to turn the house upside down to show your home movies? Are your favorite records scattered to the winds? There are dozens of graceful and charming alternatives! There's the whole world of built-ins. There are marvelous new all-inone "entertainment centers." There are tasteful new cabinets, as handsome as any furniture in your room, and good-looking table-top units. And for today's music-making families, there are pianos and organs scaled to fit serenely into any room.

Entertainment wall, here, in the living room of Mr. and Mrs. David Leavitt, Beverly Hills, California, is fitted with every conceivable adjunct to at-home pleasure. It's an integral part of the dramatic architectural elements of clerestory and vaulted ceiling. For more details, turn to page 35.

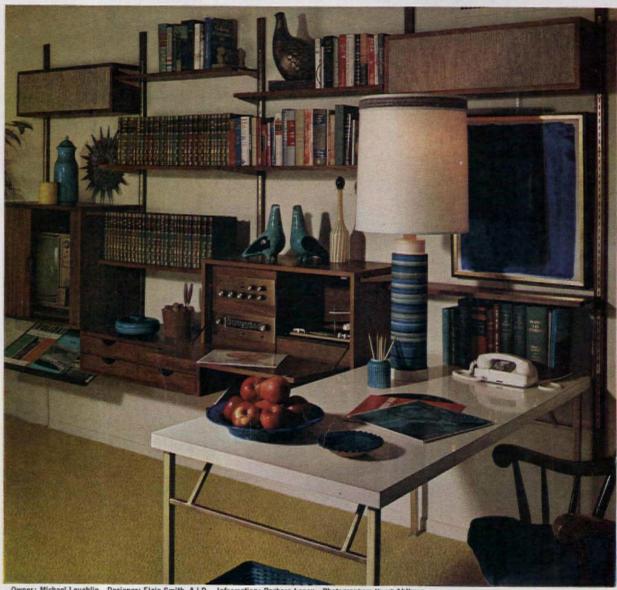
Designer: Richard Dorman & Associates, AIA Information: Barbara Lenox Photographer: George de Gennaro





Bristol blue entertainment wall appears magically from behind artfully paneled traditional doors. Precision-engineered unit containing tuner, preamp control, turntable, and tape recorder fits compactly over speaker at right. A well-organized desk is over speaker at left. Center unit holds TV and bar accessories. There's clever storage for everything from household files to table leaves. Photographic equipment merits complete unit at left of desk.

Decorative composition of hanging wall units is an inspiring solution for those entertainment-minded families with limited space. Television, record player, and carefully spaced speakers share this handsome, disciplined wall with well-loved books and accessories. Teakwood cabinets and shelves are adjustable. Right-angle table with laminated plastic surface can be used as buffet bar or work desk.



Owner: Michael Laughlin Designer: Elsie Smith, A.I.D. Information: Barbara Lenox Photographer: Horst Ahlberg



New sophistication for the old-fashioned family room provides a lovely setting for intimate entertaining. There are no make-do pieces from the attic here, but a purposeful scheme designed for drama, practicality, and pleasure. Stereo controls and turntable are housed in chest made from a pair of old Mexican doors. Cabinet was added for books. TV is viewed in comfort from mustard-gold sofa. Elegant game table is pleasant for serving informal meals. Hard surface floor is dancing smooth.



Concert-hall acoustics are a delightful feature of this small but spirited music room. Sound-absorbing acoustical tiles on window wall and ceiling are abetted by crescendo-catching draperies and rug. Piquant point-and-counterpoint blues light up the rug, iris-splashed fabric, and austere pseudo beams. Bright bench in front of the lean, lacquered spinet is an idea worth noting. Random width "plank" floor is sturdy vinyl.

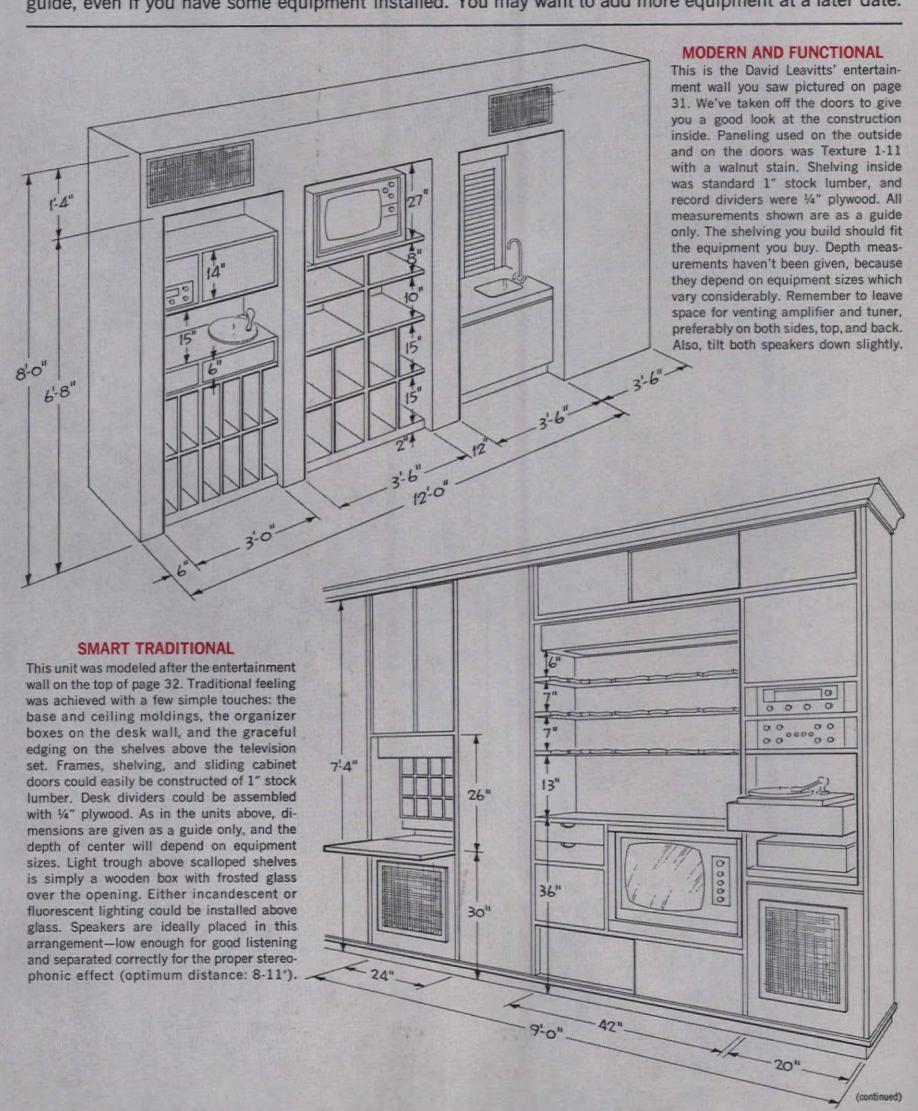
Photographer: William Maris

Holding its fashionable own in equally fashionable company, this color television console is the center of attention in a bright, inviting theater-at-home. Instead of being placed at random in the room, it is the main impetus for a colorful decorating scheme. The vivid sunny yellow and lightdrenched green you see here are a match for any on the TV screenand important colors to watch in the coming months. The simple styling of the console with tambour doors is typical of the good new designs on the market. Built-in units add architectural dimension.

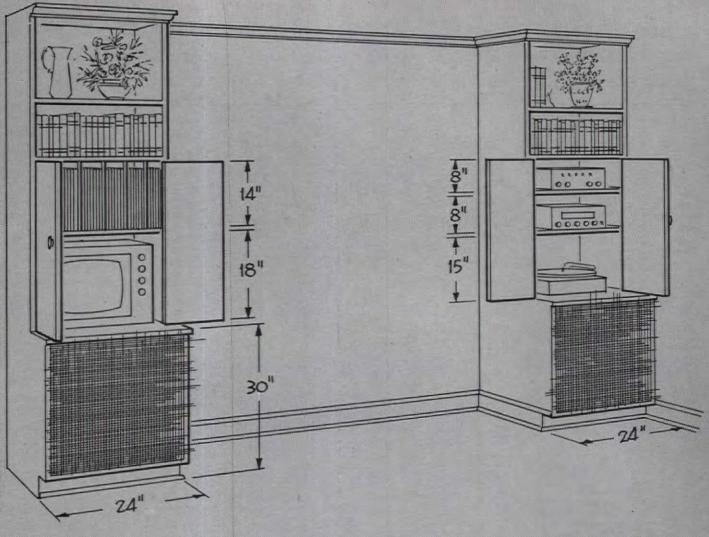


ENTERTAINMENT CENTER FACT SHEET

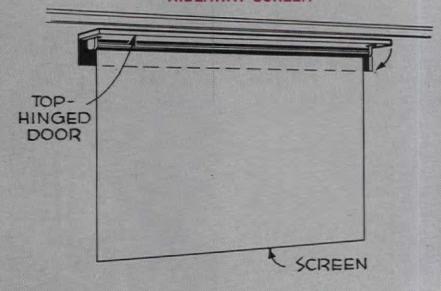
Whether you build an entertainment center yourself or have it done, these details will give you information you need to plan one for the space you have available in your own home. Tear out the page and keep it as a guide, even if you have some equipment installed. You may want to add more equipment at a later date.



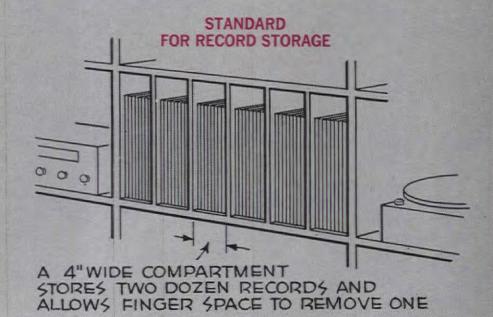
Here's a chance to build your entertainment center in stages. Suppose, for example, that you have a monophonic system. Even if you have a limited amount of space, the unit at right, built on a 24" module, should fit your needs. If you want to build in your television set now, and add record-playing equipment later, then the unit at left is your answer. Substitute a cabinet for the speaker and don't put in the record dividers above the TV set. You'll have storage space now, and the right dimensions to add a speaker and record storage later. For stereo, both units will serve admirably, and you will have space for furniture between them. The units can be built of 1" stock lumber, with record dividers of 3/4" plywood. For an informal room, try pine and paint or stain it. For a formal area, you might want to use walnut or cherry and oil-finish it. For accurate reproduction of sound, set selfcontained speakers inside boxes at bottom of units. If boxes were used as speakers, equipment on top might create minor disturbances in sound.



HIDEAWAY SCREEN



You can install a standard movie screen on a hidden panel like this without too much trouble. (For a look at one similar to it, see page 37.) You should build it into an entertainment wall or cabinets that project from your room partitions. Otherwise, you'll need to cut away a portion of the studs to fit the screen in—not advisable. When the screen is out, the panel can be held firm by a hook attached to the ceiling or by collapsible or jackknife braces at either end of the panel. Panel should match entertainment wall.



Records will store more easily if space is divided into 4" increments. Height of shelf should be a minimum of 14" to allow roughly two inches above records for accessibility. Dividers could be made of ¼" plywood, hardboard, or %" wood veneer.

MORE STANDARDS

- Always place stereo speakers on one wall, not in opposite corners of room.
- Try to place amplifier above tuner, since amplifier generates more heat.
- Never place amplifier, tuner, or television set in completely enclosed space.
 Without venting, heat may damage units.
- · Place TV set at seated viewing height.



In the comfortable intimacy of this paneled family room, home-style movies are pure pleasure for the "stars" and their admiring friends. The compact electrically operated screen is lowered at the flick of a switch. Lights off and the show begins-perhaps as the finale to a gay informal supper. When the projection screen is raised, television and stereo hold the stage. The white painted acoustical plaster ceiling and cove show off the wormy chestnut paneling and interesting beams. An intriguing collection of steins and coffee pots lines the cove. Old guns are decoratively displayed in a special lighted cabinet.



Designer: Herbert G. Moore Information: Jessie Walker Photographer: Kranzten Studios

Space-conscious center of entertainment can be hung on the wall, leaving plenty of room for other furnishings beneath. The unit contains both television and a stereo radio-and-record-playing ensemble. The speakers are in the hinged doors, can be detached and placed away from the main cabinet for even greater depth of sound. Compact entertainment centers like these are ideal for rooms of smaller proportions. They're a good choice for larger families who might wish two separate entertainment areas to accommodate their wide variety of tastes. The unit here is mounted over a long, lean shelf with comfortable gold ottomans below to pull out for viewing. It would be equally effective when placed on a tabletop or in a bookcase.

Coffee table player is an ingenious new way to put music in your home. It's a fine stereo-and-hi-fi phonograph built into a handsome and functional piece of furniture. A sliding top conceals the record changer when not in use. There's a built-in rack for records or colorful magazines. Placed in front of a trim gold felt sofa-bed, it turns this corner of a small enclosed porch into a charming retreat for music lovers. Venetian blinds in bold lacquer red "curtain" the windows without clutter. A small-scaled chair is cushioned to match. This player would also fit smartly under a window.

Rejuvenated player piano sets a fun-loving mood in this second living room. Painted white and nestled among shelves of books and antique accessories, it has all of its old charms but none of its old bulkiness. The cupboards below hold the player rolls-nostalgic "oldies" that came with the piano and brand-new releases, too, reflecting the revival of interest in player pianos. The room was added, along with a powder room, as a separate unit for informal entertaining, and the decorating is correspondingly bright and breezy. It has crisp eye appeal in both summer and winter. Bold floral chintz on the sofas reflects the gay party spirit and the garden outside. The blinds control light and privacy, are flanked by black felt draperies that give a solid look to the airy decorating scheme.

(continued on page 80)





Shopping Information, page 81

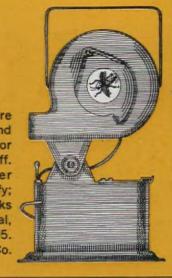


HELEN C. SCHWARTZ

THEY RUN ON BATTERIES

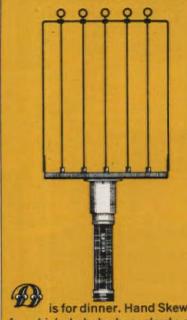
There's no end to the fascinating jobs batteries perform these days—everything from scratching your back to scaring away burglars.
Frivolous or functional, these make wonderful gift ideas.

is for air. Miracle Fire Maker ends huffing and puffing, is a perfect gift for a fireplace or barbecue buff. Battery-operated blower sets logs ablaze in a jiffy; charcoal ready for steaks in five minutes. Black metal, \$8.95; solid brass, \$10.95. A. Rowley Tool & Eng. Co.



Back-Scratcher of gleaming stainless steel 18" long. Gets at itches you can't easily reach. It is powered by two flashlight batteries, with sculptured black plastic hand to do the scratching. \$5. Davar Products, Inc.





is for dinner. Hand Skewer for shish kabob, has slowly rotating, stainless steel blades that lock in metal frame. Held over fire, food turns and cooks evenly. \$4.95. Invento Products, Inc.

is for enjoyment. With a Realorama Regal Slide Viewer your 35mm or 127 square superslide pictures of your family, friends, or vacation will have new dimension, depth, and sparkle. Double battery lamp system offers ideal illumination without reflections at the touch of a button. \$7.95. Photographic Div., Realist, Inc.



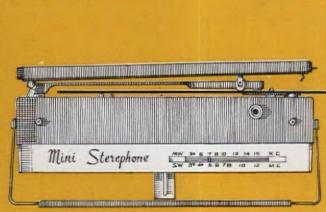
V

is for food. For foolproof steak dial your preference on Steak-Test'R. Adjust probe; insert for four seconds. Lighted bulb indicates steak done to perfection. \$4.95. Scott Thermo-Meter Corp.





is for insurance against intruders. Mounted on door or window, On Guard Burglar Alarm needs no wiring. Slightest jar triggers horn heard 1000 feet away. \$6.95. On Guard Corp.



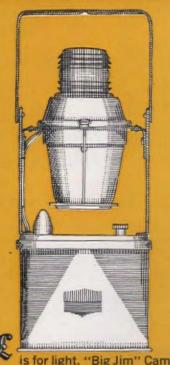
is for jazz lovers who won't stay put. Portable Mini Stereophono weighs only 3½ pounds and measures 8x5x3". This 7 transistor combination stereophonic phono-

graph and AM-short-wave radio is equipped with 2 hi-fi earphones, built-in and external antennas, crystal cartridge pickup, and lead wire for external speaker connection. Foldaway stereophono arm plays 33½ stereo or monaural albums or 45 RPM records. \$89.95. Hoffman Electronics Corp.



roast blades, fork. Chrome han-

dle. \$11.95. Davar Products, Inc.



is for light. "Big Jim" Camp and Emergency Lantern is versatile floodlight, searchlight, and red-flashing warning light made of heavy-gauge chrome-plated steel, fitted with a heavy-duty, weatherproof battery. Use indoors or out. \$13.50. Union Carbide Consumer Products Co., Inc.

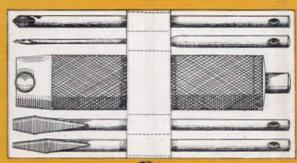
is for oak. A handsome brass-bound Barrel table lighter has long-lasting flint and fluid reservoir. \$27. Latama.





is for vigilance. Astro-Lite gives auxiliary light during blackouts. Connect wherever you will be most affected by power failure. Should power in line go off, a battery activates reserve light. \$24.95. Astronautics E. Corp.





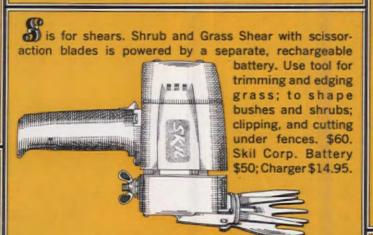
is for pouch. This one has a four-in-one Screwdriver and Flashlight. Interchangeable Phillips head, gimlet, 1/2 and 3/2" flat-head bits are of hard-tempered aluminum. Each locks into steel handle. Light and battery are part of handle. For steady light, push-button switch twists to on position. Tool kit is in 5½x2½" envelope pouch. \$10. Invento Products, Inc.



is for quick shuffle. Card Shuffler is set for popular brands of playing cards, will adjust for special sizes. Place pack under lid-handle; turn on; cards eject instantly on card holders. \$17.50. Green Enterprises, Inc.



R is for a ray of light cast by Model Lite. Snap on garment bag frame behind from the structure of the struc



has removable planters. Cord-less clock is automatic. \$32.50. New England Clock Company.



taste buds.
Automill will
grind pepper to perfection. It is
made of
cherrywood
and brass.
\$6.50. Fred
Roberts, Inc.

is for upstairs-downstairs communicating. This complete 2-station Voicecaster Intercom brings you in touch with another part of the house, or outside, within 50' range. Master and remote stations come in 8x4x4" walnut cabinets. Press key for immediate contact. Stand-by position maintains privacy; "listen" position monitors 2nd station. Transistor powered. \$39.95. Lee Communications, Inc.



tide, and zero hour. Not much time for you to complete your list. Flashlights make good stocking stuffers. New Utility Lites come in fashionable blue, tan, and green. \$1.19. Union Carbide Consumer Products Co. Record collectors and audio-equipment fans will appreciate a hand-size Electro-Vac to clean their equipment. \$3.95. Walco Electronics Co. Know anyone who can't wait for home sound-conditioning? Give him a portable Sound Conditioner. He can put it anywhere he wishes for peace and quiet. \$89.50. CP Electronics, Inc. Shopping Information, page 81.

Drawings: Murray Tinkelman Information: Eveready Batteries





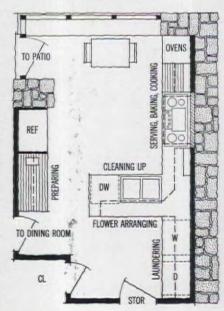
COZY KITCHEN IN A BARN



This is "Redloft," home of Mr. and Mrs. William Pepper Watts in Radnor, Pennsylvania. Enter the kitchen and you'll immediately feel at home. You think of munching crisp holiday cookies at the sunny breakfast table or helping prepare the family Thanksgiving dinner in a too-good-to-be-true, well-planned work area.

We fell in love with this kitchen because it was designed to maintain the warm and rustic atmosphere of the converted barn home, vet remodeled to incorporate the most up-to-date appliances, storage areas, and work centers. Sara Hervey Watts, in private life a busy homemaker and professionally a food consultant in the home economics field, planned her kitchen, listing every activity that might take place there. She found she needed work areas for mixing and baking, cooking and serving, vegetable preparation and clean-up, storage of china and glass, laundering, and flower arranging. She calculated what foods and equipment should be stored in each center and then worked out the floor plan that you see at the right.

Her big decision came when she realized this new plan meant a major remodeling job. The room was extended five feet by knocking out a thick stone barn wall. She had a used-brick floor installed and added a bright and cheery glass window wall. The original hand-hewn ceiling beams of the outside overhang were retained across the addition and provide a background for Mrs. Watts' collection of Early American copper cooking utensils. These utensils add a warm old-fashioned glow to the room, yet can be used for preparing tempting meals or as flower-arrangement containers. If you are planning a new kitchen or up-dating an old one take a tip from this professional-turned-homemaker and make every change meaningful-even the decorations useful. See page 82 for work-area ideas from this kitchen.







Shopping Information, page 81



Festive Rock Cornish Hen Dinner

Getting in the holiday mood? Always interested in party-style menus that look complicated but aren't? Put this month's festive 60-minute meal in your Menu Maker! While the Roast Rock Cornish Hens are cooking to golden perfection under a blanket of bacon, you'll toss a buttery, saffron-flavored Pilaf and set it to bake. On to the Lobster Bisque, chock-full of tender, meaty morsels and dressed-up with lemon slices. Colorful Green Beans with Mushrooms and Glazed Carrots are fancy, no-fuss accompaniments. Coupe Gourmet tops off the meal with a sophisticated French accent. What a time-saving idea for your Thanksgiving Dinner! Every instruction you need and the recipes are on page 55.







1. Mix (see recipe). Shape into loaves.



2. Brown on both sides. Cover and cook.



3. Top with rest of soup—cook 10 minutes more.





*Or Campbell's Cream of Mushroom or Tomato Rice Soup



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

Date Nut

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



Orange

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

Fudge Nut

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



6 Good Old-Fashioned Chewy Cakes!

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





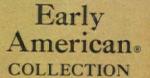












The fruit and nut filled cake mixes



Cherry Almond

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

Butter Pecan

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



Take a Measure of Nuts



Dairy Sour Cream that is to be served uncooked can be made stiffer and fluffier by whipping. For best results, have it cold, and keep it cold when whipping. Don't overwhip or it will churn into butter.

(continued from page 48)

Baking lime: 1 hr., 15 min. Preparation time: 30 min,

DATE WALNUT LOAF

CARIOCA CAKE

2 tsp. grated orange rind

c. pitted dates, cut up

2 ths. shortening

134 c. boiling water 4 c. orange juice

3 c. sifted all-purpose flour 12 tsp. baking soda 2 tsp. salt

1 c. chopped walnuts

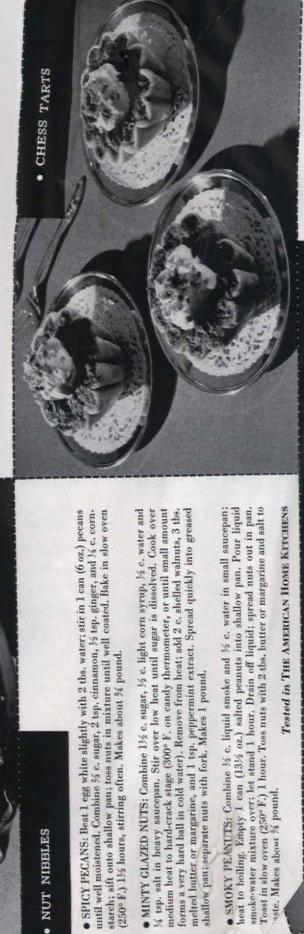
3 c. brown sugar, firmly packed

Pour orange juice and boiling water over dates; let stand until cool. Beat shortening, sugar, and eggs together until well blended; add to cooled date mixture. Sith flour, baking soda, and salt together; blend into date mixture. Sir in nuts and reserved orange rind. Four into prepared pan. Bake I hour and 15 minutes, or until loaf tests done. Remove from pan; cool on wire rack. • Set oven at moderate (350° F.), Grease 9x5x3-inchloaf pan, Grate orange rind; reserve.

Makes 1 loaf

NUT NIBBLES

Tested in THE AMERICAN HOME KITCHENS



BUTTER CRUNCH OLD-FASHIONED

KUGELHUPF

Preparation time: 15 min. Cooking time: 15 min.

Cooling time: 1 hr.

2 c. finely chopped almonds 1 c. butter or margarine 11 c. sugar

1 pkg. (12 oz.) semi-sweet chocolate

pieces, melted

2 tbs. light corn syrup

2 tbs. water

 Spread almonds in shallow pan; toast in moderate oven (350° F.) until golden. Melt
butter or margarine in large heavy saucepan; add sugar, corn syrup, and water. Cook,
stirring often, to hard-crack stage (300° F. on candy thermometer). Remove from heat; set, turn out in one piece on wax paper. Spread half the melted chocolate over top; sprin-kle with ½ cup almonds; let set. Turn candy over; spread with remaining chocolate; sprinkle with remaining almonds. Let stand until chocolate sets. Break into pieces. stir in I cup toasted almonds. Pour quickly into 13x9x2-inch pan; cool completely. When

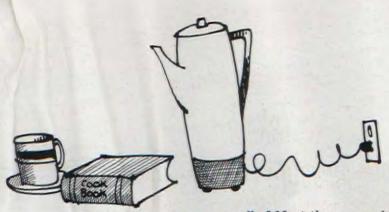
KUGE

Tested in THE AMERICAN HOME KITCHENS

Makes 1 pound

Take a Measure of Nuts

(continued from page 48)



Ever wondered what to do with leftover coffee? Next time you make a white cake, substitute it for the liquid called for in the recipe. Or, you might even try using it as part of the liquid in gingerbread.



CHESS TARTS

• NUT NIBBLES

or crumble in yeast into a dimond sed bow!; we snow then yeast mixtures snooth, Let rise in water into a digredients, and I cup almonds. Beat until well almonds, Let rise in warm place about 1½ hours, or until double in bulk. Bake in at a lime, Grean bulk, show a sound like a sound bulk. Bake in at a lime, bear, buther cool completely on wire rack before cutting.

at a time, Cream butte, 5; reduce heat to mourage to bubbly, stir in a conce; cool completely on wire rack before cutting. blended; shop of the stir in a large once; reduced in The American Home K hot over; shop

hot oven

1 c. (2 sticks) butter or margata until blended. When yeast mixture is or crue. 1.1 water water in a garanti margata until blended. When yeast mixture is in the control of 's c. blanched, slivered alour

or (2 sticks) butter or almondared bowl; best in sugar. Add eggs, one sticks) butter or almondared bowl; best in sugar. Add eggs, one sticks butter or allowed bowl; best in sugar.

yeast); sprinkle

* warm water (105°-115° F.)

l cale compressed veast kg. active dry yeast, or

12 c. sifted all purpose flour a c. hukewarm milk

c. sifted all-purpose flour c. shortening ths. water tsp. salt

2 tsp. grated orange rind

2 eggs

Preparation time: 25 min. Baking time: 40 min.

g c. dairy sour cream

2 c. chopped pecans

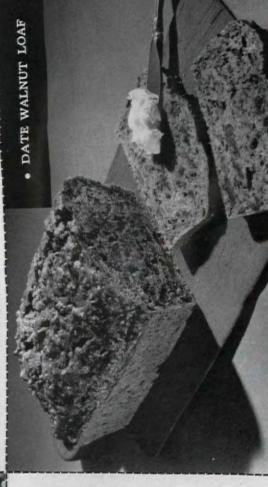
Pecan halves c. raisins

c. (1 stick) butter or margarine c. sugar

Source of Vitamins A, B • Sift flour and salt into mixing bowl; cut in shortening with pastry blender or 2 knives until mixture resembles cornmeal. Sprinkle water evenly over mixture; stir with fork until dough clings together. Roll out on floured board; cut into eight 5-inch circles; fit circles into 3-inch tart shells. Set oven at hot (425° F.). Cream butter or margarine and sugar together in medium-sized bowl; beat in eggs, one at a time, beating well after each addition. Stir in orange rind, sour cream, chopped pecans, and raisins; fill tart shells ¾ addition. Stir in orange pecan halves on top. Bake 10 minutes; reduce heat to moderate full with mixture; arrange pecan halves on top. Bake 10 minutes; remove carefully (350° F.); bake 30 minutes, or until filling is firm. Cool on wire racks; remove carefully from tart pans. Garnish with additional sour cream and chopped pistachio nuts, if desired.

Makes 8 tarts

Tested in THE AMERICAN HOME KITCHENS 704 cal. per tart



CARIOCA CAKE

Preparation time: 25 min. Baking time: 30-35 min.

tsp. vanilla egg whites c. milk

2 c. sifted all-purpose flour 1½ c. sugar 3½ tsp. baking powder 2 c. soft shortening 1/2 tsp. salt

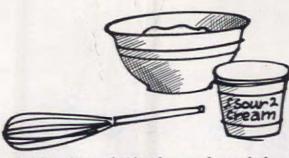
1 c. finely chopped Brazil nuts SEAFOAM FROSTING

• Grease two 8-inch layer cake pans; line with wax paper; grease paper. Set oven at moderate (350° F.). Sift flour, sugar, baking powder, and salt into large mixing bowl. Add shortening, milk, and vanilla. Beat 2 minutes at medium speed on electric mixer or 300 strokes by hand; scrape bowl frequently. Add egg whites; beat 2 minutes on mixer or 300 strokes by hand; stir in nuts. Pour into prepared pans. Bake 30 to 35 minutes, or until cake tests done. Gool in pans 5 minutes; remove from pans; cool completely on wire racks. Fill and frost with Seafoam Frosting. Garnish with additional chopped Brazil nuts, if desired. SEAFOAM FROSTING: Combine ½ cup brown sugar, firmly packed; 3 tablespoons water; and ¼ cup light corn syrup in saucepan. Cook until syrup spins a thread (242° F.). Pour syrup in thin stream over 2 stiffly beaten egg whites. Continue beating until frosting is stiff and glossy and holds firm peaks.

Makes one 8-inch cake

Tested in The American Home Kitchens

Take a Measure of Nuts



Sour Cream that is to be served uncooked can be made stiffer and fluffier by whipping. For best results, have it cold, and keep it cold when whipping. Don't overwhip or it will churn into butter.

(continued from page 48)

3 c. sifted all-purpose flour 1½ tsp. baking soda 1/2 c. chopped walnuts g tsp. salt c. brown sugar, firmly packed 2 tsp. grated orange rind c. pitted dates, cut up 4 c. boiling water c. orange juice ths. shortening

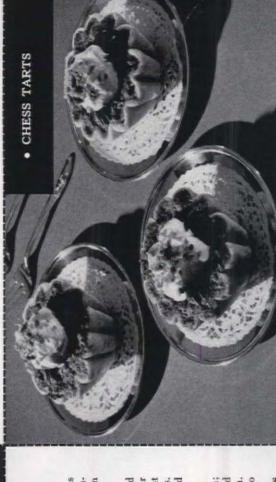
Preparation time: 30 min. Baking time: 1 hr., 15 min.

DATE WALNUT LOAF

• Set oven at moderate (350° F.). Grease 9x5x3-inch loaf pan. Grate orange rind; reserve. Pour orange juice and boiling water over dates; let stand until cool. Beat shortening, sugar, and eggs together until well blended; add to cooled date mixture. Sift flour, baking soda, and salt together; blend into date mixture. Sitr in nuts and reserved orange rind. Pour into prepared pan. Bake 1 hour and 15 minutes, or until loaf tests done. Remove from pan; cool on wire rack.

Makes 1 loaf

Tested in THE AMERICAN HOME KITCHENS



BUTTER CRUNCH OLD-FASHIONED

2 c. finely chopped almonds 1 c. butter or margarine 14 c. sugar

1 pkg. (12 oz.) semi-sweet chocolate

pieces, melted

2 tbs. light corn syrup

2 tbs. water

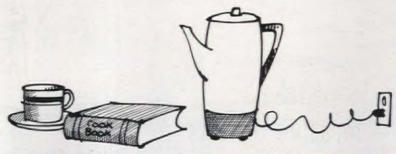
Preparation time: 15 min. Cooking time: 15 min. Cooking time: 1 hr.

butter or margarine in large heavy saucepan; add sugar, corn syrup, and water. Cook, stirring often, to hard-crack stage (300° F, on candy thermometer). Remove from heat; stir in 1 cup toasted almonds. Pour quickly into 13x9x2-inch pan; cool completely. When set, turn out in one piece on wax paper. Spread half the melted chocolate over top; sprinkle with ½ cup almonds; let set. Turn candy over; spread with remaining chocolate; sprinkle with remaining almonds. Let stand until chocolate sets. Break into pieces. Spread almonds in shallow pan; toast in moderate oven (350° F.) until golden. Melt

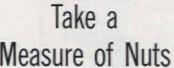
Tested in THE AMERICAN HOME KITCHENS

until well moistened. Combine 3% c. sugar, 2 tsp. cinnamon, ½ tsp. ginger, and ¼ c. cornstarch; sift onto shallow pan; toss nuts in mixture until well coated. Bake in slow oven (250° F.) 1½ hours, stirring often. Makes about ¾ pound. • SMOKY PEANUTS: Combine ½ c. liquid smoke and ½ c. water in small saucepan; heat to boiling. Empty 1 can (13½ oz.) salted peanuts into shallow pan. Pour liquid smoke-water mixture over; let stand 1 hour. Drain off liquid; spread nuts out in pan. Toast in slow oven (250° F.) 1 hour. Toss nuts with 2 tbs. butter or margarine and salt to taste. Makes about ¾ pound. • SPICY PECANS: Beat I egg white slightly with 2 tbs. water; stir in 1 can (6 oz.) pecans 14 tsp. salt in heavy saucepan. Stir over low heat until sugar is dissolved. Cook over MINTY GLAZED NUTS: Combine 1½ c. sugar, ½ c. light corn syrup, ½ c. water and medium heat to hard-crack stage (300° F. on candy thermometer, or until small amount forms a very hard ball in cold water). Remove from heat; add 2 c. shelled walnuts, 3 tbs. melted butter or margarine, and 1 tsp. peppermint extract. Spread quickly into greased shallow pan; separate nuts with fork. Makes 1 pound. Tested in The American Home Kitchens CARIOCA CAKE KUGELHUPF NUT NIBBLES

Take a Measure of Nuts



Ever wondered what to do with leftover coffee? Next time you make a white cake, substitute it for the liquid called for in the recipe. Or, you might even try using it as part of the liquid in gingerbread.



(continued from page 48)



almonds, Gream butter or margarine in medium-sized bowl; beat in sugar. Add eggs, one at a time, beating well after each addition; beat until blended. When yeast mixture is bubbly, stir in egg mixture, remaining ingredients, and I cup almonds. Beat until well blended; spoon into pan. Cover; let rise about 1½ hours, or until double in bulk. Bake in

oven (400° F.) 10 minutes; reduce heat to moderate (350° F.); bake 40 minutes

onger. Turn out of pan at once; cool completely on wire rack before cutting.

Tested in THE AMERICAN HOME KITCHENS

NUT NIBBLES

or crumble in yeast; stir to dissolve. Stir in lukewarm milk and 1/2 cup flour; beat until

Butter a 31/2-quart kugelhupf pan heavily (or use 10-inch tube pan); sprinkle with 1/2 cup

smooth. Let rise in warm place (85°F.), away from draft, 45 to 60 minutes or until bubbly

Measure warm water into large bowl (cool to lukewarm for compressed yeast); sprinkle

312 c. sifted all-purpose flour

Preparation time: 25 min. Rising time: 2¼-2½ hrs. Baking time: 50 min.

c. sugar

c. warm water (105°-115° F.)

KUGELHUPF

pkg. active dry yeast, or

1 eggs

2 tsp. grated lemon rind

l tsp. salt

2 c. seedless raisins

e. (2 sticks) butter or margarine ¿ c. blanched, slivered almonds

c. sifted all-purpose flour I cake compressed yeast

c. lukewarm milk

CHESS TARTS

c. sifted all-purpose flour c. shortening tbs. water tsp, salt

tsp. grated orange rind ¿ c. chopped pecans

c. dairy c. raisins

Baking time: 40 min.

c. (1 stick) butter or margarine c. sugar

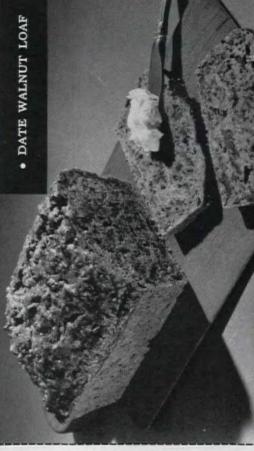
sugar together in medium-sized bowl; beat in eggs, one at a time, beating well after each addition. Stir in orange rind, sour cream, chopped pecans, and raisins; fill tart shells ¾ full with mixture; arrange pecan halves on top. Bake 10 minutes; reduce heat to moderate (350° F.); bake 30 minutes, or until filling is firm. Cool on wire racks; remove carefully from tart pans. Garnish with additional sour cream and chopped pistachio nuts, if desired. Sift flour and salt into mixing bowl; cut in shortening with pastry blender or 2 knives until mixture resembles cornmeal. Sprinkle water evenly over mixture; stir with fork until dough clings together. Roll out on floured board; cut into eight 5-inch circles; fit circles into 3-inch tart shells. Set oven at hot (425° F.). Cream butter or margarine and Pecan halves

Makes 8 tarts

704 cal. per tart

Source of Vitamins A, B

Tested in The American Home Kitchens



CARIOCA CAKE

2 c. sifted all-purpose flour 3½ tsp. baking powder c. soft shortening c. sugar tsp. salt

e. finely chopped Brazil nuts SEAFOAM FROSTING tsp. vanilla egg whites

Preparation time: 25 min. Baking time: 30-35 min.

1 c. milk

 Grease two 8-inch layer cake pans; line with wax paper; grease paper. Set oven at moderate (350° F.). Sift flour, sugar, baking powder, and salt into large mixing bowl. Add shortening, milk, and vanilla. Beat 2 minutes at medium speed on electric mixer or 300 strokes by hand; scrape bowl frequently. Add egg whites; beat 2 minutes on mixer or 300 strokes by hand; stir in nuts. Pour into prepared pans. Bake 30 to 35 minutes, or until cake tests done. Cool in pans 5 minutes; remove from pans; cool completely on wire racks. Fill and frost with Seafoam Frosting. Garnish with additional chopped Brazil nuts, if desired. SEAFOAM FROSTING: Combine 1/2 cup brown sugar, firmly packed; 3 tablespoons water; and 14 cup light corn syrup in saucepan. Cook until syrup spins a thread (242° F.), Pour syrup in thin stream over 2 stiffly beaten egg whites. Continue beating until frosting is and glossy and holds firm peaks.

Makes one 8-inch cake

Tested in The American Home Kitchens

FORMAL DINING?

WE SAY **YES** Many people scoff at the idea that formal family dining can be a sort of golden elixir, but in my family's experience it has been just that. Like many throughout the country, my family had adopted the so-called relaxed, uninhibited manner of informality.

When the children were called to dinner, their excuses for not coming always sounded quite plausible to us because agreeing was the easiest thing to do. In fact, any excuse seemed to be fair enough reason for all of us *not* to get together.

The crowning blow came the night my eldest son announced he was going to eat his dinner in the bathtub so he'd have more time later to concentrate, uninterrupted, on the evening's TV programs! The other three chimed in that this was what they wanted to do, too, and my wife and I hit the ceiling. From that time on, we've been a family of formal diners.

In the year or so since this incident, some very amazing things have happened around our house. We enjoy each other's company more, and the children's manners have become so civilized that people actually comment how well they behave.

I think that everyone in our household feels the self-imposed discipline of a well-ordered dinner hour is a major accomplishment. Certainly all the wonderful things that have happened to us can't be directly attributed to sitting down to dinner together, but without it I don't know how we would have become what we are—a family.

(continued on page 69)

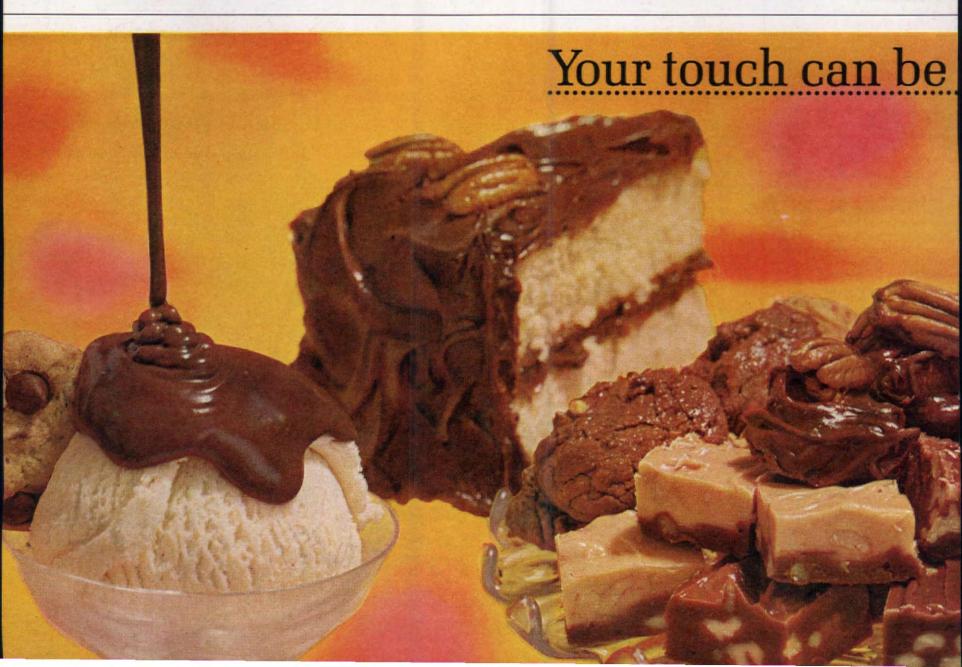
WE SAY NO "Nice people don't eat in the living room!" I can remember my mother saying in a firm but patient voice that lasted through years of potential cooky crumb dropping and lemonade spilling.

Unless we were sick and ate in bed, it was a well-established rule that we didn't eat *anywhere* but in the dining room, the breakfast room, or—on certain delectable occasions—in the tree house or tent constructed on the vacant lot next door.

The old order has changed and given way to the new. This is the day of automatic warming platters, electric skillets, and fold-away snack tables. I may sweep up more crumbs than Mother did, but we *live* in every room of our house, and that inevitably involves eating in most of them, too.

The hi-fi center, the television niche in the family room, or the comfortable corner near the fireplace seem the most natural places to share a friendly cup of coffee, an informal supper, a bowl of hot, buttered popcorn, or a tall, frosty glass of whatever appeals most.

As a family we treasure casual dining, and because we do, it helps our guests feel really at home. All of us feel stiff and uncomfortable at a formal dinner table set with a white cloth and the best silverware. I'm edgy for fear the children will dribble juice or gravy on the cloth (and they always do!) and Father barks at them to "Sit up straight and don't tip back in your chair!" The minute our eight-year-old (continued on page 69)



THE FLAME OF CALIFORNIA

grapes

From the little San Joaquin Valley town of Lodi, where the days are warm and sunny and the nights are cool and dewy, come some of the most famous table grapes in the world. Most famous of all are the fabulous Flame Tokays. It wouldn't be Thanksgiving without these plump, luscious grapes with their flamboyant red-purple coloring (it's the cool night breezes from the Pacific that produce the distinctive color). Cascading gracefully out of a festive cornucopia or piled high in a harvest-time centerpiece with other fall fruits, Flame Tokays are a favorite holiday decoration. In many homes, they're a classic ingredient of the noble bird's stuffing. Here are some new ways to savor this treat!

JELLIED GRAPE SALAD

2 cups Tokay grapes

1/3 cup French dressing 1 package (3 oz.) lemon gelatin 1 cup boiling water cup orange juice cup lemon juice 1 tablespoon finely chopped onion 1/4 teaspoon salt Salad greens

Grape Cheese Balls

Cream Mayonnaise Halve and seed grapes. Marinate in French dressing 30 minutes; drain. Dissolve gelatin in boiling water; combine with orange and lemon juices, onion, and salt. Chill until mixture begins to thicken. Add drained grapes and turn into 11/2pint mold. Chill until firm. Unmold on salad greens. Garnish with Grape Cheese Balls. Serve with Cream Mayonnaise.

GRAPE CHEESE BALLS: Halve and seed 12 Tokay grapes. Soften 1 package (3 oz.) cream cheese; shape into 12 small balls. Place each ball between 2 grape halves.

CREAM MAYONNAISE: Whip 1/2 cup heavy cream until stiff; fold in ½ cup mayonnaise. Makes 6 to 8 servings.

TOKAY GRAPE CONSERVE

4 lbs. Tokay grapes

1 cup raisins

1 orange

4 cups sugar

1/4 teaspoon salt

1 cup slivered almonds

Wash, drain, and remove grapes from stems. Slip off skins, letting the pulp drop into a saucepan. Reserve skins. Cook pulp over medium heat about 10 minutes; put through a food mill or sieve. Rinse and drain raisins. Cut unpeeled orange into thick slices. Discard the ends and seeds. Chop pulp and rind fine. Add orange, sugar, salt, and raisins to grape pulp. Stir over medium heat until the sugar dissolves. Increase heat and boil rapidly till mixture begins to thicken, about 20 minutes. Stir frequently. Add grape skins and boil until mixture becomes thick, about 5-10 minutes. Stir in almonds and pour at once into hot jelly glasses. Cool and seal with melted paraffin.

Makes about 6 (6-oz.) glasses.

MORE TIPS ON TOKAYS

Give angel food cake slices a delicious and colorful topping in moments. Simply fold halved and seeded Flame Tokay grapes, sliced bananas, and chopped canned cling peach slices into sweetened whipped cream and serve over cake slices.

To remove seeds from Flame Tokay grapes the easy way, slice them slightly off-center. larger half. Pick out the seeds with a cherrypitter or tip of a paring knife.

For a quick, inexpensive dessert with a flair, arrange a layer of leftover cake cubes in parfait glasses or dessert cups. Add layers of halved and seeded Flame Tokay grapes and vanilla pudding made from a mix. Repeat layers and top with grapes.

All the seeds will usually be found in the Pretty up mint sauce for lamb by adding halved and seeded Flame Tokay grapes. Heat and serve with the meat.

A simple fruit salad to make, but one alive with color and full of fine flavor, combines halved and seeded Flame Tokay grapes, canned mandarin oranges, sliced bananas, and canned pineapple chunks. Chill and serve on salad greens.



TODAY'S PYREX WARE-LOVELY NEW WAY TO COOK AND SERVE

You've always known Pyrex Ware as the handiest thing in your kitchen-you can mix, bake, serve, and store in Pyrex Ware. Keeps flavors fresh. And it's easy to clean. But today's Pyrex Ware is much more. Beautifully decorated, it comes radiantly dressed for dinner. Who would ever want to cook in one utensil-PYREX®WARE then serve in another? Corning Glass Works, Corning, N. Y.

New Pyrex Ware Early American designs. 11/2 qt. casserole \$2.95, 21/2 qt. casserole \$3.95, 11/2 qt. divided serving dish \$2.95. Mix-measure set, shown at top, three bowls (1 cup, 1½ pt., 2 qt.) \$1.98. Other decorated Pyrex Ware casseroles \$2.95 to \$6.95, carafes \$2.95 to \$9.95. Prices slightly higher in Canada.





This is a modern pancake. What makes it so old-fashioned?

A modern blend of five ingredients—all the most advanced ideas about what makes pancakes so old-fashioned good—have gone into the recipe for new Pillsbury Extra-Light Pancakes. There's a new idea in

leavening that keeps the batter creamy-light so you get consistently light pancakes the whole batch through. There's a blend of three kinds of flour: soft winter wheat especially selected for pancakes; corn flour for mel-

low corn flavor and tenderness, rye flour to round out the flavor. Plus corn sugar for a golden brown crust. Next time you crave old-fashioned pancakes, try the modern pancake mix. Pillsbury Extra-Light Pancakes.





ANY NOBLE BIRD IS MADE NOBLER BY CRANBERRIES

HEIGHTEN THE FLAVOR, BRIGHTEN THE PLATE WITH OCEAN SPRAY (Jellied or whole berry sauce)

Make your own Drapes ...it's so easy!



Here are two short-cuts to make professional looking drapes . . . and you don't have to be a sewer to use them.

BESTPLEAT®

The Conso pleater tape that eliminates complicated sewing. Just sew it to top of fabric; makes custom pleats in a jiffy. Preshrunk, retains finish after washing and cleaning; the

woven-in-pockets can't rip or tear.

NIP-TITE®

The Conso pleater hook that gives custom pleats. It just slips into Bestpleat Pleater Tape pockets. Patented hinge lock prevents hooks from slipping. Exclusive middle arm holds pleats evenly. Remove hooks - panel is flat for laundering.





IDEAS

If you're looking for decorating ideas, room ttings, sewing instructions, paint colors, pick up the new

19th Edition of 1,001 Decorating Ideas where drapery fabrics are sold or send 50c in coin to Conso, Dept. AH-10, P. O. Box 325, New York 10, N. Y.



AMERICAN HOME RECIPES

60-Minute Meal With Rock Cornish Hens

(pictured in color on pages 46 and 47)

Here are the recipes, shopping list, and work schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5" unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.



liquid. Melt ¼ cup butter or margarine in top of double boiler; blend in 4 tablespoons flour, 1 teaspoon salt, 1 teaspoon paprika, and a dash of cayenne. Stir in 3½ cups milk and reserved lobster liquid. Cook over direct (medium) heat, stirring constantly, until mixture thickens and comes to boiling. Add ¼ cup dry sherry (optional) and lobster

BISQUE: Bone and flake meat from

LOBSTER BISQUE

and paprika,

sherry (optional) with lemon slices

boiling. Add ¼ cup dry over hot water. Garnish

meat; heat through.

if desired.

of Vitamins

234 cal. per serving

Tested in THE AMERICAN HOME KITCHENS

ROCK CORNISH HENS ROAST

SCHEDULE

WORK

work schedule for the preparation
on the reverse side for Lobster
st Rock Cornish Hens with Pilaf,
with Mushrooms, Glazed Carrots,

overnight in refrigerator. Wash and pat dry. Sprinkle cavities with lemon juice and salt and pepper. Put 1 or 2 sprigs of parsley, a pinch of crushed rosemary, and 1 tablespoon of butter or margarine in each bird. Place breast side up in roasting pan. Cover breasts with bacon slices (½ pound). Roast in hot oven (425°F.) 45 to 50 minutes, or until fork tender. Remove to heated platter and serve immediately. Garnish with apricot halves, stemmed Source of Vitamins A, B 625 cal. per serving ROAST ROCK CORNISH HENS: Thaw cherries, and parsley, if desired. Makes 8 servings

s on color. Add 21% cups chicken powdered saffron, and salt and dish; cover. Bake in hot oven • PILAF: Melt 4 tablespoons butter or margarine in large skillet until golden. rice is tender. pepper to taste; mix thoroughly. Turn into 2-quart baking (425°F.) 20 to 25 minutes, or until liquid is absorbed and use 1½ cups rice and 3½ cups chicken broth.)

Makes 8 servings precooked rice; cook, stirring constantly, until rice takes instant minced onion, a pinch of 188 cal. per serving tablespoons to 2 broth,

Add 2 cups

(To use raw rice,

Tested in THE AMERICAN HOME KITCHENS

WORK SCHEDULE

Turn oven to hot (425°F.). Prepare Rock Cornish Hens according - 6

to recipe.

Put in oven to roast.

and mushsherbets.

cook green beans

rooms.

Glaze carrots. Set table. Make coffee. Heat or cook green bea

F 80 6

H

Coupe Gourmet

freezer until des

Arrange Coup Keep in freeze Serve dinner.

to

Bisque

to

Prepare Pilaf according to recipe. 8

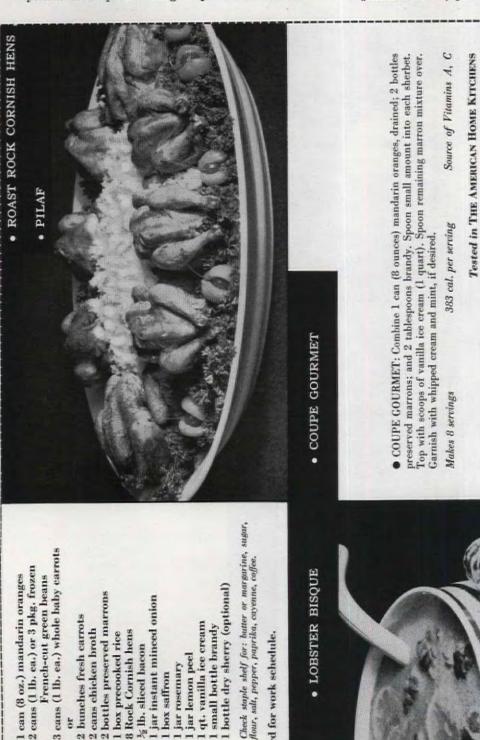
Put in oven.

See other side of card for menu and shopping list

60-Minute Meal With **Rock Cornish Hens**

(pictured in color on pages 46 and 47)

Here are the recipes, shopping list, and work schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5" unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.



1 jar rosemary 1 jar lemon peel 1 qt. vanilla ice cream 1 small bottle brandy 1 bottle dry sherry (optional)

SHOPPING LIST

l lemon I bunch parsley I can (5 oz.) lobster

qt. milk

Demitasse

See other side of card for work schedule.

2 cans chicken broth
2 bottles preserved marrons
1 box precooked rice
8 Rock Cornish hens
½ lb. sliced bacon
1 jar instant minced onion
1 box saffron

Glazed Carrots Beans with Mushrooms Coupe Gourmet

Green

bunches fresh carrots

Lobster Bisque Roast Rock Cornish Hens with

Pilaf

MENU

LOBSTER BISQUE

WHEN YOU'VE REFRESH YOUR EYES WITH

squeeze bottle Also in glass bottle with dropp

Relief from that "bleary eyed" feeling is certain with cooling, sooth-ing Murine. Murine's exclusive formula blends perfectly with your eyes' natural fluids and quickly soothes, comforts and refreshes them. Keep Murine handy at home, at work, in your car. Use it often to relieve, refresh tired eyes.

The Murine Co., Inc., Chicago, U.S.A. & Trademarks Reg. U.S. Pat, Of.

60-MINUTE MEAL

(8 oz.) mandarin oranges













Pick it up...

see no grease...

feel no grease...

taste no grease!

No grease on the glove! No greasy taste in the chicken!

These unretouched photographs show when chicken is fried right in New Crisco, you can actually pick it up, after normal draining, with a spotless white glove —and see no sign of grease.

Of leading shortenings, only highly unsaturated New Crisco has a patented frying discovery that gives special added protection against greasy taste. Everything you fry and bake right in New Crisco is extra light and delicious . . . with Crisco's famous digestibility.

And how reassuring to know that New Crisco is highly unsaturated . . . with double the preferred unsaturates.

New Crisco is America's finest vegetable shortening. Try it . . . for digestible fried foods with no greasy taste.

New Crisco - highly unsaturated . . . finest vegetable . . . so digestible

YES (continued from page 60) The practice of sitting down at the end of a hard day's work or play at a nicely set table has, I believe, much more to be said for it than the undisciplined relaxation that we call informality. Dinner hour has become a physical, tangible reminder that we are a family unit, and this is one of the easiest and best ways we've found to give our children the feeling of stability and belonging they so desperately need. Just as important, it gives my wife and me the equally necessary feeling that we are the leaders of our family.

We expect our children to grow up to be intelligent, understanding citizens who will participate actively in whatever they choose as their life's work. We feel that in order for them to develop along these lines they must first learn to respect discipline. Formal dining also teaches manners which if learned and practiced become the rules of behavior which encourage us to show maximum consideration for everyone with whom we come in contact.

These are a few of the more tangible things formal dining can accomplish, to say nothing of the warm glow that links husband and wife together when he merely helps her to be seated, the quiet solemnity that fills the room when grace is said, the enjoyment of a well-prepared meal eaten appreciatively and slowly, and the revival of the art of conversation.

For all these reasons I say let's get back to formal dining and quit acting like cavemen when we eat.

TAYLOR B. LEWIS, JR.

NO (continued from page 60) starts describing his breathless moment at bat in the Little League game that afternoon, his elbows wave, and a glass of water will spill over someone.

Family fun is more important to us than formality. Our children will grow into the social graces naturally, certainly more happily, during our informal meals together than had they been forced into them through discipline. That's why, a good share of the time, you're apt to find us perched on pillows having supper in front of the fireplace or out on the patio instead of sitting sedately at the dining-room table.

We think it's important to our youngsters' growth and development to avoid being constantly critical of table manners. Our meals together aren't marred by carping references to Mark's fork holding or Randy's omission of "please" when asking for something. As a result, our boys are relaxed enough to share with us the highlights of their day, their current ambitions and the problems arising in their usually private lives.

How to keep informality from becoming a fiasco? We own every carefree item that pops up in the market. Washable slip-covers, rugs, and table tops. Chafing dishes, casseroles, and childproof dishes. Hostess carts, plug-in coffeemakers, and warm-up trays. You name it, we've got it. Our favorite meal of all? One on a cold night when there's good music on the hi-fi and a fire glowing on the hearth. Then let the wind blow; we wouldn't trade for an elegant table at Maxim's! Joanne B. Young





Presto! Cook with or without TRICKS WITH LEFTOVER HAM fats - automatically!



Even a husband can't make foods stick! Why? It's the miracle Dupont Teflon® cooking surface on this new Presto Easy-Clean electric Fry Pan. No stick-no scour! Just rinse it clean. (And lowfat cooking cuts down on cholesterol, too.) Handsome new buffet style. Large and extra-large sizes.

One Presto Control Master runs this whole family of wash-under-water appliances

Pay less for the appliances you want. Then delight in the way they wash under water, because the Control Master is detachable. (Saves on messy stove-cleaning, too!)



Pressure Cooker... Automatically cooks 3-10 times faster. 4, 6 qt. size.



Dutch Oven. 5 qt. size, com-plete with Deep Fry Basket.

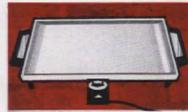


Fry Pans. 11 and 12 inch. Regular finish or Easy-Clean.



RESTO of Master

Sauce Pan. The pot that never needs watching! Handy 3 qt. size.



Family-size griddle. Big 11x17-inch surface. Regular finish or new Easy-Clean.



Portable Oven. Pre-heats to 425° in just 4 minutes. Quick and easy to clean.

CONTROLLED HEAT APPLIANCES BY

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS. IN CANADA: PRESTO DIVISION-GENERAL STEEL WARES LTD., TORONTO



Lucky for you that ham is such a long-lasting versatile meat. There are so many delectable meals you can make with the leftovers. Here are four recipes to enjoy—one for the bone that goes into the soup kettle!

HAM AND POTATO SCALLOP

Preparation time: 30 min. Baking time: 11/4 hrs.

2 tbs. butter or margarine

1 tbs. chopped onion

2 tbs. flour

1½ tsp. salt
½ tsp. pepper
1½ c. milk
1 tbs. butter or margarine

1 qt. (4 large) sliced potatoes 1 c. ground ham 23 c. grated Cheddar cheese

Melt butter or margarine in small saucepan; sauté onion until soft; stir in flour, salt, and pepper. Slowly add milk, stirring constantly; cook over low heat until thickened. Rub 11/2 qt. baking dish with butter or margarine; add half the potatoes, half the ham and half the cheese; pour over half the sauce. Repeat this layering with the remaining potatoes, ham, cheese, and sauce. Bake in a moderate oven (350° F.) for 14 hours, or until potatoes are soft.

Makes 4 servings 495 cal. per serving Source of Vitamins A, B, C

HAM AND CABBAGE ROLLS

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

1 c. ground ham

1 c. cooked rice

ths. chopped green pepper

1 egg

14 tsp. thyme
14 tsp. savory

4 tsp. salt

1 ths. water

medium head of cabbage

1 tbs. butter or margarine 1 can (10½ oz.) beef broth, undiluted

2 ths. cornstarch

% c. water

Combine ham, rice, green pepper, egg, thyme, savory, salt, and water; mix well. Trim cabbage; remove core; place in boiling water; simmer gently until leaves separate easily; remove from water; cool. Trim thick center vein from eight large cabbage leaves; fill each leaf with 2 tablespoons of the ham mixture; roll leaves into a tight roll; tuck in ends to enclose filling. Melt butter or margarine in skillet; brown cabbage rolls; add beef broth; cover and cook gently 30-35 minutes. Remove cabbage rolls from skillet; place on serving

dish; keep warm. Blend cornstarch and water; pour into liquid in skillet, stirring constantly; simmer until thickened. Pour gravy over cabbage rolls.

Makes 4 servings 329 cal. per serving Source of Vitamins A, B, C

HAM DIVAN

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

1 tbs. butter or margarine

1 tbs. flour 1 c. milk

½ c. grated Parmesan cheese

2 egg yolks, beaten 1 pkg. frozen (10 oz.) broccoli

or 1 lb. fresh broccoli, cooked, drained

Paprika

Melt butter or margarine in small saucepan; blend in flour. Slowly add milk, stirring constantly; cook over low heat until sauce is thickened and bubbly. Remove from heat; blend in cheese and egg yolks. Arrange cooked broccoli in 4 buttered individual oven-proof baking dishes. Place a slice of ham in each dish over broccoli. Pour hot cheese sauce carefully over broccoli and ham; garnish top of sauce with paprika. Broil under medium heat until sauce is golden and bubbly.

Makes 4 servings 362 cal. per serving Source of Vitamins A, B, C

GREEN PEA SOUP

Preparation time: 20 min. Cooking time: 2 hrs.

c. quick-cooking green split peas

1 ham bone

5 c. water

1 small onion, sliced c. slivered ham pieces

1 tbs. marjoram

Wash peas in cold water: drain. Place ham bone, water, onion, and peas in heavy pot or kettle. Bring to boil; reduce heat; simmer, stirring occasionally, 11/2 hours, or until peas are soft. Add more water as necessary. Remove bone; press mixture through sieve or food mill. Add ham pieces and marjoram; reheat until bubbly. Serve at once.

Makes 4–6 servings 188 cal. per serving Source of Vitamins A, B

All recipes tested in The American Home Kitchens.

REFLECTING A WONDERFUL WORLD OF GIFT APPLIANCES!

Aunt Betty always smiles, with pleasure, over her Christmas sweater—even after receiving almost the same thing for five years. And Uncle Al has two almost-new bathrobes you gave him for his favorite hobby—relaxing. You do want to get them something personal again this year—but what?

Why not get out of the clothing department and buy your family's personalized gifts in the wonderful wonderland of electric appliances? How can an appliance be personalized? Don't think for one minute that we mean emblazoned with a three-letter monogram! However, we do think that appliances can be purely personal; they may appeal to the man of the house, the busy homemaker, or be designated for the home to be shared and enjoyed by all the members of the family. Personalized appliances will do the specific job for you they were designed to do better than any other way it could be accomplished, using less energy and in less time. What can you get for Aunt Betty who is fastidious about her appearance? She always considered that having an electric hair dryer was a luxury. Why not surprise her with a hair dryer that has one of the new glamorously styled hoods? She will discover, as you did, you can be pretty even under drying conditions. If you've always wanted to do away with shoe-shining chores, give your husband an electric shoe polisher for Christmas. You might be suspected of having ulterior motives, but we feel certain that you as well as the entire family will enjoy using it.

Perhaps you've never owned a portable food mixer because you have a perfectly good standard counter-top mixer. Christmas is the right time to drop advantageously some well-placed hints. Portable mixers are convenient for using at the range; they are light weight and easy to operate with one hand;

they eliminate storage problems. We hope you find one under your tree! Now's the time to jot down the gifts you would like to consider for Uncle Al's den, Mother and Dad, other family members, and friends. As you prepare your list, keep in mind their needs, color preferences, modes of living, and how much your budget will allow for each purchase.

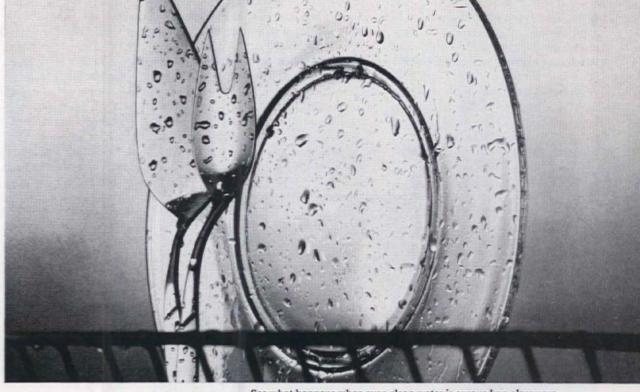
We urge you to begin your Christmas shopping early this year. That is when you will have the greatest selection of merchandise to choose from. The appliances listed may be purchased at gift and department stores, supermarkets, appliance dealers, hardware and chain stores, even jewelry stores. Ask for the reputable brand names; they represent good quality products.

Hair Dryers With Hoods have three- to four-heat settings. Two models have newly styled hoods. Most of these hair dryers are equipped with a hat box or luggage-type storage and carrying case. One manufacturer has a brush-and-comb-dryer attachment in addition to the hood. Other features include nail-care tools, mirror, perfumer, trays, or compartments for pins and curlers. Price range: \$15.95—\$39.95.

Shoe Polishers are available in hand-operated models or the free-standing (Continued)

CAN HOME TESTING CENT

Here's why more dishwasher owners use Cascade than any other product...



WATER DROPS

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

Cascade eliminates drops that dry into spots!



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

IN ANOTHER DETERGENT

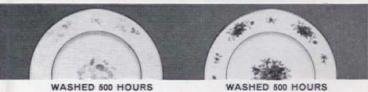
No other dishwasher detergent cleans better...

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

does a better job. Give your dishwasher Cascade!



... or is safer for china patterns!



IN CASCADE

Test results like these from Procter & Gamble, confirmed by the American Fine China Guild's own tests, show why the Guild recommends Cascade for safety. See plate at left, faded after being washed 500 hours in another detergent that does not contain the special safety ingredient found in Cascade. But see the plate at right, washed 500 hours with Cascade . . . its pattern is still clear and beautiful, even the gold border. No wonder Cascade is rated safe for today's loveliest patterns by the American Fine China Guild, whose members make Castleton, Flintridge, Franciscan, Lenox and Syracuse china. The Guild seal of approval is on each Cascade package.

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

which are activated by a toe switch. A wood storage case is available with some. Two types of buffers are used: a cylindrical one or a disc type. One model has an automatic ejector switch to release brushes. Price range: \$19.95-

Massagers and Vibrators are equipped with attachments for face, scalp, and body massage. These have rotating, patting, and pulsating movements. There are also foot massagers and massage pillows available. Some pillows can operate as heating pads. They are vinvl covered. Price range: \$9.95-\$32.95. Massage Pillows \$29.95.

Drink Mixers and Portable Hand Mixers are available in attractive colors. Food mixers have three speeds. Most of them have a beater ejector. They may be wall hung when not in use or slipped into a kitchen drawer. Some portable food mixers have drink-mixing attachments. Drink mixers of the

dairy-bar type (like old-fashioned milk shakes in a drug store) are available with 20-ounce plastic containers. They are excellent for making nourishing milk drinks for children's snacks. Price range: \$10-\$19.95.

Electric Blankets are available in single, double, and king size. Most blankets are machine washable (never dry-cleaned) and mothproof. Double blankets are sold with single or dual controls. Some of these have a zipper down the center and can be separated for use as two single blankets. Many controls have signal lights. Blankets are available in a wide variety of colors and fabrics, wools, cottons, and blends of synthetics. Price range: \$17.95 for single to \$44.95 for double. King size \$54.95-\$79.95.

Clocks are everywhere in modern or traditional designs, electric or battery operated. Alarm clocks have lighted dials and appear in colors to match the Princess telephones. \$4.98-\$29.95. Kitchen clocks have lighted dials, some are cordless and battery operated, \$4.98-\$14.95. Decorative wall clocks are designed to harmonize with other home furnishings. \$9.98-\$59.95 (also higher and lower).

Stick-Type Vacuums or electric brooms are lightweight, upright vacuum cleaners. They are compact in design. Some models have attachments available; for floor washing, an upholstery nozzle, a crevice tool. The broom has a swivel-action nozzle and uses disposable dust bags. Easy to store, it has vinvl bumpers which prevent marring of furniture. Convenient for stair cleaning. One manufacturer has a bare floor adaptor which clips onto cleaner. \$29.95-\$39.95.

Portable Intercom needs no wiring between sets. Plug into any 110-volt AC/DC outlet. Can be moved around and permits instant communication between any two rooms (a unit in each room). Each unit weighs less than 21/2 pounds. The talk-listen bar locks in talk position. A light indicates it is on. It has volume control. Price: Set of two units, \$79.95.



beats anything!

batter, whipping cream, eggs, souffles, fudge, meringue, puddings, potatoes, frappes, frostings...at an unbeatable price! **Dormey Portable Mixer**



Dormeyer Silver Star Food Mixer comes with free meat grinder attachment and two life-time stainless steel bowls. Ten speed settings give you complete control over every food that calls for mixing. Automatic beater release. Easy to clean gleaming chrome finish.



DORMEYER DIVISION OF WEBCORING., CHICAGO DORMEYER APPLIANCES, POWER AND RADIOS

Why People Move (Continued from page 25)

Far from serving these needs, the house that we get today is often regarded as a super appliance which the family may use for a short time and then, for economic or other practical reasons, exchange for another. The house is merchandised and built as if it were a traffic item, adding a feature here, a gimmick there to appeal to faddish tastes and transitory needs. Or it is sold as a tool and, regrettably, a tool that may not even work very well. The final criticism is that the house does not, in its form, grace, or content, attract a family sufficiently so that the family (as families have in times past) can identify itself with the building, the land, the interiors.

What is the essence of the nonentity, the sickness in the home structure that produces these attitudes? The concept of the building, the plan, the failure to recognize the dynamic character of a family complex are the points of fallacy. The basis for the failure is lodged in this kind of reasoning: 1. If a family spends \$11,000 on a house, what it really wants is a house that looks like a \$17,000 house. Since this self-delusion must operate all the way up the price scale to and through the \$45,000 house (at which point, naturally, the family will hire an architect to build a house that looks like an \$80,000 house if possible) it is good merchandising practice to start with a \$45,000-house concept and then milk every feature and element of it to apply-cheaply, of course-to that \$11,000 house at the bottom of the line. 2. A house must have rooms. Therefore, we will give them rooms. A room is a room. It needs some holes punched in its walls for air and access but there is really no need to distinguish between a room for sitting and a room for sleeping, except in size and location. 3.

But, most illogical is the concept that the size of the family that comes to buy determines the size the house should eventually be. In essence, this concept says that no one will ever die in a family; no child is born; no one joins the family; no one grows up. It is as though the family were a fixed unit in time, in taste, in numbers, in functional and esthetic characteristics.

I would think that the approach to a desirable American home must be based on a system of establishing a core for the house-a core in both the emotional and functional sense. The nucleus or core of this house should be designed to establish: the dominant architectural motif to be identified with the tastes of the buyer, the land, and the neighborhood; it should hold the constant elements of the house functions—the machinery, living, dining, cooking, storage functions. The dynamic cell growth around this core of family activity would be areas designed for the condition of change, which, in the case of a family, is predictable. These dynamic elements would include places where children sleep or study, workshops, studios, hobby areas. Not only does the use of these areas change but the attachments to them, what they represent in the family life, shift.

All faults of the present home cannot be assigned to plan or conception. The changing social and economic needs of our society are such that only recently are we made aware of the altered nature of a family's needs in its castle. When incomes were not so high as now, a family accommodated itself to the house it could afford, fitting in the people and the possessions, making whatever alterations were economically feasible. Today, how-(continued) ever, with increased



How sturdy should a washer be?

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equivalent of 15 years. (And the tests don't stop at 15 years.) The tests are tough. Washers run night and day, fully loaded, and with detergents. And results have been amazing. For example, the average 1962 Frigidaire Washer tested ran 14 years without even one repair! Engineers say that the 1963 models, now on sale everywhere, are even better! Just look for the **F** with the crown on top.



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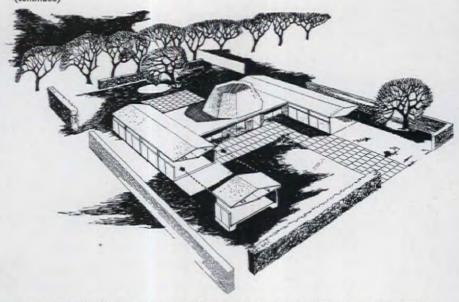


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THE J. R. CLARK COMPANY



Designer William Snaith's core concept shows how a home can adapt itself to a family's changing needs. The nucleus establishes architectural motif and contains constant elements around which a house functions. At right are living areas; at left, sleeping-privacy areas with modular extension unit.

disposable income the average American need no longer adapt himself to a building or a product. He has the wherewithal to ask for more. Statistics show that a large percentage of the house buyers have the means to buy a better house but settle for less.

The man who talks about need today is not speaking of elementary fears that his wife and children may be cold, exposed to the weather, sick, or terrorized by ravening beasts. What he calls "need" is need for selfimprovement, self-statement, selfestablishment. Nor are these needs less real or admirable than others. When he wants to buy well-being, comfort, position among his fellows, beauty, grace, and spiritual reward, he should not be confronted with the disappointing fact that these are not for sale in any house he could afford.

Building is not accounting for the way a modern family functions. Children, particularly teen-agers, have rights and privileges as members of a family which no former generations could have enjoyed. Recently we worked on an experimental unit built by Fox and Jacobs of Dallas called The Quiet House. The house elements were carefully studied and then built to reduce the level of intrusive sound. We designed an air-conditioned space no larger than a walk-in closet. It was carpeted on floor and walls, there was a built-in shelf a foot off the

floor, it had a blackboard on the wall, a record player, and, most important, a telephone. It was a teenage phone booth, sound isolated from the rest of the house. It created an enthusiastic response.

Working wives and mothers represent the norm today, not the exception. The house today is designed for the mother who is at home all day. But what of the mother who works? Her hours of meal preparation, of child care, and family life are compressed. She needs another sort of house.

In addition to the differences in activities of the age groups represented in the family, there are the differences of their physical size, in sex, in time schedules, in responsibility to the family unit. Individually and collectively the family calls upon the house to serve a variety of uses. There must be equipped space for meeting and talking, for studying, for home entertainment, for withdrawal by one member from another, for displaying and storing the family possessions. Year by year the emphasis on one or another group or individual activity changes. The family is dynamic: the house is static. By present reckoning, space is allotted in terms of rooms. But to serve functional needs some rooms need specific equipment and visual and acoustical characteristics.

One such room, a great contribution of American industry to the housing field, is the kitchen. It is a functioning implement, a feeding and cleaning machine. It is the single most important unit existent in identifying a house with a way of life.

But where else in today's house is a comparable functional contribution made to the family's way of being a family? Consider the bathroom. I have three key words which I like to apply when thinking of the bathroom-waterproof, sanitation, luxury. Why make the bath into an extension of Spartan living? But what of the present bathroom? By present building methods it is a better or worse room lined with waterresistant materials. Steam and water do penetrate the walls or floor; they soften the ceiling and create one of the major trouble spots threatening all surrounding plaster, expensive decoration. It is the room which needs the greatest vigilance in sanitation but it does not lend itself easily to that need. These critical problems, as yet unsolved, override all other desires of the human tenants for a bath area suiting human needs to bathe, shave, and groom in some atmosphere which is more than subhuman. The bathroom continues to be designed as if plumbing and running water were new and tricky modern systems.

The matter of a family's possessions-its furniture, paintings, automobiles, clothing, books, collectionsis treated in a cavalier fashion by both architects and builders. Theirs is a patronizing attitude implying that to collect and accumulate possessions is a human folly. Or so the house they offer a family seems to connote. This is part of the indictment of a house on the basis that it forces decisions upon its occupants which they should not be asked to make. What may they keep around them? What are they forced to discard for lack of space? What activities must be curtailed to protect the house? Is it not outrageous that a family must forgo a piano because it consumes too much space, fine books because they deteriorate without careful handling and storage, a pet because the animal is a threat to the wall finish? Among other types of functional equipment needing study are the closet, the storage room, the usable dead spaces.

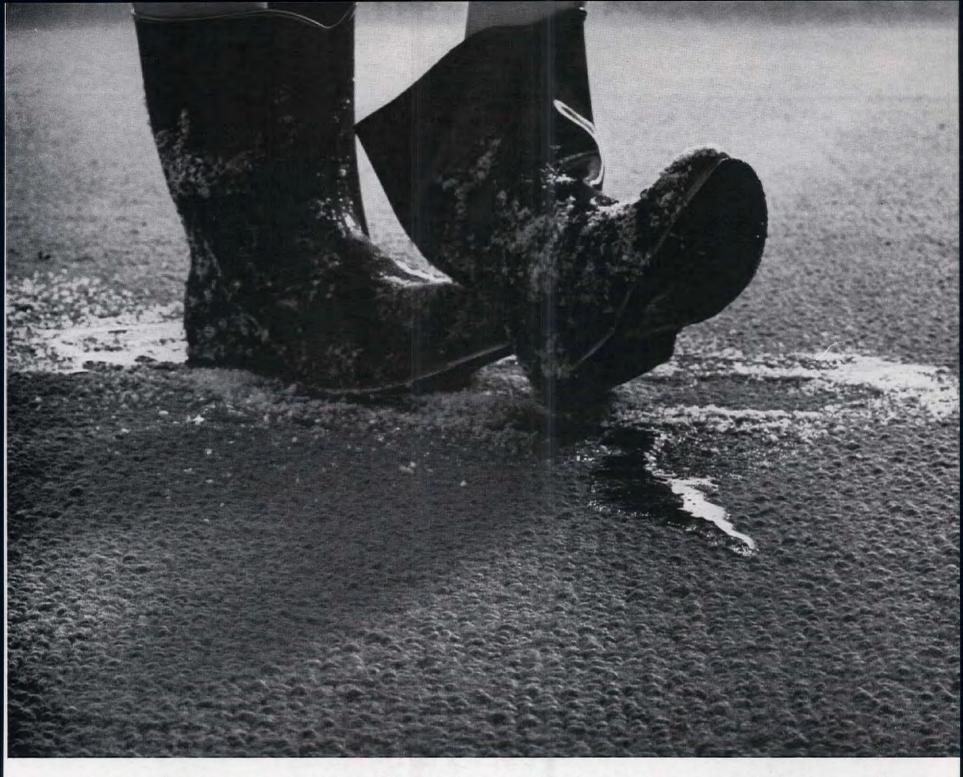
But any study of these elements of the house, selected (continued)

KIT	AND	PAT	TERN	ORDER FORM	

(Pictured in color on pages 9 and 10)

The kits listed below have been made expressly for *The American Home* Magazine by Paragon Needlecraft. Fill out coupon, enclosing personal check or money order (no stamps, please). N.Y.C. residents add 3% sales tax. Please allow three weeks for handling and mailing.

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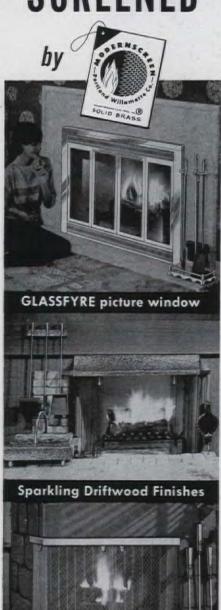
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(continued)

arbitrarily out of the many ill-conceived design clichés of building, must begin with studies of present-day mores and human desires. Out of these present desires and future needs the basis for the future house can be set. Only a house capable of metamorphosis or growth can accommodate the changing character of the family, hold promise of representing the family fairly in the years ahead.

If a basic core which establishes the character and continuity can be developed and the rest of the house be simply altered to changing need, then a potential home owner can project his planning for the future. The house offered today says in effect, "Here is the total package; take it or leave it." Ideally it should say, "Here is the start of your life; look and imagine what this house can be ten years from now."

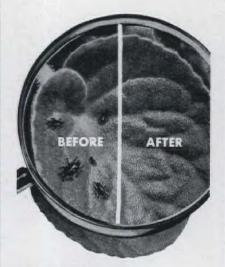
Lacking professional skills and training, the home owner must have demonstrated to him the ways to fulfill his dreams in his home. If a man is to involve himself in altering the house plan, ways must be given him that do not involve damaging the basic structure on the land and site. Families like to involve themselves in affecting the house physically. The decision to pour effort, planning, money, and affection into the house building becomes a part of the total family experience.

A man has the right to demand that his house grow beautifully so that he himself will not be made guilty of defacing the neighborhood, the community he loves as he loves his family. He has the right to ask the house to recognize that his step grows slower, his hand does not reach quite so high as when he moved in. He can ask his house to age with him, to assume warmth in appearance and to mellow as he matures.

In fact and figuratively speaking, the house has been erected traditionally from the ground up. Some experimentation has been applied to other building systems. But because these costly trials have been run by industries whose primary interest has been the exploitation of a specific material (glass, tile, lightweight metals, concrete, etc.) the results have been exercises in materials development, the home concept suffering. The reasoning behind a house should not start with materials but a way of life.

These demands upon the house product may seem excessive. They are idealistic to some, exotic in the extreme to others. But there would be no other objective to set if the home of the future is developed to serve ill-served human needs. Every aspect of the building, of the components with which to build, of the arrangement and method and financing of the home, must become a concerted effort. The house has been subjected to the most intensive study in terms of materials. It should be as assiduously studied in terms of people.

THE END



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from Elmer on Party and Home Decoration," is chock-full of easy-to-do projects to brighten your home and add glamor to special occasions. Its gaily illustrated pages provide clear guides on how to use Elmer's Glue-All and simple materials to fashion festive doodads. Send a stamped, self-addressed envelope for your free copy. The Borden Chemical Co., Dept. AH112,350 Madison Ave., N.Y. 17, N.Y.



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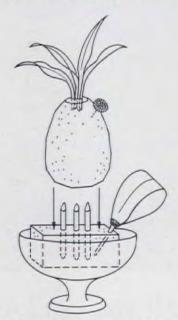
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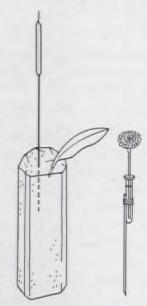
Autumn Beauty

(continued from page 29)

the pineapple, insert three small wooden dowels or wood meat skewers in the Oasis block and rest the base of the pineapple on these. Press one or two Dracaena sanderiana plants into the top of the pineapple. Then completely cover the surface with pompon chrysanthemums cut with two-inch stems. Wire bunches of grapes together and spread across bowl to distribute weight evenly. Wire small clusters to fiorist's picks and insert in the Oasis. Add ti leaves, trimming some to shape and looping others back to the stem with tape. TRI-COLOR BREAD BASKET: Line a long, narrow basket with polyethylene or foil and fill with soaked Oasis. Use bright red geraniums, marguerites, and cornflowers, retaining their foliage and buds. Place cornflowers in clusters, and flowers in wandering patches, to avoid a pat mechanical look. For a different color scheme substitute any late flowers: dahlias, strawflowers, cockscombeven clusters of green cherry tomatoes that were slow to ripen.



The pineapple arrangement requires a bowl in good scale with the pineapple. Green is a desirable color. may be achieved with spray paint.



For dried arrangement carve Sturofoam to fit container. Insert dried materials. Tape stick to glass tube holder.

MAKE THIS HEIRLOOM SAMPLER CLOCK



This wonderful new easy-do clock is as handsome as the day is long . . . and accurate too. Think how many times a day you'll enjoy your handiwork, as you tell time by the big readable numerals and antiqued black hands. Make it for a wedding, anniversary or housewarming gift. It will be long remembered. Stand it on a mantel or hang it on a wall—it's an heirloom-in-themaking that you'll treasure for years. Bright natural colored fruits and brown numerals are embroidered on fine white linen with cross-stitch. Wood frame is ready to assemble, then stain or paint—all parts are presanded, and grooves and holes for screws are already in place. It's easy to install the fine electric clock movement, and quick too. Overall size is $13\frac{1}{2}$ "x $17\frac{1}{2}$ "x $3\frac{1}{4}$ ". Glass is not included. KIT #PCK-23, price \$12.98 postpaid. Federal excise tax included.

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Complete kit contains stamped 100 per cent Belgian linen with embroidery thread, U.L. Approved Telechron electric clock movement, assembled front-frame, easy-to-assemble box frame, instructions. Kit assembly takes less than ½ hour after face has been embroidered.



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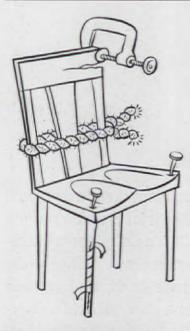
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For the first time science has found a new healing substance with the astonish-

ing ability to shrink hemorrhoids and to relieve pain – without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

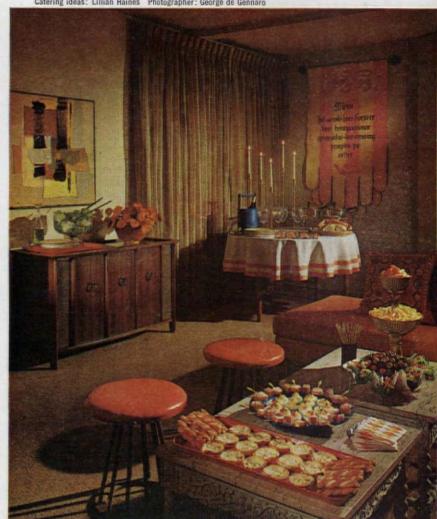
Most amazing of all - results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®) – discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name Preparation H®. Ask for it at all drug counters.

Home Entertainment (continued from page 39)

Catering ideas: Lillian Haines Photographer: George de Gennaro



Decentralized buffet gives the living room a new entertaining dimension for the evening. Warm golds and oranges gleam with hospitality, and golden music wafts through the room from a superb 4-speaker stereo console (note extra speakers on the side). Tables were made from Spanish chairs.



Grandeur of organ music can be enjoyed in a contemporary living room without disrupting the decorating scheme. The neat lines of this compact electric organ show up to advantage against a painted, paneled wall. Lightstrip underscoring picture arrangement illuminates the keyboard.

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No, this is not a misprint. You get an iron-clad guarantee which pays you at the rate of \$1,000.00 CASH a month beginning the first day you are in a hospital (other than a sanitarium, rest home or government hospital) from any accident. Even if you're so confined only one day, you still get \$33.33.

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Don't wait until it's too late. Fill out the application and mail it today. There are no strings attached; you are under no obligation.

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MERICAN HOME SAMPLER KITS

The museum original of this old-fashioned sampler dates back to the days when young girls recorded their skill as needlewomen in just this way. Our design is stamped on warm tan linen. Embroidery floss in shades of red, rose, blue, green, brown, yellow and mauve are included in kit. You may also order the appropriate frame shown. It has a soft brown hand rubbed finish with a gold lip. Sampler kit PSK-26, \$2.00. Frame PSK-26/F \$6.98.

A truly handsome bird is the American Home eagle shown here. What a nice gift to make for men of the family. Stamped on white 100% Belgian linen; brown, yellow, black, green, red and white embroidery floss and blue applique patch for the banner. PSK-20 \$1.00









Make this patriotic sampler for a school hall, your own library or a child's room. It is an ideal project for Girl Scouts to earn their needlework credits. Design is stamped on white 100% Belgian linen with embroidery floss in authentic colors and blue applique flag patch. PSK-1, \$1.00.

Capture the freshness of earth's bounty with your needle and frame it for lasting pleasure. Cross-stitch design is highlighted with a little outline, satin stitch and French knots to give form to vegetables. Kit includes design stamped on 100% Belgian linen with embroidery floss in natural vegetable colors. PSK-10, \$1.00.

SAMPLER KIT ORDER FORM

All kits have been made exclusively for the American Home by Paragon Needlecraft. Fill out coupon, enclosing personal check or money order, no stamps please. N.Y. City residents add 3% sales tax. Please allow three weeks for handling and mailing. Note: Frame is only available for the Museum Sampler, glass not included.

1	The	American	Home	Magazine,	Dept.	PEK,	Forest	Hills !	75,	New	York
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Please send	me the following items:	
☐ PSK-26	Museum Sampler, size, unframed, 171/2"x231/4"	\$2.00
☐ PSK-26/F	Museum Sampler Frame, size, 11/2"x20"x253/4"	\$6.98
☐ PSK-1	Pledge of Allegiance Sampler, size 12"x14"	\$1.00
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PSK-10 Kitchen Sampler, size 12"x14"......\$1.00 Print Name

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SOUTHWEST PAUL RENTON



Plant dormant trees this month; how to handle poinsettias

Dormant planting stock will start to arrive at your local nurseries in November, making this a good time to plan your fall tree planting. The location and role the tree will play in your landscape are important factors for your consideration-just as important as the selection of suitable varieties for local conditions. Plant a tree for the beauty of its blooms, for shade, for its fruit, as a windbreak, as an element of your landscape.

When considering the location of a tree, keep in mind its size at maturity. A dormant pecan is 3' or 4' tall, but at maturity it may have a spread of 50' or more. With this in mind, give it plenty of room to spread. Although it grows rather slowly, the tree is long lived, given proper care, and will be enjoyed by many generations to come. Spreading trees like this should not be planted too close to the property line.

The care a slow-growing tree gets during the first two years after planting is important in this dry, warm area. To keep a dormant tree such as the pecan from drying out after planting, wrap the trunk with a regular paper tree-wrap from the lowest limb to the soil line. This will prevent sunscald and the too-rapid loss of moisture until the pruned root system has time to grow. Dormant trees do not require feeding when they are set out. Wait until they leaf out well, then feed lightly.

Watering at the right time and in sufficient amount always pays off. For newly set-out trees and shrubs, form a 3-4' soil basin around the trunk. Fill this with water and let it soak in slowly. Provided drainage is good, water once a week when there's no rain. Let the water run slowly so that it saturates the soil to the lower root area. As the tree grows, let the water run from the outer limits of the foliage to within 3 feet of the trunk, where the feeder roots are located near the surface.

he Arizona ash tree has been widely used for residential planting in the Southwest, and with good reason, for it withstands drought and grows well in the alkaline soil which is so prevalent in this area. It's a deciduous tree with dense foliage.

Trees that have not been properly sprayed during their dormancy are likely to suffer damage from borers. It's wise to cover the trunk and limbs completely with a dormant oil spray during winter. Treat again with a summer oil spray after the leaves appear in spring.

A new patented variety of green ash (Fraxinus velutina 'Rio Grande') was discovered by Eddie Fanick of San Antonio in 1955. I have observed the original selection and also budded trees growing on Arizona ash rootstocks, and all of them have been resistant to borers so far. Known as 'Fan-Tex' ash, it is fast growing, nonseeding, and makes a large compact tree with glossy green leaves and a silvery bark. It's winter-hardy to Zone 7, being the last among the ashes to drop its leaves in the fall and the first to leaf out in the spring.

Whether or not we have poinsettia blooms for Christmas depends on two factors-the earliness of frost and the protection given the plants. In much of the Southwest we do not usually get a killing frost until after January 15, with the hill country excepted. Most seasons, therefore, we can enjoy the blooms on outdoor plants at Christmas.

To protect the plants from possible early freezes, give some thought to their protection now. The plants should be screened on the north side with a shield high enough to deflect the wind from the plant. In case of heavy frost, wrap a blanket or plastic material around the plant. Remove it during the day if the temperature is above freezing.

Try this method for using poinsettia blooms as cut flowers: first, decide which blooms you are going to cut and what length stems you need. Boil half a bucketful of water and carry it as quickly as possible to the garden. With a sharp knife cut the stems quickly and cleanly, remove the lower leaves, and plunge stems immediately into the boiling water. Leave them there until the water cools

Poinsettias bleed badly when wounded, so be careful not to bruise them when arranging the cut flowers.

THE END



DRY FLOOR FINISH



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A LOW-COST HOME THAT'S WELL DESIGNED

Page 14: Fantastic Homes, 105 South 114th St., Tacoma, Washington.

HOME ENTERTAINMENT EQUIPMENT

St., Tacoma, Washington.

HOME ENTERTAINMENT EQUIPMENT Pages 30, 31: Television—Zenith. Speakers—Lansing. Record changer—Garrard. Stereo—Fischer. Page 32 (top): Television—Zenith. (Far right, top to bottom): Tuner—McIntosh. Preamp control—Marantz Co. Turntable—Thorens. Tape recorder—Tandberg of America. (Bottom): Stereo—Viking. Record changer—Garrard. Portable TV—Zenith. Walnut units—Peter Wessel, Ltd. White formica custom table, lamp—Elsie Smith. Lamp on desk, blue ceramic doves, apple dish—Hudson Rissman. Page 33 (top): Crular area rug—Decorative Carpets. Flooring—Armstrong Corlon. Acoustical ceiling—Armstrong Corlon. Acoustical ceiling—Armstrong. (Bottom): Ceiling and window wall, fiber-board acoustical tile—Courtesy of Insulation Board Institute. Ebony spinet piano—Wurlitzer. Violin, cello—Rembert Wurlitzer. Sofa—State Upholstery Corp. Yellow chair, end table—Vanleigh Furniture Co. "Regent" area rug—Regal Rugs. Flooring—Kentile. "Louisiana" drapery and sofa fabric—Everfast Fabrics. Floor lamp—Nessen Lighting Studio. Color phone—Bell System. China rabbit, coal bucket—Red Shutters. Page 34: "The Trondheim" color television—RCA. Rug—Wunda Weve Carpets. Furniture—Selig Mfg. Co. Shades—Window Shade Mfg. Assoc. Fern print—Craft Studio. Wall-paper—Woodson. Page 37: Sound projector—Bell & Howell. Projection screen—Radiant Mfg. Co. Table, chairs wagon wheel fixture—Old Hickory Furniture Co. Page 38 (top): Wall-hung unit—GE. Red chair—Baumritter Co. Ottomans—Selig Mfg. Co. Flooring—Armstrong Cork Co. Color phone—Bell System. (Bottom): Stereo-hisf-phonograph coffee table—Motorola. Chair—Baumritter. Rug—Lees. Blinds—Venetian Blind Inst. Box spring-mattress sofa—Simmons. Felt—Central Felt. Page 39: Sofas—Shaw. Library table—Baker. Patterned fabric—Howard & Schaffer. Rug—Roberts & Richards. Page 80 (top): Stereo—Magnavox. Bronze carpet—Cabin Crafts. Dining table—Glenn of Calif. Painting—Robert Hammer. (Bottom): Organ—Hammond. Chair, ottoman—Kroehler. Rug—Lees. Lightstrip—Lightolier. Prints—Ostreicher's. Table—Brendon Rei don Reilly.

A TO Z THEY RUN ON BATTERIES

Pages 40, 41: A-F, H, I, K-Z—Hammacher Schlemmer. J—Liberty Music Shops. G— The Emporium, San Francisco, Calif.

COZY KITCHEN IN A BARN

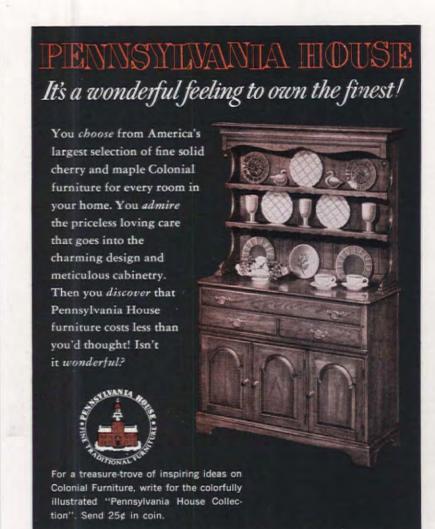
Pages 44, 45: Electric wall oven, surface units, refrigerator-freezer—Thermador. Dishwasher—KitchenAid. Washer-dryer—Westinghouse. Cabinets—Earl Wolff. Counter tops—Formica. Sink, fixtures—Elkay. Ventilating hood, fan—NuTone.



ANTIPASTO LIST FOR TWELVE

(continued from page 43)

- 2 cans scungilli
- 2 jars fried peppers
- 1 jar Tuscan peppers
- 1 jar capers
- 2 jars eggplant in vinegar
- 2 cans pitted ripe olives
- 2 jars giardiniera
- 2 cans sardines
- 3 cans plain anchovies
- 3 cans capered anchovies
- 2 jars olive condite
- 2 jars artichoke hearts
- 1 can chick peas 1 can cannellini beans
- 2 jars roasted peppers
- 2 jars piccalilli peppers 2 cans Italian tuna (large)
- 2 cans caponata (large)



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So Easy to Use! Economical, too!



Squeeze equal amounts of liquid from each bottle (Solution 1 and 2) into 3 oz. unwaxed paper cup (or container with small curved bottom).



2. Stir or whip briskly until mixture becomes creamy white or thoroughly mixed; pour into container.



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176	THIS MUCH
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OAM-IT, P. O. Box osed is one dollar complete instructi	. Please send	Falls, Texas PREPAID my	kit	of	U-FOAM-17

STREET ADDRESS ZONE STATE



His Tears Turned Into Tulips

An ancient Oriental legend tells of the young Persian — Ferhad—who fell deeply in love with the beautiful maiden, Shirin. But the lovely Shirin spurned the youth. Broken-hearted, Ferhad wandered far out into the desert and wept for his lost love.

As he wept, each tear that struck the desert sands burst into a most magnificent flower—a tulip. From that day on, those tear-bred blossoms became the symbol of the Perfect Lover.

The fruits of Ferhad's tears were brought to Holland in the 16th Century. There, the tulip, and other flower bulbs, found their true home.

In Holland, centuries have been devoted to the breeding and cultivation of hundreds of varieties of flower bulbs. This tender care and devotion make it possible for you to enjoy their rare beauty today.

Flower bulbs from Holland—tulips, crocuses, hyacinths, daffodils—will bloom almost anywhere. We don't recommend planting in the desert unless you've a long watering hose or a tearful lover. But if you've got a garden—the method is simple. Dig a hole, drop in a tulip, a hyacinth or a daffodil bulb and cover it up. Then walk away from it and let the bulb and nature do the rest.

When spring comes, pick a blossom and give it to your wife, husband, mother or lover—and hope for the best. One thing is certain: if the flower bulbs are marked "Imported from Holland"—you can't buy anything better. Associated Bulb Growers of Holland, 29 Broadway, New York 6, N.Y.

Work Area Ideas

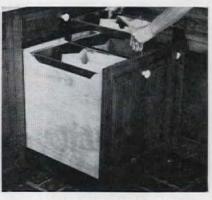
(pictured in color on page 44)



Well-organized baking area has a slotted cabinet above the ovens for storage of large utensils. The drawer below is used for small baking pans. Mrs. Watts has decorated the preparing and serving counter with attractively placed spices—necessary in the preparation of taste-tempting baked foods.

Preparing area, close to the dining room and convenient to the refrigeratorfreezer, is perfect for party fixings. A divided cabinet is designed especially for storage of wine bottles. Glasses are in the wall cabinets. The cutting board counter top provides space to prepare quick snacks.





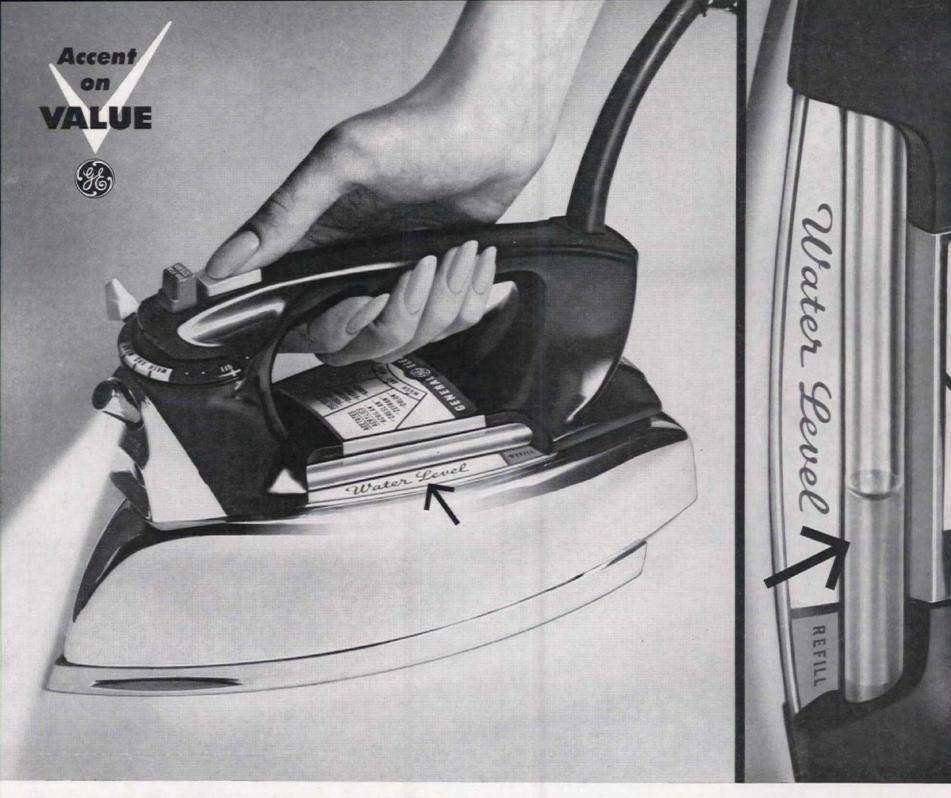
A divided drawer, lined with stainless steel and equipped with throwaway paper bags, is used for metal, glass, and paper trash. There is also a sink disposal for garbage. No waste cans clutter this pretty kitchen.



Recessed clean-up bins keep the cutting board counter top uncluttered. Waste matter from food preparation falls into the lift-out stainless steel bin. Slotted blade-down knife storage area is convenient and safe.

Family laundering is done in the washer and dryer located below a roomy counter top—an ideal place for sorting and folding clean laundry. Laundry products are stored in wall cabinets. When not in use this laundry area is attractively concealed behind solid cherry cabinet doors.





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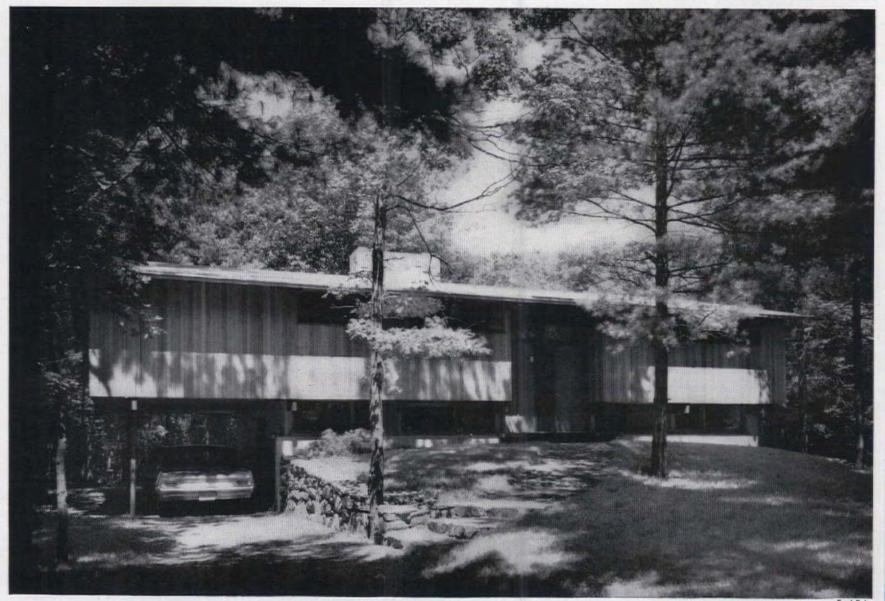
laminated plastic

FD-325



BEST HOMES FOR THE MONEY IN THE EAST

Here is the final group of winning homes in The American Home's sixth "Best Home for the Money" builders' competition.





Superb designing makes this Wayland, Massachusetts, house one of the most handsome entries in the 1962 competition. The judges had high praise for the sensitive handling of materials, the exceptionally good siting of the houses in the development, and their relationship to the land. While many entries with split-entry design were received during the course of the

competition, none was as well executed as this.

While the picture above is not the basic house shown in the plan at the left, it indicates that the house is flexible and expandable. The general appearance of the basic plan, which sells for \$26,500, would be the same, but would not have the carport section shown here. This was added by the owners of this particular house and includes a screened porch and a larger dining room and kitchen area.

MASSACHUSETTS • Price: \$26,500 without land • Living area: 2150 sq. ft. • Builder: Deck House, Inc. • Designer: William J. Berkes One of the evils of a split-entry house is the tight space usually allotted to the entry. Not so in this design, where there is a feeling of spaciousness. A large planter and the cathedral ceiling do much to help this feeling and a large expanse of glass over the door floods the entry with light. The cathedral ceiling is cedar decking and rests on stained beams that are spaced every eight feet. All this exposed wood, as well as the used-brick fireplaces, help give a warmth reminiscent of early New England houses.

While much of the front of the house is closed off for privacy from the street, the rear is mostly glass in the form of windows and sliding doors. The lower level, which is the children's domain, opens to the grade; the living room opens to a cantilevered wood deck, and the dining room has sliding doors to a patio.

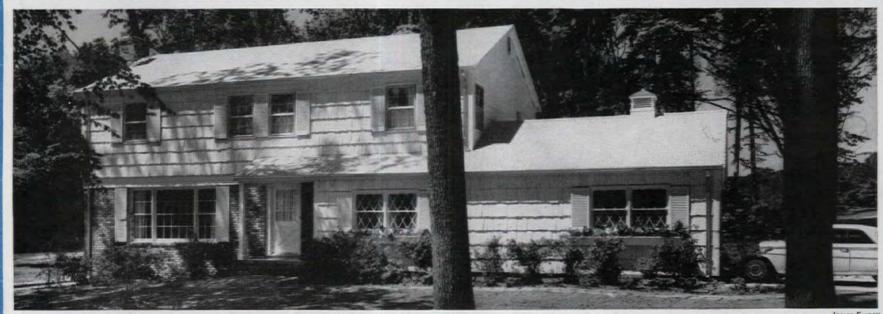
NEW JERSEY • Price: \$30,200 with land • Living area: 2300 sq. ft. • Builder: Segal Building Corp. • Architect: Herman York, A.I.A.

If a builder has the sense and the sensitivity to save as many trees as he possibly can, you can almost be assured that he will do a good job on the building as well. This large twostory colonial in Middletown, New Jersey, situated in a stand of magnificent old trees is a case in point. Starting with a good architect, the builder followed up with good plans, good materials, and good construction to get a development that is excellent.

The large rooms found throughout are well organized for easy and sensible circulation and zoning. There is a large study off the fover that could become a natural office if the

breadwinner does any work at home. Behind this and opening to the rear yard is a recreation room that is ideally located between the garage and the kitchen. The lavatory is near at hand so that children may use it without entering the main part of the house.

The well-planned second floor has four good-sized bedrooms, two full bathroomsone with twin basins and, most unusual of all, nine spacious closets. The hall linen closet is 6 feet long and there is a deep one for offseason clothes. The master suite runs the full depth of the house and is well separated from the other bedrooms for more privacy.





DEN OR STUDIO

NEW YORK • Price: \$27,990 with land • Living area: 2000 sq. ft. • Builder: Osias Organization • Architect: Allen C. Roth

Exciting and different use of space is very unusual in a builder's house, and not found very often in custom houses either. While this onestory house looks nice, but ordinary, on the outside, there is a play of space on the inside that takes it out of the commonplace. Simply by dropping the garage a few steps below the level of the main floor, giving it a very low ceiling, and then raising its roof, space was created for a bonus 19x20'. A short flight of stairs from the entry leads to this studio-type room that looks down over the entry and

kitchen-breakfast room. By this clever design

stroke, the architect has not only given the owner an area of many uses, but also a sense of spaciousness that is quite pleasant.

The floor plan in this Huntington, Long Island, winner is also something to its credit. The flagstone entry is convenient to the kitchen and the living-dining room, and the expandable lower floor can be reached by a gracious stairway that makes it a real part of the house. Included in the price are central air conditioning, a built-in range, and wall oven.



"Fast acting." Chicago architect.



"So easy to read." Seattle housewife.



"Set it and forget it." San Francisco service station owner.



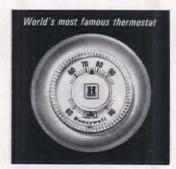
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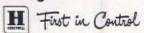
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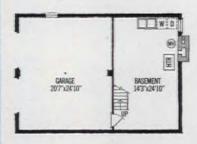
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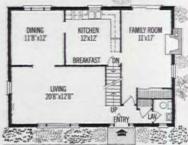


PENNSYLVANIA

Price: \$24,600 with land Living Area: 2035 sq. ft. **Builder: Brown and** Vaughn Development Co. Designer: T. V. Holleran







Very similar in design to the New Jersey winner, except for the basement garage, this Pittsburgh house has five bedrooms instead of the usual four. Careful planning permitted this without sacrificing closets or the bathrooms. Space was conserved by placing the master bathroom so that it serves two bedrooms, and by reducing hall space to the very minimum. For a large family this arrangement should be welcome and very satisfactory.

The first floor also provides well for the big family, particularly because of the large family room that has sliding doors to the outside, a fireplace, and an extra-sized closet to hold the myriad items of family use-from toys to tom-toms. The nearness of the lavatory also makes it possible to use this as a guest room.

While the double garage and basement provide plenty of storage and shop area, there shouldn't be too much need for maintenance equipment because of the easy-tocare-for exterior materials used. The lower portion of the house is brick and the upper is aluminum siding. Notice, too, how well the house fits the sloping land, a normal problem in Pittsburgh. Lamppost and big living room window help balance slope-away portion.





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LIGHTS OUT-of-doors will bring the brightness of your Christmas out for every passer-by to see. These giant Orna-Lights in their vivid party colors string out on their wire from the nearest outlet. Each 6" plastic ornament fits over its own bulb and blazes with holiday cheer. String of 7 (10½'), \$5.98; 15 (20½'), \$9.98. Sunset House, 71 Sunset Bldg., Beverly Hills, Calif.



GOOD ENOUGH TO EAT-well almost-these are non-eatin' cookies to spice up your tree. Ginger colored, the gingerbread boys, star, candy canes, and tree are "iced" in green, red, and white. 4" high and 1/2" thick, the featherweights will swing merrily from the branches. Set of 6, \$1.49; 12 for \$2.89. Add 35c post. Helen Gallagher, Dept. 411, 413 Fulton St., Peoria, Ill.

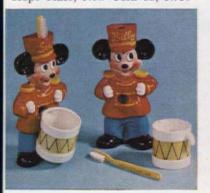


HOUND DOG, you're nothin' but the dearest dog who's ever been a centerpiece of attraction. The five

ceramic units that are the real you,

each holds sweets, or salties, or

NOT EVEN A MOUSE stays out of the Christmas fun! This one, named Mickey, of course, is gaily colored ceramic standing 7" high. You can't beat his drum as a drinking cup, and a toothbrush is quite a feather in his cap. Painted with the first name of his owner, he can hang or stand within child's reach. \$1.98. Crown Craft, Dept. A, 3 Mt. Hope Place, New York 53, N.Y.



Otto Maya



ONE, TWO, THREE. Finding a gift that a harried homemaker will love is as easy as counting up the uses of this attractive rack. Its six brass hooks hold onto keys, the five letter slots take notes and mail, and the paper memo roll and pencil holder are on hand for note taking. In a pine or maple finish, this 8x21" piece is \$7.50. Kit, \$4.85. Yield House, Dept. A, No. Conway, N.H.

EYE THE EAGLE on each of these guest towels! They carry through that traditional feeling in flying colors, against the red, white, or blue terrycloth. These fingertip towels will help out when that holiday company goes to wash up, or bring a set for your hostess. Set of 3, \$3.95 plus 20c post. Sturbridge Yankee Workshop, 1 Brimfield Turnpike, Sturbridge, Mass.

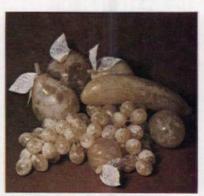




FLOATING GARDENS of poinsettia candles and rich green leaves belong on display in your home during the Christmas season, planted in your prettiest centerpiece bowl. The long-burning molded blossoms of blazing red will catch and reflect the fire's glow from each petal. Four 3" wide candles and leaves, \$1. Spencer Gifts, 601 Spencer Bldg., Atlantic City, N.J.

and an eye for the unusual will lead you to pick this Silent Woman tavern sign to give to the woman who likes to flavor her home with Americana. A headless woman and the sign she sat on in 1761 inspired this imported 71/4x12" wooden plaque. It's a real find for a chatterbox! \$1.25. Crescent House, Box 621-AHT, Plainview, N.Y.





BEARING FRUIT white as alabaster and looking so much like it you'd have to touch it to know it's not, your Thanksgiving or Christmas buffet will be elegant. Really translucent vinyl, accented with silver leaves, each lifesize piece wipes clean easily. An apple, banana, lemon, peach, pear, plum, and two bunches of grapes, \$7.95. Hobi, Dept. AH-5, Flushing 52, N.Y.

UNITING NATIONS. No assembly of dolls should be without representatives from Norway and England. These 8" lovelies, in colorful costumes, are soft plastic that bends into any position, and each has its own stand. England (left) in furtrimmed velvet, \$3.95. Norway in embroidered cotton, \$2.95. \$5.95 the pair. Flagg & Co., Dept. AH, Box 205, Jamaica Plain 30, Mass.





PUT YOUR FOOT IN IT, and you will find out how comfortable a slipper can be. These red, quilted cotton boots are cheery enough to raise spirits on the dullest winter day. Their gay calico print and tiny flat heels combine with the mustard-yellow cotton-flannel lining to make them her favorites. Send her shoe size. \$4.25. Edith Chapman, Dept. W, Blauvelt, N.Y.





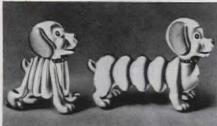
PERSONALIZED DOOR MAT

Your own name, or any name of your choice, is molded with ivory letters in a colorful rubber Mat! Comes in brick red, garden green, powder blue or black. 18" by 28". 7,000 rubber scraper fingers. Handsome gift! Specify color and name desired. DOOR MAT, \$5.98 postpaid.



LIFE-SIZE SANTA CLAUS

The jolliest St. Nick you'll see anywhere! He's round and firm when packed with crumpled newspapers. 5' 9" tall, made of colorful all-weather plastic. Stand him up or sit him down on roof, porch, lawn, inside by the fireplace or easy chair. Folds flat. BIG FAT SANTA, \$6.98 postpaid.



SOUND-AND-ACTION PUP

Squeeze, please . . . and watch this performing Pup scamper! A delightful toy for the crib set - and a fascinating surprise for tots and toddlers. He squeals when he's squeezed. Let go, and he sighs and walks away. Made of soft, smooth latex, non-toxic, washable. SQUEEZUM PUP, \$1 postpaid,



(ING ANIMAL BLOCKS

They're illustrated with animal cartoons. Just squeeze them and listen! The duck quacks, the kitten meows, the dog barks, the bird chirps, the monkey squeaks! Heavy laminated paperboard. Blocks nest or stack to make a 25" pyramid. TALK-ING ANIMAL BLOCKS, \$1.98 postpaid.

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GOLDEN BRASS SWITCH PLATES are solid metal, brass plated and lacquered to tarnish. Opulent antiqued French design as gance to your walls. Eliminates finger Matching brass screws included. We pay p Vernon; Dept. AHN, 30 Evans St., New Rochelle, N.Y.



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Perfect gift for his lucky silver dollar. Coin is in-serted with a twist of the silvery knob. We'll en-grave your choice of ini-tials on the silver plated safety lock keyring. \$1.00 each ppd.

6 for \$5.00. ppd.

LILLIAN VERNON Dept. AH2, 30 Evans St., New Rochelle, N.Y.

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ral for every fun spot in your ome and to give as unique ifts. Seat heights: 30°, 24°, 18°.

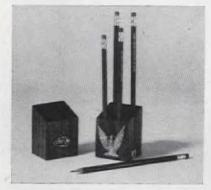


Jeff Elliot Craftsmen Dept. A112 . STATESVILLE . NORTH CAROLINA DANDY LION for holdin' pajamas or curlers, he's got a fur-ocious raccoon mane and bright yellow plush body with a 7" zippered opening in his tummy. Big blue plastic eyes and a bright red tongue make a face so lovable you're ready to trust him with special treasureseven love letters. 21" long, \$6.50. Gotham Gifts, Dept. A, 67-85 Exeter Street, Forest Hills 75, N.Y.

COME TO THE POINT where sharp pencils are needed, and put these walnut holders with built-in sharpeners near-by. The 2x3x2" blocks will keep a dozen pencils standing sharply on end ready to take a letter or jot a note. Handsomely trimmed with a brass eagle or horse head. With four pencils, \$1.50 each; \$2.95 a pr. Parsnip Hollow, Dept. AH, East Haddam, Conn.

MAKING HIS PLACE mat a toy for between-meal coloring, a child will then delight in using his picture at mealtime. These plastic laminated mats have an animal picture on one side that can be crayoned again and again. On the other the same animal is already in color for little copy cats to copy. Two 161/2x111/2" mats, plus crayons, \$1.95. The Krebs, Dept. AH-11, Westerly, R.I.







NEW! CAPE COD CUPOLA

Opaque glass louvres give this handsome, practical cupola charm and beauty. Unique and attractive when lighted at night. It's easy to install and fits any roof. Adds charm and beauty to your home.

Send for free illustrated catalog — listing attractive cupolas from \$16 to \$340, also 197 designs of weathervanes from \$10 to \$175, write:

CAPE COD CUPOLA & WEATHERVANE CO. Dept. AH-21 North Dartmouth, Mass.

new/EARLY **AMERICAN** CIGARETTE DISPENSER

THERE'S NO SPICE IN THE LIFE of this "spice chest," but the lady who gets it won't mind the lack. It's really a cigarette dispenser, disguised with white knobsthat hint at drawers, in warm pine to suit the mood of her early American kitchen. Ten regular or king-size packs slip out from the bottom. $15\frac{1}{4} \times 5 \times 3\frac{1}{2}$ ". \$3.95.

Early American Peddler Dept. AH11A 752 Fulton St. armingdale, N.Y.



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For Removal of Stains & Discolo MARBLE CARE KIT consisti

Box of Marble Stain Remover Pint of International Marble Polish MARBLE CARE KIT.....5.95 ppd. Add 45c W of Miss.

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ROCKER SEAT PAD SET

with this foam cover set you will get top comfort from your rocker. In Tan, Green, Red, Gold, Federal print. Covers zip off for easy laundering. The shaped seat pad measures 18" x 16", Back: 16%" x 20". Ties on any size rockers: \$20". Ties on any size rockers.

Matching 26" Cafe Gurtains:

Matching 36" Cafe Curtains: \$3.95 Matching 9" Valance: \$1.95. Plus 50c Post, Send Check, M/O.

MANCHESTER INDUSTRIES, Inc. 365 Sunrise Hwy., Dept. A112, Freeport, N.Y.



Make Your Own Winter Garden

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in a Glass from this n
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tains Partridge berry plan
variety of mosses, evergree
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feet gift for that person w
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container with a cover. prefe container with a cover, pr ably a large brandy snifts fish bowl, can be used. Sp rates to Garden Clubs.



Nature Crafts, Inc. Eastport, Michigan



IT'S THE LITTLE THINGS that mean so much-a smile, a thank you, a batch of homemade cookies at Christmas. This year cut out your favorite recipe in bite-size shapes with petite cutters-each about 11/4". Eight pieces include Christmas star and tree, plus a club, heart, diamond, spade, teardrop, and crescent for all year. \$1. Miles Kimball, 126 Bond St., Oshkosh, Wis.



CARROT TOP on this maple-finished pine sewing box is ready to hold pins while you work. Inside there's another cushion plus tape measure, scissors, threader, and thimble. Stitch-loving sewers and captive menders, alike, can keep supplies under cover in this 93/4 x73/4 x8" box, trimmed with an eagle and 5 stars. \$7.95. Medford Prod., 752-AH Fulton St., Farmingdale, N.Y.



PURPLE SHADOWS that fade into lavender and then to pure white create the rich loveliness of slagware. Fashioned into this little lamp and 4" mug with flower arranger insert, the opaque glass was set in hundred-year-old molds. The light, as charming as its oil lamp ancestor, is 91/2" high. \$7.95. The mug, \$2.75. Here's How, 15-AH West 26th St., New York 10, N.Y.



MINIATURE BLACK IRON STOVE

This old-fashioned black-iron cook stove is authentic down to the last detail. Oven door opens, burner lids come off. Seven piece set of utensils are tiny replicas of the ones Great-Grandmother used. Included are fry pan, sauce pan, kettle, ash scoop, coal shovel and lid lifter. There's even a tiny swan iron and stand! Stove is 61/2" high, sturdily made. No C.O.D.'s

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Stove and Utensils \$395 plus 45c postage

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amily Tree Brooch bears the syst fruit of all and "grows" est trui of all and grows more precious with the years. She'll wear this Sterling Silver pin with pride and joy. Each disc is engraved with a child's first name and birth date. 2½" Sculptured Tree holds 1 to 12 discs.

Bracelets . . . she'll wear her heart on her e encircles it with our 71/4" bracelet of Ste 12K Gold-Filled Silhouettes or Behavior Silhouettes or Baby Shoe ed children. Each ¾" ch m the beloved children. Each 3/4" charm is a child's first name and birthdate. A gift

SILHOUETTES ... \$1.10 each BRACELET \$1.10

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wise, good, and gay; Mon y's Child is full of grace; V Thursday's Child has far to ving; Saturday's Child wor ed design. First schild wor ed design.

Sterling Silver: 34" 52,50 ea. Solid 14K Gold: 34" 59.60 ea.

MIZPAH COIN



to even a simple dress. \$15, 14K Gold, ea. \$30.0

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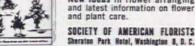
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Sounds just like mommy's and daddy's wristwatch! It's a fascinating toy-the ticking never stops. Has stem, working hands and sturdy band. Shock-proofed to take lots of knocking about. Sure to become a child's proudest possession! TICKING WATCH, 59¢. 4 for \$1.98 postpaid.



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Mouth-watering tiny play foods will thrill any little girl-and her dolls! 39 foods and 9 slices of bread-look so real! Chicken, steak, vegetables, fruits-even a bunch of grapes! Plastic-covered, non-toxic, durable. Set of 48 pieces. DOLLY'S FOOD SET, \$1. Three Sets for \$2.79 postpaid.



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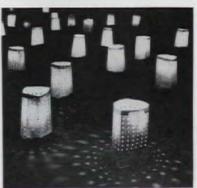
THE LITTLEST ANGEL under the Christmas tree is sure to win the heart of your lady love. Only an inch high, this delicate charm tells the story of her month of birth and holds the special flowers of that month in its arms. The angel will dangle from her favorite bracelet. Sterling, \$5.50. 14K gold, \$20 (tax incl.). Wayne Silversmiths, 546-A South Broadway, Yonkers, N.Y.

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CANDLELIGHT SERVICE to bedeck your lawn on Christmas Eve or party nights is provided by these Sparkle-Sacks. The perforated paper bags are red, white, or green. Just fill half full of sand and place a 5" candle in sand for a spectacular effect. Set of 12 (specify color), \$1. With a dozen white candles, \$1.95. Artisan Galleries, Dept. AH, 2100 North Haskell Avenue, Dallas 4, Tex.









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She is sure to be flattered and impressed with this charming 9x7" Tole Tray. Ivory with gold this charming 9x7" Tole Tray. Ivory with gold border. A perfect way to express your child's fondness—and your own appreciation. She'll display it proudly and grade you ''A'' in gift-giving. Be sure to print teacher's name (Miss, Mrs. or Mr.). Immediate delivery.

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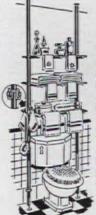
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solves storage problem vithout using floor space!

Utilize wall space for towels, boxes and bottles with fabuspace-saving SHELF-MAKERS. They beautify the bathroom with their shining chrome flexible poles that extend up to 9'3" ceilings. Three shelves are 23" x 8½" deep, can be set at any height. 22" width between poles is designed to span water tank. No marring, easy to put up and dismantle when you move. \$1198

Also available with white cabinet, 41/2" deep x 9" high, in place of one shelf. \$1398 ppd.

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Single \$595 \$1125 12"x2" \$5ea. Double \$795 12"x8" eq. \$1550



rust-proof chrome attachment secures over any towel bar in second. Ideal for drying, etc. No fasteners . . . telescopes 14" to 24" . . . folds flat for storage.

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MANCHESTER SALES 56 Clyde Rd., Manchester, Conn.



IT'S A DOWNRIGHT SHAM of muslin that will cover a pillow in style for that charmingly rustic bedroom. Bleached or unbleached, each sham is 18x26", with a 2" wide ruffle. Get a pair to match your curtains or dust ruffles, and be set for the oncoming holiday company. Unbleached, \$2.50 each; bleached, \$3.50. Country Curtains. Dept. AH-P, Stockbridge, Mass.

HOLD YOUR TONG where it won't

stray, by sticking it under the magnetic back of this golden bird. The 134" high saccharin holder with gleaming jeweled eyes can come to

tea whenever you are serving weight-watching guests. Or send him to sweeten the table of friends with your best Christmas wishes.

\$2.25 each. Buyways, Dept. AH, 72 McDougal St., New York 12, N.Y.



STICK WITH ME, pipe-we're going places! Traveling pipes will sit still in magnetic pipe holders that stick to the dashboard so there is no worry of hot spilled ashes. There is a black steel rack (left) a pipe rests in, \$1. The chrome model with a red suedine lining and swivel base (right) adjusts to hug any pipe tightly in its grip. \$1.98. Breck's, 2180 Breck Bldg., Boston 10, Mass.



A BOLT OUT OF THE BLUE

It's onion material by the yard! White cotton background with the design in the traditional Meissen blue. This can be used for bedspreads, draperies, curtains, table mats, aprons, little girls' pinafores, slip covers, etc. It is 48" wide and \$3.95 a yard, including postage.

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Candle holders in Provincial style are made of glazed white ceramic with colorful floral design. Can stand, hang or be carried by handle. 5½" high. 2 for \$2.75 postpaid.

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Cranberry Festival

In a swirl pattern are these cranberry-red crystal dishes. Their color is glorious, their versatility un-limited. Ideal for fruit compotes, ice cream, cereal; the plates alone for cake or salad. When not in use show them off in a mellow pine hutch.

5" DIA. DESSERTS Set of 6 \$395 7½" DIA. PLATES Set of 6 \$395 35c Postage For Every Set Of 6

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THE ADDED TOUCH Dept. AH-11, Bryn Mawr, Pa.

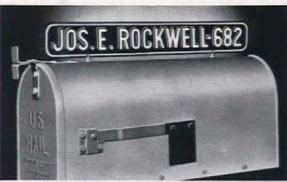


PERSONALIZED **GOLDEN BRASS KNOCKERS**

add distinction to your home and make an impressive gift. Made of solid metal, polished and plated in brass then lacquered to prevent tarnish. Your choice of Federal Eagle (6") or Classic Provincial (6½") or small apartment size (3½"). Each comes handsomely engraved with family name or apartment number or first name.

R CLASSIC PROVINCIAL . . . \$1.98 each postp

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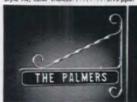
MAILBOX MARKER
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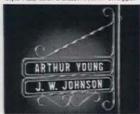
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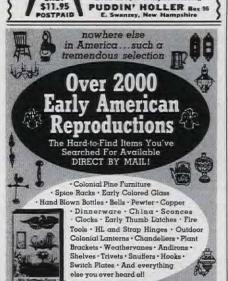


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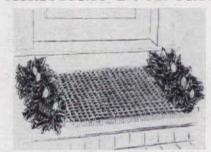


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# CHRISTMAS DOOR MAT

script.



Greet Santa with this gay, decorative mat to usher in the Christmas season. It is a beautiful handwoven 16" x 24" Sisal, trimmed with weatherproof plastic holly, red berries, and 8 multi-colored electric outdoor lights (UL approved). Get one for yourself at \$5.95 and order some more as gifts for friends-each additional mat only \$4.95.

Send check or money order.
Satisfaction guaranteed or money back
We pay postage.

MOLLY PITCHER GIFTS

Dept. A-11, P.O. Box 144 Colts Neck, New Jersey



DEERSKIN TRADING POST



Fine quality white vellum stationery. 100 Sheets (5½ x 7) and 50 matching envelopes, all personalized. Correct for your own use—Perfect as a gift. Please print. Sorry no C.O.D.'s.

HAMILTON-WARD DEPT. 7A WESTFIELD MASS.

#### LABEL JARS with DECALS



Turn canisters into kitchen Collectors Items with hand-some black on gold decal labels. Set of 12 (coffee, flour, candy, etc.) varied sizes only \$1.75 ppd. US or Canada (Ohio res. add 3%), no COD's. Other decals too SEND 1 Oc for catalog, misc. sample decal.

AUTHENTICS Dept. L-72, Box 43158, Cinti. 43, Ohio

# **CHRISTMAS** SPECIAL!

BABY'S FIRST SHOES BRONZE-PLATED IN SOLID METAL \$399



Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only \$3.99 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also allmetal Portrait Stands (shown above), ashtrays, bookends, TV lamps at great savings. The perfect Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. Write TODAY!

AMERICAN BRONZING CO. Box 6533-V, Bexley, Ohio

#### PERSONALIZED **PHOTO** CHRISTMAS CARDS

Simply send your order with a nega-tive. (Send photo and 50¢ if negative is 50¢ if negative not available).

FREE BLACK & WHITE SAMPLE\* Send negative, returned with double weight deluxe sample and new 1962 designs.

One sample per customer No Free Sample after November 25th FULL COLOR 25 for \$475 PHOTO CARDS

SEE COLOR SAMPLE! Send color negative or slide and 20¢, full color sample returned with new 1962 designs.

NO OBLIGATION: SATISFACTION GUARANTEED!

PHILIPS FOTO CO. INVINGTON, NEW YORK

#### **GRANDFATHER** WATCH STAND





YOUR OLD FUR COAT INTO \$24.95 NEW CAPE, STOLE, JACKET \$24.95

MORTON'S remodels your old fur coat, jacket or cape into glamorous new fashion for only \$24.95, includes restyling, new lining, interlining, monogram, cleaning, glazing.
Order from Morton's, world's largest one-price fur restyling Specialists, Largest selection at any price-over 40 styles. Praised by Harper's Bazar, Glamour, others, Send no money! Just mail old fur, state dress size. Pay postman, plus postage, upon the program of the pro

Or write for Morton's New FREE Style Book.

MORTON'S Dept. 21-K Washington 4, D. C.

PERSONALIZED GIFTS



BOWLER'S SMOKE SET—Replica of "TenPin" ashtray and black bowling ball lighter. Colorful Ceramic. Personalized. The set with name \$2.59 FOR GOLFERS:

Golf ball lighter & golf-club ashtray: \$2.50

FISHERMAN'S KNIFE It Floats! Has cork-type handle & sheath. It floats— It floats— never sinks! Scales, cuts & scoops entrails. 5" stainless steel blade.





FROM MOO TO YOU. No child can resist this appeal to drink more milk. Snack plate shaped like a cow, has groove to hold mug. 3-D cow head on mug adds to fun. Glazed Ceramic. Colorful gift for boy or girl. With child's name \$1.98 plus 25¢ pstg.

CROWN CRAFT PRODUCTS 3-A Mt. Hope Place, New York 53, New York



RARE FISH HATCH BEFORE YOUR EYES

Now just add water, and real fish hatch as you watch, Simply put Hatchafish eggs in water, see fish hatch, grow, swim, breed. Kit includes eggs of exotic Red-Tail Killifish and brine sharimp eggs—enough to start a fascinating tropical fish collection. Each adult fish is worth more than the price of the complete kit, which includes aquarium, eyedropper, magnifying glass, filter paper and hatching crystals. Ideal educational gift for young scientists, fun for hobbyists of any age. Easy instructions included.

Only 298 acceptable. Watch fish grow right in your home

Only 298 postpaid

Max Schling Seedsmen, Inc. 538 Madison Ave., Dept. 601, N.Y. 22, N.Y.

#### MEMO CALENDAR

Forgetful? Embarrassed by not remembering impor-tant dates, engagements or anniversaries? Let this giant daily memo calendar keep the record for you in 1963. Shows current month plus 2 weeks of the following month on each sheet; each day in a large square with plenty of room for notes. Giant sheets are 16½" x 22" in easy-to-read black type. Money-back guarantee. Giant Reminder Calendar, just \$1.00 postpaid. U.S. additional control of the contr dresses only.



Send for free catalog.

## **Walter Drake**

411-7 Drake Bldg. Colorado Springs, Colorado



Your favorite photo printed on smart 3½ " x 7" contemporary style cards. Send check or M.O. (no C.O.D.'s). For color cards send color negative or transparency. For black and white cards send black and white negative or black and white print. If you are sending a B & W print, add 50c. Name imprinting—\$1.25 per line (20 letters)—free on orders of 100 cards or more from one negative. For SAMPLE CARD (in black and white) send negative and 10c. For color sample send negative or transparency and 25c. Order early for prompt delivery. Delivery guaranteed on orders postmarked delivery. Delivery guaranteed on orders postmarked before December 2. SATISFACTION GUARANTEED!

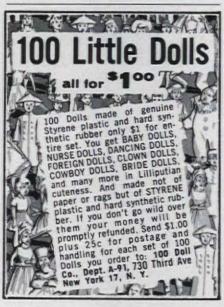
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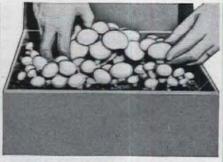
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#### Make \$\$\$ 10 Ways With Flowers!

Turn your love of Flowers to profits. Garden Flowers costing pennies bring \$8's. Corsages, bridal bouquets, wedding and table decorations. Hobby, home business, or start own flower shop. Free Color Brochure shows how to learn professional flower arranging and flower shop operation. Also, Free 3-months subscription to "Flower Talk," magmagazine for home flower designers. Write today — Floral Arts Center — Dept. 10B, 3570 W. First St., Los Angeles 4, Calif.

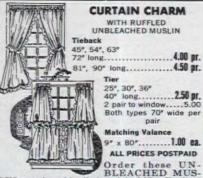




#### PICK YOUR OWN **DELICIOUS MUSHROOMS!**

Plump, round, firm and delicious pure white mushrooms—from your own private stock! Harvest your
first crop in 30 days, then feast like a king for
weeks! Complete 12" x 16" pre-planted kit includes
everything. Easy and foolproof to grow in any cellar!
Easy directions. Kids love to grow 'em! Complete
Mushroom Kit, \$3.95 ppd. Save on 2 for \$7.50!

**BRECK'S OF BOSTON** 620 Breck Bldg. BOSTON 10, Mass



BLEACHED MUS-BLEACHED MUS-LIN curtains with all the original New England simplicity, warmth and handmade look for every room in the house. Practical, long-wearing, these off-white muslin curtains will retain their crisp appearance with a minimum of care.

Satisfaction guaranteed. Send check or money order. No COD's please. Write for illustrated brochure showing other curtains, dust ruffles and pillow shams in bleached and unbleached muslin as well as burlap, floral prints, calico ruffles, organdy and Oznaburg.

COUNTRY CURTAINS Stockbridge, Mass.



# If Your Child is a Poor Reader

See how The Sound Way to Easy Reading can help him to read and spell better in a few weeks. New home-tutoring course drills your child in phonics with records and cards. Easy to use. University tests and parents' reports show children gain up to full year's grade in reading skill in 6 weeks. Write today for your free illustrated folder and low price. er-Davis Phonics, Dept. B-4, Wilmette, Ill.



Authentic line-for-line reproductions from old plans. Rendered on antiqued parchment with an aged ink effect.

Send Order Today For Choice Of

1850 Gloucester Schooner 16" x 20" (illus.)

1790 Fourteen Gun Brig 16" x 20"

1609 Half Moon 16" x 20"

1492 Santa Maria 16" x 20"

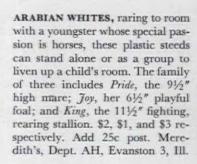
1820 Armed Brig 7" x 21"

1867 Bark 8" x 28"

Ready for framing. Only \$1.25 each, 2 for \$2.25 Ppd. Set of four \$4.25 Ppd. Set of six \$5.95 Ppd. Satisfaction Guaranteed. Mail check or money order.

PICTURLINE Dept. A-4, Box 837, Point Looks

CLINGING VINES of ivy leaves and tiny blossoms make beautifully delicate sconces in which to set a pair of candles. White wrought iron tinted with gold, they give a look of elegance to any room they decorate. 11x20" each, they cover a large area for a small price, impressively, not imposingly. \$9.95 a pair. Edward Ziff, Box 3072-AH, Mdse. Mart Plaza, Chicago 54, Ill.



SATIN SMOOTH and smartly styled, this party-going set includes a small clutch and matching stretch gloves. In sapphire blue, white, bone, black, or red, this is a good complement to your new holiday outfit. The evening bag is 11" long; the wrist-length gloves will fit any size hand. \$5.95 a set, plus 40c post. Old Pueblo Traders, 614-AHB So. Country Club Rd., Tucson, Ariz.





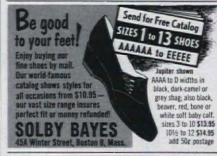




#### FLORIDA-FOR SALE!

¼ Acre Homesite in Florida—Private Lake, free country club privileges, white sandy beaches right at property. Fishing pier, club house, dock site, lovely homes, hard-paved roads under construction, electricity. homes, hard-paved roads under construction, elec-tricity, phones, tested pure water—all available. Certified high, dry land only 2½ miles from healthful bubbling waters of Rainbow Springs. Only \$10.00 monthly. Total cost \$795, no hidden extras. Free photos, booklet. Write to:

Rainbow Lakes Estates, Dept. 14-A 817 Silver Springs Blvd., Ocala, Florida



#### MARINER'S HURRICANE SCONCES





**FAMILY HEIRLOOM BRACELET** will be treas FAMILY HEIRLOOM BRACELET will be treasured forever by grandmother or mother, engraved with every child's or grandchild's name and birthday. Or even a clock showing exact hour and minute of Birthl Add a charm for each new arrivall Each disc or profile, Silver or Gold, \$1.10 (includes all engraving, tax). Matching 7 inch bracelet, \$1.25, Money back if not delighted. No COD's. We ship in 2 days. Mail to: ELGIN ENGRAVING CO., 614 SOUTH ST., DUNDEE 2, ILL.



#### SLIP-ON MAGNIFIERS-\$2.98

Having trouble seeing fine print and close work? Slip the magnifiers on your prescription glasses and SEE CLEART INSTANTLY! Powerful 2.50 diopter lenses. Fits all glass Low \$2.98 postpaid price saves you 25% over usual co





3 for \$350 diate Deliv

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OPEN THE WAY to your favorite drinks with this good looker which can both decap bottles and punch holes in cans easily. The handsome walnut handle of this Bottle 'n Can Opener sets off a silvery plaque which holds two or three initials. The piece can hang from its leather thong so it's never out of sight or hard to reach. \$1.50. Breck's, 4911 Breck Building, Boston 10, Mass.



TOO MANY COOKS slave over their stoves with not a word of thanks. So the little woman who prepares your Thanksgiving dinner will love the thought behind this trivet on which her first name is followed with is the best cook, in black letters. She'll use the underside of this 73/4" wooden board for small cutups. \$1 plus 20c post. Stratton Snow, Dept. AC, Delray Beach, Fla.



PUT THIS IN YOUR PIPE-smoking man's hands, 'cause he deserves the very best. Made for the connoisseur who knows fine tobaccos (or would like to), the four English mixtures in this assortment are masterfully blended in the Old-World way. His many hours of smoking pleasure will remind him you cared, 4, 2-oz. tins, \$3.25. David Ehrlich, 207-A Washington St., Boston 8, Mass.



# PINE BUN WARMER

If you've got a bun on a hot brick, it's going to stay toasty warm right through to second helpings! You'll love this hand-rubbed pine warmer; sep-arate firebrick goes into oven when rolls are baking or warming, pops in 11"x8" tray to keep buns, rolls and toast warm! Perfect for gifts! \$3.98 plus 25¢ postage. Sorry, no C.O.D.'s. Ask for Free Gift Catalog!

MEREDITH'S Evanston 3, Illinois



#### COMICE PEARS for Christmas Gifts

Gift boxes contain 8 to 16 world famous creamy textured Comice pears. Delivered prepaid in 48 states. Perfect arrival guaranteed. Gift cards enclosed. Send gift list early.

We do the rest. No stamps or C.O.D. Order No. 1 Box ... \$4.45 Delivered Write for color booklet

PINNACLE ORCHARDS
430 Fir St., Medford, Oregon

DOWN COMFORTS



#### Early American TOY-CHEST BENCH



Dou'll bless this chest that keeps toys under control (& not under foot))...you'll love its charming Colonial flavor...& you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine & dovetailed, it will hold the toys of your children & your children's children. Cut-out handles & concealed sliders make it easy to move despite its very solid construction. Direct delivery from our workshop to you. only \$15.95

Express charges collect. Send check or money or order Satisfaction

\$17.95 with hand-rubbed Antiqued Pine finish.

Teff Elliot Craftsmen T. A112, STATESVILLE, NORTH CAROLINA





HOUSEWIVES WANTED

spare time. Endless demand for lovely, original Cake Decorations and luscious, Professional Candy for Xmas, Easter, Weddings, Birthdays, Parties, all holidays and occasions. WE SHOW YOU HOW to turn your kitchen into a gold mine. No capital required, start your own business small, grow big. No age or educational limits. Big Money from churches, clubs, business firms, social parties, etc. Write FREE! 3 month sample subscription to "Fun and Profit Hobbies" magazine for Cake Decorators and Candymakers.

Canadians address: Death of lovely, original country, and luscious, Professional Limits of the country of the countr No Experience Necessary. \$5 an hour easy spare time. Endless demand for lovely, ori

Canadians address: Dept. D-460, P.O. Box 1111, Montreal.

## ASSEMBLE YOUR OWN ANTIQUES

Add Colonial charm to your home with Cohasset Colonial furniture kits. Assemble authentic museum reproductions in minutes . . . save half the cost. Each kit is complete; all parts accurately crafted and finish sanded. We include our special stain which gives you the natural patina of aged wood. This piece with its pumpkin pine top, slender maple post and contour feet makes a perfect snack table. Send check or money order.

#### CANDLE STAND

Top 13", Height 25"—\$995 Postpaid

Send 25c for new 1963 catalog . . . start your collection . . . something for every room, or a room complete. Kits are ideal gifts, too!

chasset hasset Colonials by Hagerty
22 Ship St., Cohasset, Mass.



#### **RURAL MAIL BOX COVER \$1.00**

Holiday glamour for country mail boxes! Weatherproof white-and-gold striped plastic with red "Merry Christmas" script on both sides. Heavy cord ties hold it on. 221/2×19" size. Each \$1.00. Three \$2.89. Plus 35c shipping.

Holen Gallagher Dept. 411-413 Fulton St.

NEW! Early American

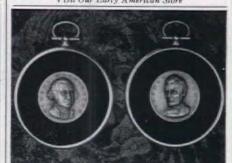


If you favor the Early American motif in home decor, you may carry it right through to the bathroom with the help of these distinctive, majestically poised American Bald Eagle accessories.

"51 Eagle Towel Bar. 16" Brass Rod, permanently \$3.98 mounted on two 4 1/4" Black Eagles \*511 Eagle Tissue Holder. Maple finish wooden \$3.98 roller, mounted on two 4¼" Black Eagles. \*TH-4 Eagle Tower Ring. Colonial black finished \$1.98 Eagle 4¾" tall. 4" diameter brass ring.

COMPLETE SET 59.50
Send check or money order. We pay postage SEND 10c FOR EARLY AMERICAN CATALOG

MEDFORD PRODUCTS
Dept. AH-11, 752 Fulton St., Farmingdale, L. I., N.Y.
Visit Our Early American Store



#### PRESIDENTIAL WALL DISPLAY

Finely sculptured bronze medals of Presidents in gold frames. Choose from Presidents Kennedy, Lincoln, Washington, F. D. R. and Wilson . . . others available as sculpturing completed. Kennedy medal selected by President for distribution on good will missions. Specify red, blue or black velvet mat; 21/2" round or square frame. \$4.25 each. Presidential Art Medals, Inc., Box 187A, Englewood, Ohio.



"ANYTHING" LAMP

Original in

Metropolitan

Museum of Art

Create your own lamp in a minute. Produce beauty, simplicity, charm, be dramatic, whimsical. Change your lamp every day with our wonderful "magic lamp" base. We picture 2 variations. Use "anything" at hand—a bowl of flowers, potted plant, figurine, vase, pitcher, driftwood, bottle, brass, arrophy, toy, jug, clock—"anything". For any room—any style. Adjust brass post to any height for versatility. Thick oval base 6½" x 7½". In polished honey pine, maple, or ebony black finishes. (Use your own shade.) Only \$5.93. Larger base 8" x 9" \$6.93. Extra large base 9½" x 11"
\$7.95. Postpaid—"Get Two"
Add5% West of Miss.
LARGE NEW FREE LARGE NEW FREE

CATALOG-600 PIECES YIELD HOUSE



Tenifer House Dept. A-11
Great Barrington, Ma



# Friendship Sampler

Embroider this fun-to-finish sampler for a cherished treasure. To add to your collection, to hang in your living room, entrance hall, or guest room. You receive sentimental motto stamped on fine white linen with colorful embroidery floss. 11½"x14" brown wood frame and easy instructions are included. Order several for favorite friends.

Pa. Res. Add 4% Sales Tax \* Sorry No COD's

**VICTORIA GIFTS** 

Bryn Mawr, Penna.



#### PERSONALIZED GIFT



#### for the orderly lady .....

She won't have to search any longer for keys or what have you in her purse. The "PURSE ORGANIZER" is an efficiency genius. Of black taffeta with striped grosgrain, 7" x 3 ½", 8 brass corners, 10 expanding pockets for compact, lipstick, comb, lighter, cigarettes, wallet, hanky. Just transfer from one handbag to another, purse will always stay neat. Comes with 2 or 3 gold initials. Only \$1.39 postpaid 3 for \$4.00 postpaid.

for FREE **CEL-DAV** 

1049-X11 Avenue B





No more sooty streaks to scrub, no more dust-incrusted drapes to clean. Aristo-Mat Heat Deflectors direct hot furnace air away from walls and ceiling, give better heat circulation, too. Fit all floor and wall registers, slip on in seconds, (Inconspicuous neutral finish on steel, but paint them to match walls, if you wish.) Order one for each register in your home. Only \$1.98 each, postpaid. Check or money order. C.O.D. plus postage. Money-back guarantee, of course.

EUCLID SALES 8923 S. EUCLID Dept. AH-13, Chicago 17, III.



AVAILABLE NOWHERE ELSE IN THE UNITED STATES!
IMPORTED NEEDLEPOINT PURSE

(add 55c postage) \$8.99

HERE'S HOW CO. Dept. AH-11, 15 West 26 St., (\*8.17 + 82c fed. tax)

#### 500 PRINTED LABELS - 50¢ Rich Gold Trim-Free Plastic Box



500 gummed Gold-Stripe labels beautifully printed in black with ANY name and address up to 4 lines. 2" long. Rich gold trim. Set of 500 in free plastic gift box, just 50c. Postpaid. Fast service guaranteed. Money back if not pleased.

Walter Drake

411 Drake Bldg., Colorado Springs 14, Colorado

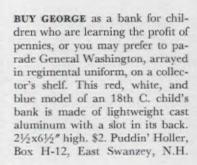




A GLORIOUS SET OF PLASTIC TOYS EVERY CHILD WILL BE PLEASED TO OWN!

Comes in two separate armies...the BLACK KNIGHTS and the WHITE KNIGHTS! Here's what you get: 4 Kings on horseback with swords; 12 Knights in armor on horseback with Pikes, 12 Knights on horseback with Banners, afoot, 12 Knights on horseback with battle axes, 20 Footsoldiers with Maces and side swords, 20 Footsoldiers with swords and shields, 20 Foot-soldiers with long bows. COMES IN TREASURE CHEST to store toys away. You must be satisfied or your money refunded in full. Send \$1.49 to 104 Kings Knights, Dept. K-11, Carle Place, L.I., N.Y.

**OUT OF THE EAST** come exquisite oriental floral arrangements. Now you or your green-thumbed friends can practice this fine art, well supplied with fine tools from Japan. Plush-lined zipper case has a mist maker and oriental shears, and small cleaver, serrated saw, and knife chisel in wood sheaths. \$9.95. Max Schling Seedsmen, Dept. 601, 538 Madison Ave., New York 22, N.Y.



PRAYING HANDS reproducing the famous work of Albrecht Dürer grace one side of this 1" charm. On the other the raised lettering reads: Gcd grant me the serenity to accept the things I cannot change; the courage to change the things I can; and the wisdom to know the difference. Amen. \$3 in sterling; \$27.50 in 14K gold (tax incl.). Jamaica Silversmith, 50-A Delancey Street, New York 2, N.Y.







#### **EASTERN AND** WESTERN HEMISPHERES



Silk screened in black and gold on red enameled book cover stock. Pebble grained mat board has gold engraving in Greek, repeated to make border. Translated it reads: "God So Loved The World." Frame of simulated walnut with gold embossing. Overall dimensions 13"x14". Will enhance the beauty of any decor. \$9.95 per pair ppd. Immediate shipment. No C.O.D.'s please. Ten day money back guarantee.

Reb Danzyck Corporation
P. O. Box 7321 • Oklahoma City 12, Okla.

#### NEWSPAPER COLLECTOR

Keeps newspapers neat and tidy. Holds neat and tidy. Holds week's accumulation of daily and Sunday papers. Papers easily removed and tied into bundle. Attractive brass plate with black painted base. Rigidly constructed for long life. Ppd. \$4.95

THE IVORY TOWER

#### YOUR FAMILY Coat of Arms

10" x 12" hand painted in full heraldiccolors, with bound manuscript, giving certification, color and figure meanings, authori-ties—a gift that will be trensured, or for your own proud possession. Authenticity guaranteed. Delivery, 0 days. INQUIRIES WELCOMED. CT US FIND YOUR FAMILY COAT ARMS FOR YOU. Signet rings, nery dies & book plates available.

Hennessee Studio of Heraldic Art

Box 3093, University Sta., Charlottesville 1, Va.



#### NATIVITY STAINED GLASS WINDOW

Transform the windows of your home into glorious 'stained glass" Cathedral Windows this Christmas. Colorful Nativity Scene on transparent acetate attaches easily to windows. Glows radiantly in morning sun and evening light. Reusable. \$200

J & T SPECIALTIES CO., Dept. A 7350 N. Ridge Ave., Chicago 45, III.



#### PERSONALIZED MEMO PADS 6 For Only \$1.25 ppd.

Over 500 separate light blue sheets imprinted with the words "A Memo From" followed by your name in dark blue. Please print clearly. Handy for home, office, and school. No C.O.D.'s ple

MERCURY SPECIALTIES, Box 2866 Fort Wayne, Indiana



#### WAGON SEAT (with storage)

Solid Vermont maple, hand finished in maple, walnut, cherry; also in antique white, or red with gold stenciling. 2" cushion in eagle prints of red, green. brown or turgreen, brown or turquoise.

Size: 17" x 36" x 31" high • wgt. 70 lbs. \$53.50 Exp. Col.

Send for brochure on other unusual pieces

NEW ENGLAND WOODCRAFT Dept. AH . Brandon, Vermont

# All the busy executives aren't in offices!

Fully as many are at home-often coping alone with matters that would make a businessman call a meeting!

Outstanding home executives use the phone to get as much done as they can. It's really surprising how much time and effort a few calls can save every day.

These are calls to order things, make appointments, find out information, organize activities—or you name it. Most of them are calls right around town that save running *all over* town.

What else does so much for so little as your telephone?

Bell Telephone System





# WS FOR YOU/WE'VE GOT NEWS FOR YOU/WE'VE GOT NEWS FOR Y

LABEL OF CONTENTS: You can now forget what is included in the contents of your freezer and let the food file index of two new Sub-Zero freezer models remember for you. On the inside of the door, it provides a means for the user to keep a continuous inventory of freezer contents by pushing beads across a wire. There are 50 rows of them for you to label according to the foods you store. Also included on this door are a food budget bank with built-in lock to encourage saving for future food purchases, a food-preparation chart and a portable package-finder light.

IN A PERFECT SETTING: One of the most perplexing problems that has always faced the purchaser of a new home is landscaping. Since most builders do little more than basic lawn seeding and the planting of a few shrubs, the creative landscaping has usually landed on the happy but ignorant purchaser who is ill equipped for this large and important project. Not so the case now in the environs of Dallas, where the National Real Estate Development Corporation is about ready to open a group of new houses that will come with this problem solved. In fact, their concept has gone even further than just putting in landscaping-they have created outdoor "rooms" that supplement the house. A family moving into one of these houses will find concrete patios, garden walks, informal planting beds, grass areas, shade trees, and shrubs all enclosed by a variety of garden walls. The only thing left to the owner is the enjoyment of this Eden and its maintenance.

LOOK FOR THE COLORED LINING: Du Pont's Teflon, easy-to-clean coating for cooking utensils, has a new and colorful look this season! At present the Anchor Hocking Co. has a set of Fire-King ovenware lined with artichoke green. Other manufacturers will soon have a wide variety of Teflon-lined cookware available in such delicious shades as chocolate brown, blueberry, Persian melon, and biscuit. By the way, don't limit the use of these pretty utensils to just the dietminded preparation of foods. Fats and grease can definitely be used with Teflon. The advantage of the non-stick lining is that with or without fats Teflon is always simple to clean.

SHINGLES GET WEIGHTIER: Minimum standard for asphalt shingles has jumped from 210 lbs. to 235 lbs. per 100 sq. ft. of roofing. This move was inaugurated by Underwriters' Laboratories, Inc., and has since been adopted by the Federal Housing Administration and the American Society

for Testing Materials. For you and me, it means better roof protection. This is particularly true on homes with low-pitched roofs, where rain, snow, and ice are more damaging than on a steep-roofed home.

DEAD "GIVEAWAY"? With most stores on the trading stamp bandwagon-we've been wondering whether they wouldn't soon cancel each other out. When we heard about a trading stamp exchange, we thought this too might speed the demise (Sept. issue). Apparently the trading stamp companies are anxiously wondering the same thing. At any rate the Sperry & Hutchinson Company has obtained an injunction against the National Stamp Bank to restrain them from trading its stamps. The Bank's organizer claims that the stamp companies have to count on a great many trading stamps not being redeemed to keep in business-and this is the cause of their complaint. S & H say that at least 95% of their stamps are redeemed. We understand that the Stamp Bank is appealing the case, but in the meantime they cannot trade "Green Stamps."

MENU PLANNING BY IBM: Imagine a machine into which you feed information about the type of guests you are expecting, the type of food and atmosphere you'd like—then push a button and out comes your menu and shopping list. We saw it happen at the Fifth International Food Congress! Alas, they tell us there's no chance of our having one in our kitchen—but won't you join us in dreaming of one inside the door of every supermarket to do your thinking for you.

WHAT IS BETTER DESIGN? The nation's home builders want to find out. To do it, they've set up an environmental design committee, working through the National Assn. of Home Builders. This means they expect to study all aspects of housing: the home—inside and out, the site, the development, and the community. Don't expect homes to be perfect overnight as a result, but it's good news to hear they're studying the problems.

FROSTING ON THE CAKE: A cake can really be dressed up to go to a party with Pillsbury's new Cake Decorator. It's an aerosol can with a difference—it has four interchangeable tips that screw over the dispenser nozzle to produce a variety of letters, lines, dots, flowers, and leaves. The creamy frosting inside comes in pastel shades of pink, yellow, or green, and flows out smoothly—not in a great whoosh. One 59c can holds

enough to decorate two cakes. Try it, too, on cookies, mints, and petits fours.

And speaking of decorating cakes, have you tried Baker's new *glazed* Chocolate Chips? They have a darker, more chocolatey appearance and heat or cold will not cause them to have that grayed appearance you sometimes noticed before.

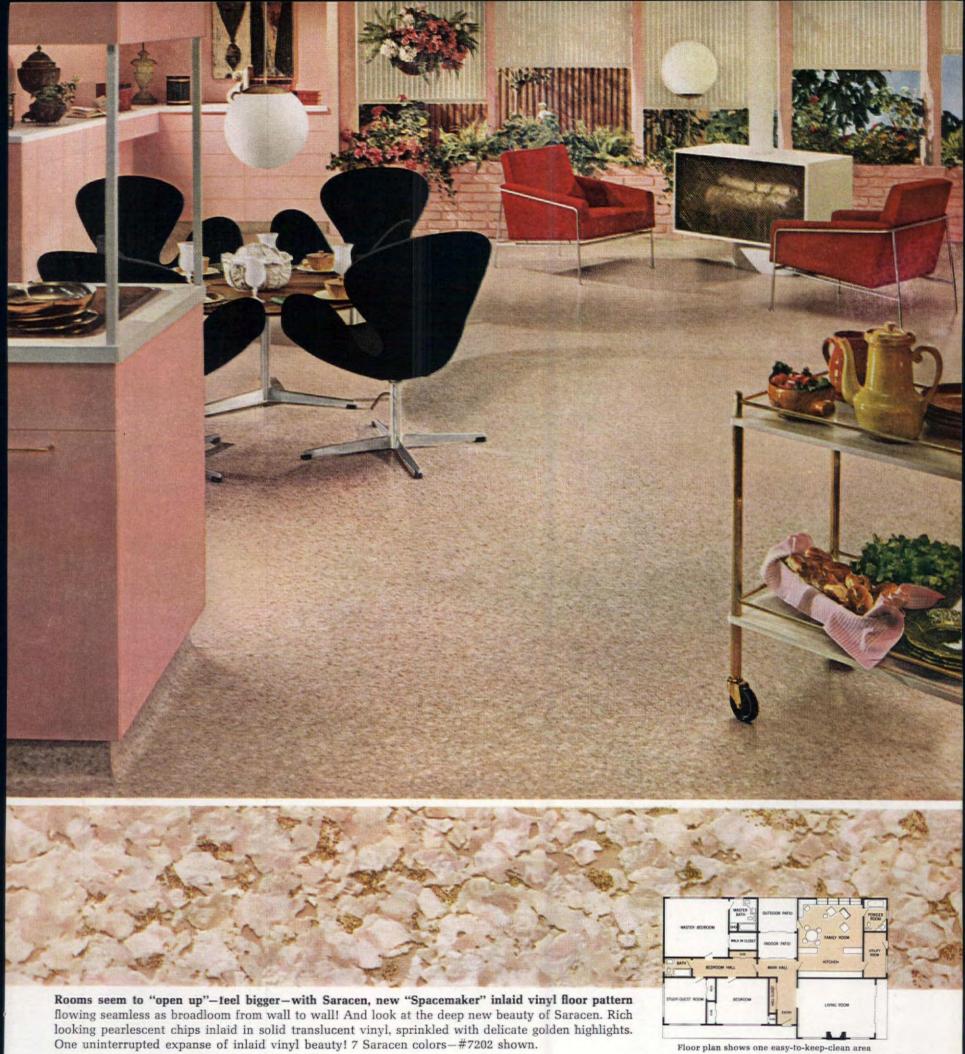
RENT A SCHOOL: If your community has a drastic need for more classrooms, or a new school, rental may solve your problem. Where bond issues might take too long, rental classrooms could conceivably get under way within 48 hours after your decision. If rented for 65 months, rate is 2% of original cost per month; for 84 months, rate drops to 1.65%; and for ten years, the first 60 months at 1.5% and the second 60 at 1%. At the end of the lease period, your school board gets clear title to the prefabricated steel building. Finance firm inaugurating program is A. J. Armstrong Co., 850 Third Ave., New York, N.Y.

DRYING WASH—AND—WEAR: Something new has been added to two of General Electric's 1963 Dryer models. It looks like a garment bag that hangs on a bracket attached to the machine. A flexible hose carries warm, freshened air from the bottom of the dryer in through the bottom of this bag. This flow of air quickly dries clothes hung on hangers inside the bag. Men's wash-and-wear suits look almost tailor-pressed. Blouses and shirts need only touch-up ironing. The kit is sold as a separate attachment.

SHEETS OF IRON? Well, not exactly. But Wamsutta Mills is introducing new sheets that they claim are stronger and will wear longer and stay brighter or whiter than ever before. Just being test marketed now, you may have to wait awhile for them to show up in your local store. Called Lustercale, they are of a fine percale construction, and the surprise is that they combine cotton and Avril rayon.

ON BUYING HABITS: The Department of Commerce of New York, in a recent report, notes that one of the marks of a "sophisticated shopper" is knowing that labels on food products indicate proportions of content according to the order of listing. Thus, if beef is the last ingredient listed on a can of beef stew, you may not be buying the quantity of meat you expect. This is another reason we urge you to read labels of all products and make use of this information in deciding on the purchase and the use of all products.

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# Now-new "Spacemaker" width vinyl...seamless as broadloom!

Here's the kind of deep-design vinyl you expect in luxury custom tile. But Saracen—Congoleum-Nairn's new "Spacemaker" width inlaid vinyl—is so much easier to keep lovely! It flows in smooth, unbroken six-foot widths from one room to another.

It can even be curved up the wall (as shown above under stove counter)—an attractive "Spacemaker" extra called "coving" that more than pays for itself in easier cleaning.

New seamless-as-broadloom Saracen is today's perfect answer for kitchens, family rooms, bathrooms and halls. The cost? Only about \$105 installed in an average 9' x 12' area. For FREE sample of new Saracen write:

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