

THE AMERICAN

April 35¢

HOME

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CITY OF CAROLINA



TONIC FOR
YOUR
TIRED LAWN

DECORATING
BEGINS WITH
YOUR FLOOR
COVERING

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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TUESDAY

YES, YOU CAN
OWN A
VACATION HOUSE
GREAT SOUFFLÉS
IMPRESSIVE,
DELICIOUS,
EASY TO MAKE



Inspiration: the Irish hunt country. Floor: Montana Vinyl Corlon



Warmth, informality, distinctly personal touches—these are traits of Irish decorating. And a new floor that fits in beautifully with this delightful atmosphere is Montana Vinyl Corlon, by Armstrong.

Montina is made of stone-like chips of vinyl veined with color. They are set in deep, translucent vinyl to create intriguing, pebbly texture.

This textured surface helps hide scuffs and heel marks.

Because Montina comes in wide rolls, there's scarcely a seam, wall to wall.

And Montina can be used anywhere in the home—even in most downstairs playrooms, directly over the concrete.

IDEA BOOKLET! "The Armstrong World of Interior Design"—24 color pages of internationally inspired rooms full of decorating ideas you can use to make your home more enjoyable. Send 25¢ to Armstrong, 6504 Pine St., Lancaster, Pa.

In Canada, send 25¢ to Armstrong, Dept. 45-B, Box 919, Montreal, P.Q. Floor shown: style 86705. Montina® and Corlon® are trademarks of Armstrong Cork Co. Floor design copyrighted by Armstrong.

VINYL FLOORS BY **Armstrong**



Johnny just popped out with 219 new reasons for shopping by phone

As if any mother, any day, didn't have enough of her own!

Whether you're housebound by measles or minor complications...

a rash of household chores, the car laid up for repairs, a washing machine under the weather, or just plain weather... telephone shopping is a good prescription. And your favorite stores make it easy to fill.

Shopping by phone may be habit-forming—but the side effects are so nice!



Bell System

American Telephone and Telegraph Co. and Associated Companies



His mother thought the wringer washer was a miracle



Their mother thought the automatic was the last word

PARTING is such sweet sorrow. But the time has come to part from your friendly old washer. You're in the age of the Jet Action Washers and you really owe yourself a look at them. You'll see something you never saw before... a whole new washing action, Jet Action. It's a new cleaning action that gives washing results you could never have hoped for before... washer dependability you always longed for!

New Deep Action Cleaning! The new Frigidaire Deep Action Agitator creates jet currents that carry your wash continuously through hot sudsy water to give all your clothes Deep Action cleaning.

New Jet Away Lint Removal! A "first." Actually "jets" lint and scum out of the tub with continuous overflow rinse. Needs no lint trap. Automatically leaves wash rinsed thoroughly clean.

New Jet Spin! Watch it cut your drying time. Two of the four spin speeds of the model illustrated can spin your wash faster than any home washer you can buy.




Clothes Come Out Loose and Easy! Imagine... even apron strings seldom snarl! Reduces tangling and wrinkles—speeds ironing!

Giant Size Tub! Washes really big family loads—yet handles small fine fabric loads beautifully! Small load fill on all models.

Automatic Soak Cycle! Just what you need for diapers, work clothes, woolens. Provides gentle agitation followed by a true "still water" soak.

Automatically Dispenses Laundry Aids! Model WCI-65 even permits automatic advance from soak cycle to wash cycle.

Jet Simple Reliability

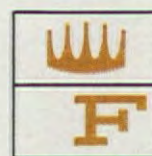
		
No Gears.	No Pulleys.	No Belts.

Just a glance at the illustration above tells you the big news about the patented mechanism that runs the new Frigidaire Jet Action Washer. No drive gears to wear out, no pulleys to jam, not even a belt to break or adjust. It has many less parts—fewer moving parts. Here's new washer dependability for years to come.

What's more, the Frigidaire Jet Action Washer comes to you with the best Frigidaire Warranty ever! A one-year warranty for repair of any defect without charge, plus a four-year Protection Plan for furnishing replacement for any defective part in the transmission, drive motor and large capacity water pump.

See it at your Frigidaire dealer now.

A product of General Motors.



GOLDEN 50
ANNIVERSARY

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FRIGIDAIRE**

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JET ACTION WASHERS
by Frigidaire**



See the world's first
Deep Action Agitator.
So advanced compared
to the back-and-forth
blades of other
automatic washers.

Model No WCI-65

THE AMERICAN HOME

APRIL 1965

VOL. LXVIII, NO. 3

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OUR COVER: In the mood for spring? Then gather or buy a bouquet of garden-fresh flowers. Brighten your home and feast your eyes on their heavenly colors. Flowers from the Florists' Telegraph Delivery Association. Photographed by Stan Young.

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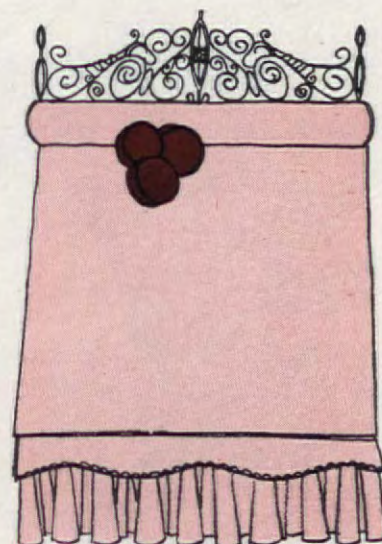
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DEAR READER

A happy problem that more and more families are facing these days is how to put to best use the increased leisure time that our existing economy affords and the even greater amount of free time it promises in the future.

Many families find the solution in a vacation house that is near enough at hand to be used not only for extended vacations but for weekends throughout the year. In this issue we have a good deal to say on this particular subject. Other families will prefer, at certain times at least, to spend much of their leisure time at parks, beaches, and other public recreational areas. Each year thousands upon thousands of families take their vacation via the family car and many will make camping trips, pitching their tents near the beaches and lakes or in the deserts or mountains.

The only cloud in this leisure-time horizon is the faculty we in this country seem to have for spoiling something for others after we have enjoyed it. Visit the public recreational areas about the country and you'll often find a strong resemblance to a garbage dump. We are often quick to blame industry and municipalities for despoiling our natural surroundings but it's not industry or government that litters our parks and beaches with leftover bits of food, tin cans and bottles—it's us. It is not some giant corporation that tears down a fence to use for a camp fire—it's us or our children. It's not entirely the fault of the community when our lakes, oceans, and waterways are littered with trash and polluted with sewage. We and our friends in our spanking fresh boats often use the water in which we anchor as the most convenient garbage dump.

We still have much land available in this country for vacations and for vacation houses, but unless we begin to consider others and teach our children to do the same we will leave them with a heritage that is only negative.

There is a code among good campers to the effect that you always leave a campsite a little better than you found it. Maybe it's a matter of cutting wood for the next visitor or even picking up a stray piece of trash that was left by a previous party. We are all, in a sense, campers on this earth. Wherever we go, for pleasure, play, or work, let us at least try to be good campers and leave the place a little better than we found it.

THE EDITOR



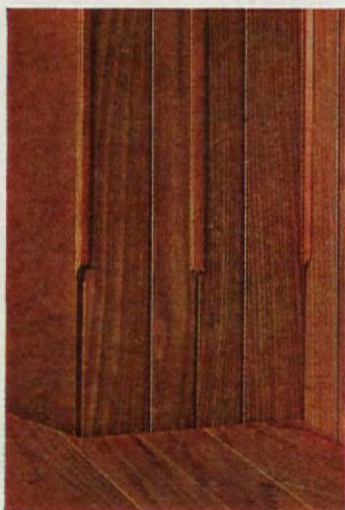
ROYALCOTE PANELING

goes up so easy...looks like a dream!

You don't have to be an expert to panel a room when you use the Royalcote remodeling system. Durable and beautiful, Royalcote wood-grain panels are easy-to-use—go up quickly! New Royalcote adhesive fixes paneling in place—quickly and permanently over solid backing, studs or furring strips—eliminates unsightly nail holes. Finally, Royalcote color matched wood or metal moldings give you that superb custom-finished look.

Now, all you have to do is stand back and admire. Once up, your work is done. And, once up, Royalcote hardboard paneling is virtually child-proof, dent resistant, easy to clean with just a damp cloth. This wall is Honeytone Cherry. See all ten Royalcote wood grains, including Walnut, Pecan, Teak, Birch and Oak, at your Masonite dealer's.

For a colorful selection of panel-it ideas, send 10¢ for the booklet, "New Fashions in Home Decor." Masonite Corporation, 29 N. Wacker Drive, Dept. AH-4, Chicago, Illinois 60606.



Matching metal moldings illustrated. Also available in wood, including base, cove, inside and outside corners.

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PARTICIPATING ADVERTISER \$500,000 DREAM HOME SWEEPSTAKES SEE PAGE 103



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Throughout America, this Gold Medallion identifies modern homes in which families enjoy total electric living with flameless electric home heating and appliances.

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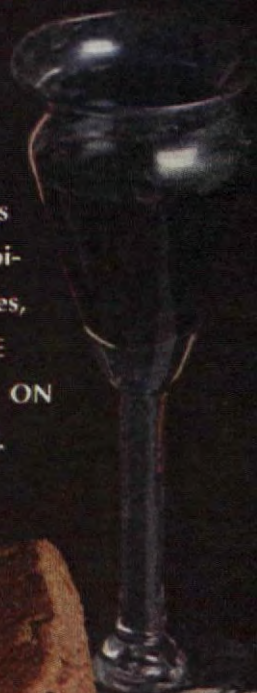
ANOTHER AMERICAN HOME KIT. Suddenly it's Spain... in furniture, fashion, accessories—



and now in these place mats and tablecloths. The bold design, copied from an antique Spanish tablecloth, is extra large cross-stitch and takes little time to do. Center panel of embroidery on the tablecloth gives the effect of a lot of needlework but is much less work than it seems. Designs are stamped on off-white 100 percent linen. Matching napkin has a corner outlined with embroidered color.

Place mat kit #125, costs \$1, includes one mat, one napkin, and embroidery floss. For tablecloth sizes, prices, and colors, SEE

ORDER FORM ON
PAGE 100.



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LONGINES THE WORLD'S MOST HONORED WATCH



38 GOLD MEDALS AND GRAND Prizes At World's Fairs And International Expositions



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—701 highest awards in the past 10 years alone—more than any other watch. Longines timing is recognized as official by leading Sports and Contest Federations for world championships, world records and all types of Olympic events. From Col. Lindbergh to Howard Hughes, from the Duc of Abruzzi to Admiral Byrd, the preferred watch of pioneer aviators and explorers in our century was Longines. For you, or

someone you wish to honor, a Longines is a watch for a lifetime. You can put your assurance in the Longines Credo: Every Longines watch, whatever its type, is manufactured to be the finest of its kind and worthy in every respect to be called The World's Most Honored Watch. Your Longines-Wittnauer Franchised Jeweler will be honored to serve you. See his collection of new 1965 Longines models.

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Solid 14K Gold Bracelet Watch, Hand Florentine Finished \$325.

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Solid 14K Gold All-Proof® Watch With Calendar, \$185.

IF YOU WOULD LIKE TO KNOW MORE ABOUT LONGINES, THE WORLD'S MOST HONORED WATCH, WRITE FOR FREE BOOKLET AND STYLE FOLDER.

Introducing

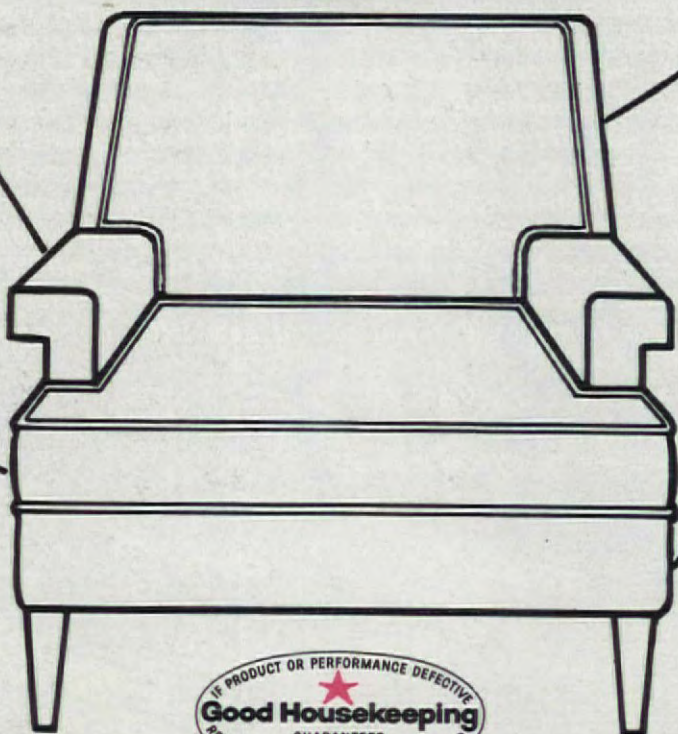


ROYAL
NAUGAHYDE®
expanded vinyl
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FRAME—Kiln
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with all joints
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glued and
screwed.

KOYLON® Latex
Foam Rubber
T-seat cushion.

BODY—Quality
spring construction
on extra sturdy
base.





THE CHAIR fits serenely, beautifully in an Oriental inspired dining-living area.



THE CHAIR is perfectly at home in a traditional living room.

For every decor



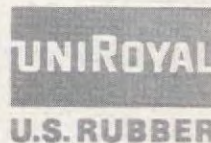
THE CHAIR and ottoman form a restful haven in a charming period bedroom.



THE CHAIR and ottoman give classic beauty to an Early American family room.

THE CHAIR is the wonderful, comfortable lounge chair that's such a necessity in every home. You might even say you, America, have designed it for yourselves. What good news, then, to know that a chair of this type, known as THE CHAIR, is now specially made to high standards, guaranteed by Good Housekeeping, and priced to give you the best value for your money. Three things make THE CHAIR: top quality construction...the care-free, long lasting beauty of luxurious expanded vinyl upholstery...and the luxurious seating please every taste, THE CHAIR is made with or without skirt, and in a variety of arm and leg styles...but in all cases, if it carries THE CHAIR tag, its quality is *guaranteed* by GOOD HOUSEKEEPING. And because THE CHAIR is upholstered with famous ROYAL NAUGAHYDE, which comes in hundreds of colors, patterns and textures, it can look any way you want it to...like silk, like tweed, like leather, even like matelassé!

THE CHAIR is available in stores all over the country, at different prices, depending on size, styling detail, and the pattern of Naugahyde you choose. Just be sure it carries the Naugahyde tag, which includes easy-care instructions, and THE CHAIR tag.



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You may already have won
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Reynolds Aluminum adds thirty Bonus Prizes to the big DREAM HOME Sweepstakes...each worth \$500 toward re-siding your home. Now there's even more reason to go to the nearest dealer who sells Siding made of Reynolds Aluminum, and check your number. Remember, you may already have won.

Look for this dealer in the Yellow Pages of your Telephone Directory. Look under "SIDING" and stop where you see the Reynolds Aluminum Mark of Quality. Or mail the coupon for nearest dealer's name. Turn to the Sweepstakes ad in this issue for further details—especially for what to do if you have a winning number. We hope you do!

Reynolds Aluminum does not make Siding, but does supply quality aluminum sheet to the leading Siding Manufacturers. Reynolds Metals Company, Richmond, Va., 23218.



COUPON

Reynolds Aluminum,
Richmond, Va., 23218

Please send me name and address of nearest siding dealer where I can check my Sweepstakes number—also free book "Facts about Aluminum Siding."

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Address _____

City _____ State _____ Zip _____

Phone _____

BOOKS &

THE BEST THINGS IN LIFE. Joseph Wechsberg writes with wonderful sensitivity about life's pleasures, large and small. They are the familiar pleasures, such as music, travel, good food and wine, conversation; but to each he brings his unique, personal viewpoint, deep insight, and delightful anecdotes. Sometimes he's serious, sometimes humorous, but always the reader will find his zest for life highly contagious. The beautiful photos and sketches echo Mr. Wechsberg's nostalgia for a more gracious past. *By Joseph Wechsberg. 224 pages. Boston, Little, Brown & Company. \$10.95.*

IT'S YOUR COMMUNITY! Here's an excellent guide to how you can initiate actions to preserve or improve your community's appearance. Written for the layman, it covers conservation of recreation areas, traffic control, community beautification, local planning and zoning, and other community problems. *By Henry B. Raymore and H. Stuart Orloff. 236 pages. New York, M. Barrows & Company. \$3.95.*

MARY MEADE'S COUNTRY COOK-BOOK. This is neither a gourmet cookbook nor a specialty collection, but rather a good old-fashioned cookbook, filled with traditional American recipes for every course. In addition to main-course dishes, it has an excel-

lent section on baking and an enticing group of recipes for jellies, preserves, and pickles. Some of the dishes are pictured in color. *By Ruth Ellen Church. 361 pages. Chicago, Rand McNally & Company. \$4.95.*

ALL ABOUT GERANIUMS. Here's a practical book with everything the gardener or hobbyist would want to know about these hardy flowers. It tells how to select geraniums, discussing all the types, how to grow and care for them indoors, out, in greenhouses, and under lights. It also shows how to decorate with them, including how to make a "geranium tree." *By Peggie Schulz. 167 pages. New York, Doubleday & Company, Inc. \$4.95.*

OUR NATIONAL PARKS IN COLOR. Here is a beautiful picture guide through our national parks! Whether you're a maybe traveler, a past visitor, or just a nature lover, you'll want this. It describes 28 of our parks and is filled with color photographs of their spectacular scenery. If you're thinking about a summer trip, this book could help you decide where to go; if you're staying home, it's a lovely consolation prize. (Reasonably priced, especially considering the number of color pages.) *By Devereux Butcher. 186 pages. New York, Clarkson N. Potter, Inc. \$5.95.*

These books may be ordered through your local bookstore.

BOOKLETS

101 THINGS TO DO WITH FOAM RUBBER. This booklet shows how foam rubber can be used to rehabilitate furniture, decorate, aid beauty projects—and, of course, make pillows! *Send 10c to Dept. AH, The Latex Foam Rubber Council, 551 Fifth Ave., New York, N.Y. 10017.*

YOUR CAT'S CARE & COMFORT is filled with helpful information and appealing pictures for the feline fancier. Selecting a breed, health, and mating are some of the points covered. *Free from Purina Cat Care Center, Dept. AH, Checkerboard Square, St. Louis, Mo. 63102.*

GROWING FLOWERING ANNUALS guides you through all phases of flower care—selection of seeds, soil preparation, cultivation. *Send 15c to Supt. of Documents, U.S. Gov't. Printing Office, Washington, D.C. 20402.*

AMERICAN ORIENTAL FOODS. Here are more than 100 easy-to-fix meals and snacks made with versatile Chinese ingredients. Try Fried Shrimp with Dunking Sauce, Egg Foo Young Bake, or Bean Sprout Slaw with Bacon! *Free from Chun King, P.O. Box 100, Duluth, Minn. 55807.*

HOW TO GET GOOD MEDICAL CARE. Do you know how to measure a doctor's competence, or what the three main types of hospitals are? This booklet answers vital questions about what to look for in medical service. *Send 25c to Dept. AH, Public Affairs Committee, Inc., 381 Park Ave. So., New York, N.Y. 10016.*

MARIE GRABER'S WINDOW DECORATING BOOK. Many, many decorating ideas for all types of windows (and other spots too) are to be found in this practical little book. Stressing hardware rather than fabrics, it gives detailed, illustrated instructions for draping or curtaining every room in the house. *Send 50c to Dept. AH, Graber Co., Graber Rd., Middleton, Wisc. 53562.*

MONEY MANAGEMENT, YOUR BUDGET is designed to help you work out a financial plan that fits your needs. Sound advice on how to handle overdue bills, meet daily expenses, and achieve your financial goals. *Send 15c to Dept. AH, Money Management Institute of Household Finance Corp., Prudential Plaza, Chicago, Ill. 60601.*

THE END



New Admiral Duplex 19 fits your old refrigerator space!

Never before! A 19.1 cu. ft. freezer-refrigerator . . . side by side in one beautiful cabinet . . . just 35 $\frac{3}{4}$ " wide, 5'4" tall! Now, the big family with a small kitchen can shop once a week!

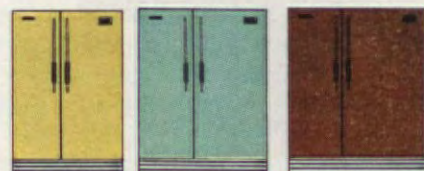
The Admiral Duplex 19's new stand-up design and all-foam Thinwall insulation save valuable space inside and out . . . nearly double your present refrigerator's storage capacity.

The Duplex 19's left side is a spacious 246 lb. freezer. Everything's easy to reach. No stooping. No stretching.

The Duplex 19's right side is a roomy 12.1 cu. ft. refrigerator. Holds gallon milk bottles, tall soft drink bottles, big hams,

bulky packages. Your food storage problems are over!

The Admiral Duplex is available with all-new, quality automatic ice maker and automatic defrosting in *both* freezer and refrigerator. In copper bronze, citron yellow, turquoise and white. Brushed chrome doors optional extra. Three sizes: 35 $\frac{3}{4}$ " wide (19.1 cu. ft.); 41" wide (22 cu. ft.); 48" wide (26.5 cu. ft.). *There's nothing finer at any price.*



Admiral Duplex 19

Newest thin-wall
freezer
refrigerator



MARK OF QUALITY THROUGHOUT THE WORLD

See Admiral on the Andy Williams Show in color on NBC-TV every Monday night.

Shown, Admiral Duplex 19, Model 1959. 35 $\frac{3}{4}$ inches wide, 5'4" tall. In rich copper bronze. Specifications subject to change without notice. Admiral, Chicago. Canadian Admiral, Port Credit, Ontario

Norge extras give you the 15 lb. washer that keeps this promise

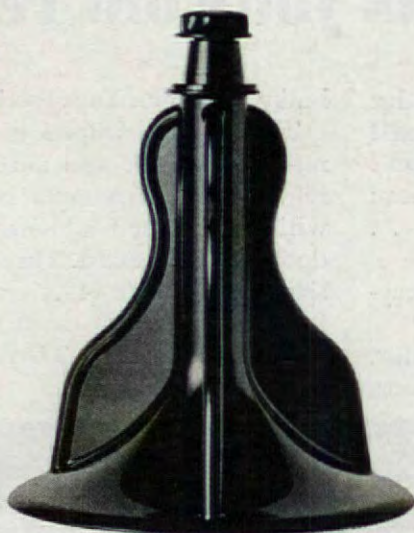


NORGE WASHES ANY 15 LB. LOAD
It's the real heavy duty 15 lb. washer. Washes any 15 lb. combination of wash—without special load sorting.



2-YEAR SERVICE POLICY

Your Norge dealer can offer a low cost 2-year service policy on both parts and labor. It's another plus you get from Norge Heavy Duty design that gives you the best in performance and reliability.



NORGE 15 IS HEAVY DUTY

The biggest agitator and wash tub in any washer prove it. It takes a full $\frac{1}{2}$ horsepower motor and a sturdier, stronger machine from the floor up, to get those huge 15 lb. wash loads really clean.



NORGE MAKES THE BIGGEST DRYER, TOO

Tumble-dry those huge Norge 15 loads or stop the tumbling to hang-dry sweaters and delicate things on the special drying rack. Dry either way with warm or cool air. 3 drying cycles—two, fully automatic for all fabrics, sense when clothes are dry and shut dryer off.



COMPLETE FLEXIBILITY FOR LOADS DOWN TO 2 LBS.

Norge 15 is designed to wash any size load from 2 to 15 lbs. This control lets you select the exact water level needed—makes Norge 15 any size washer you want it to be.

Years from now you'll be glad it's a Norge



NORGE

home appliances **BORG WARNER**

How TO CHOOSE AND USE YOUR HEALTH INSURANCE

By Mark Henkin

Last month in "How to Choose and Use Your Life Insurance" we suggested a step-by-step buying program designed to keep pace with a young family's changing needs and goals, and how to do it without undue mayhem to their budget.

Jim and Ruth Harris's life insurance program was based on a commonsense principle: first things first. For them, as for most young families, that meant guaranteeing that Ruth and the children would have the income they needed, no matter what. To accomplish this with the limited amount available for paying premiums, we recommended a modest-size permanent policy (the kind that builds up cash values) plus a considerable amount of low-cost term coverage.

During the program's early years the emphasis had to be on protection—the first need. Then, as the family's finances eased, the balance could be gradually tipped toward the savings side, but only after the family had been adequately protected against the prime threat to its future security.

Let's put the same logic to work on the second most important area of protection . . . health insurance. And again we begin with the head of the house. Surely the most serious threat to the family unit is a long illness or a disabling injury to Jim—where loss of earning power is added to medical expenses.

Of course, we're in the realm of the possible, not the probable. But that's what insurance is for—to protect us against the unpredictable, the unlikely but still possible misfortunes whose cost we can't handle out of current income or savings. And it doesn't make disaster any more likely to happen to face up to some sobering facts.

- About 25 million Americans will go to a regular (non-Federal) hospital some time this year.
- About 20 million will stay an average of nine and a half days at an average cost of \$40 a day.
- About five million will remain hospitalized for over a month—long enough to use up all or a large part of their hospitalization insurance.
- About one out of every 30 families, according to estimates based on the National Health Survey, will have medical bills of over \$5000 during the year.
- There are more than a million men of working age who are fully disabled, unable to work at their occupations.
- One out of every three men now in their thirties will be disabled for at least three months by the time he is 65; one out of ten will be permanently disabled.

If you belong to our school of thought, it's far more reassuring to know these facts and prepare for the remote possibility than to live with vague and shapeless fears of what could happen.

So let's go back to the Harris family and sketch out the sort of insurance program that works well for them—and perhaps for you.

The Harris already have a head start: Jim's employer provides a generous basic plan (hospital-surgical-medical) as part of the company's fringe benefits. Jim pays half of the cost of his own coverage and the full premium for the additional coverage on his family. Altogether it comes to about \$100 a year, but because it's deducted from his paycheck he hardly feels it.

The most important element of the group plan is the hospital expense insurance. It provides \$20 a day for hospital room and board, with a maximum of 90

days per illness. There are allowances for other services (general nursing care, use of operating rooms, anesthesia, X rays, lab exams, etc.). Maternity benefits are included up to \$200.

Surgical expense insurance takes care of operations and obstetrical procedures. There is a schedule of benefits for each type of operation, from \$90 for a tonsillectomy to \$500 for more complex surgery.

The medical expense insurance covers routine medical doctor's visits, whether in the hospital, his office, or at home. Each office visit is \$3; the allowance for others is \$5, up to a total of \$150 for any one sickness or injury.

Sounds thorough, doesn't it? But what if the head of the Harris clan comes down with a serious illness like hepatitis, that requires a lengthy stay in the hospital and often an even longer convalescence?

EXPENSE	CHARGES	PAID BY INSURANCE	BALANCE
Hospital room and board 50 days at \$28 a day	\$1400	\$1000	\$400
Other hospital charges (X rays, lab tests, etc.)	525	300	225
Private nurses in hospital 20 days at \$50 a day	1000	—	1000
Home nursing (registered nurse) 10 days at \$25 a day	250	—	250
Physicians' fees	900	150	750
Medications at home	80	—	80
	<u>\$4155</u>	<u>\$1450</u>	<u>\$2705</u>

According to the survey of Consumer Finances of the University of Michigan, the average family in the \$7500-and-up income bracket has liquid assets—that is, savings accounts, U.S. Savings Bonds, etc.—of about \$850. If the Harris were that average family, Jim's illness would have left them without savings and owing nearly \$2000. (Of course, they have an emergency source of funds—their life insurance cash values—and a few shares of stock, but who wants to see every resource go?)

There's something else to consider: what about Jim's salary during the 50 days in the hospital and the two months at home convalescing? Here again, Jim is fortunate. His employer—out of generosity or enlightened self-interest or both—carries a group disability insurance policy that will pay Jim two thirds of his normal salary as long as he has to stay out of work, for as many as 26 weeks. After that, if an employee is still disabled, he is entitled to start collecting Social Security (up to \$254 a month, according to present rates).

Before we continue with Jim Harris's health insurance situation, a word about the group coverages we've been mentioning. Just about every type of insurance that's sold to individuals, and a few that aren't, is available on a group basis—often with premiums lower by 25 percent or more, reflecting the administrative savings to the insurer. So before signing up for any individual policy be sure you haven't overlooked some likely source of group coverage. (Fraternal or professional organizations, for example.)

Because Jim's company does have that group disability coverage, he doesn't need too much of his own. But he can use some to supplement his company plan and those Social Security payments. A policy that would guarantee him (continued on page 92)

These Norge appliances have quality extras, too!



Thin-Wall design lets you fit a huge 15 cu. ft. Norge into the space needed by old-fashioned 13 cu. ft. refrigerators. Norge gives you an automatic ice maker, exclusive Never-Frost that eliminates refrigerator-freezer defrosting forever and all the other features you want in your next refrigerator.



Norge Ranges, gas and electric, have the modern "built-in" look, mammoth "blended heat" ovens, high-speed range top cooking with an unlimited number of heats.



Norge Air Conditioners have real hardwood fronts to complement your finest furniture. And 7 quiet-maker features make Norge the quietest of them all. Ask your Norge dealer how you can cool your whole house for as low as \$65.00 per room.

YEARS FROM NOW YOU'LL BE GLAD IT'S
NORGE

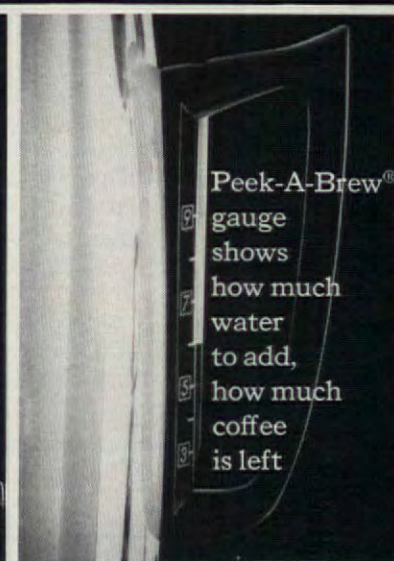
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That's why General Electric makes the one you can dunk completely.*



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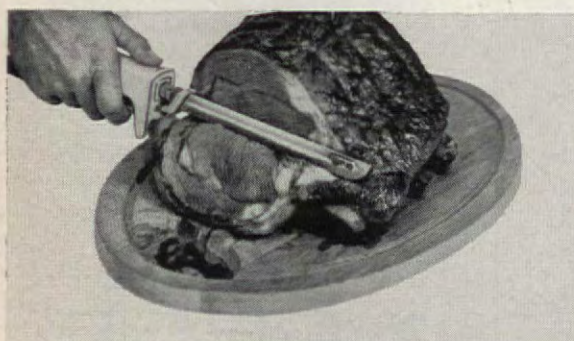


Completely automatic. Handy brew
selector lets you dial coffee to your
taste—mild, medium, strong. Coffee
stays hot until you're ready to serve.

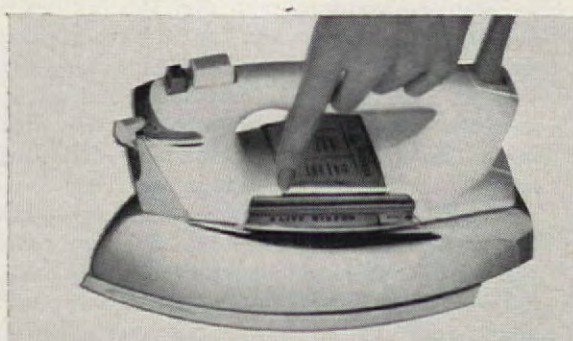
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GENERAL  ELECTRIC

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General Electric Toast-R-Oven® bakes like an oven,
toasts like a dream. Has top brown setting, too.

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PACKAGED CREATIVITY

By Kathlyn Gay

Gary must have over a hundred model cars, planes, and boats on his shelves; his closet is full of games and toys, yet he is always coming to me with the complaint that he has nothing to do."

With a dejection that must have been as keenly felt as that of her son, this mother of a ten-year-old summed up a situation that often exists in homes where there are school-age children. "What can I do now, Mom?" is a familiar question on Saturdays and rainy afternoons. And maybe Mom tries to answer with another brightly boxed surprise from the supermarket or variety store.

To many parents it may seem as though a major portion of the family income is used to buy items which will free a child from boredom. Often that new "educational" toy or plastic model holds his interest for only a few minutes. With all our miracles of modern living, it is still no easy task to keep active youngsters engaged in constructive leisure activities.

We don't pretend to have the solution to this ever-present problem in our family. But I have learned, along with my husband who teaches sixth graders and faces a similar dilemma daily in his classroom, that our kids—and the majority of youngsters we know—don't need "packaged creativity" as much as they need the encouragement to stretch their own imaginations and expand their own ideas.

This was dramatically pointed out to me not long ago by a car salesman friend whose son, Stevie, had for months coveted a neighbor's go-cart.

"I just had to resist the pressure to buy one, even though I'm a go-cart fan myself," my friend explained. "Our garage is set up for tinkering and I suggested that Stevie build his own go-cart. I offered my assistance if he found he needed it. But in less than two weeks he had—through trial and error and a lot of effort—constructed a body for the cart and had mounted it on old wagon wheels, complete with a steering apparatus, a gas pedal, clutch and brake; he overhauled a lawn mower motor, installed it, and was in business.

"Fortunately, our backyard is large enough to accommodate a track of sorts around the vegetable garden. This saved the lawn and shrubbery from being trampled . . . although we may still have problems with that," he added with a chuckle, "if the neighborhood kids continue to queue for a turn on Stevie's go-cart. His home-made job is getting more attention than the manufactured one." Not

only was the end result a source of satisfaction for Stevie, but the effort which went into the production was also valuable.

Effort is the key needed to open the doors to creative adventures and learning experiences which will be useful later in life, according to Alex F. Osborn, LHD, in his book *Applied Imagination* (Scribner's 1957). "Most of us are highly imaginative in childhood," he says, "and yet many of us grow up to be noncreative. One reason for this may be that as a nation we have not made enough of the importance of ideas. Another reason is that most parents are guilty of . . . lack of active encouragement of their children in [creative activities]."

We may think we are encouraging our children to creative efforts when we hand them one of the new abstract art kits on the market. Manufacturers of the devices say that they are "challenging and instructive" and that the pictures which appear are "brilliant achievements." It may be that a certain kind of "art" is produced by squeezing pliable bottles filled with plastic paint onto a revolving easel. Certainly the combination of paint blobs and centrifugal force does create abstract patterns. But why not encourage the use of watercolors brushed onto paper in an impressionistic scene, the meaning of which only your child can proudly explain? Or if you prefer the bottles of plastic paint, why not let your boy or girl squirt a design made by his own arm and hand movements so that he can at least feel himself part of the action taking place?

This does not mean that you are pushing your child to be another Picasso. It is instead a matter of helping him become aware of his surroundings and inspiring in him the confidence to express, in this form, what his senses tell him.

The late Viktor Lowenfeld, noted authority on children's art, said, "The greater the opportunity to develop an increased sensitivity and the greater the awareness of all senses, the greater will be the opportunity for learning."

Art should be a means of communication for a child, instructors in elementary schools insist, whether that art is practiced at home or school. Meaningless repetition of the same form can block a child's expression.

Talking to my seventh-grader's art instructor, I discovered that some of the variety of mediums used in the classroom can be used just as effectively at home. Torn pieces of colored paper (continued on page 91)



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

"Here we are, living in Southern California. We've a little house just a few minutes' walk from the beach, with flowers and sunshine all year. For, you see, I've retired. We're getting a check for \$300 a month that will keep us financially independent as long as we live.

"But if it weren't for that \$300, we'd still be living in Forest Hills, and I'd still be plugging away at the same old job. Strangely, it's all thanks to something that happened, quite accidentally in 1949. It was August 17, to be exact—my fortieth birthday.

"To celebrate, Peg and I were going out to the movies. While she went upstairs to dress, I picked up a magazine and leafed through it idly. Then somehow my eyes rested on an ad. It said, 'You don't have to be rich to retire.' Probably the reason I read it through was that just that evening Peg and I had been saying how hard it was for us to put anything aside for our future.

"Well, we'd certainly never be rich. We spent money as fast as it came in. And here I was forty already. Over half my working years were gone. Some-

day I might not be able to go on working so hard. What then?

"Now this ad sounded as if it might have the answer. It told of a way that a man of 40—with no big bank account, but just fifteen or twenty good earning years ahead—could get an income of \$300 a month that would be guaranteed for life. It was called the Phoenix Mutual Retirement Income Plan.

"The ad offered more information. No harm in looking into it, I said to myself. When Peg came down, I was tearing a corner off the page. First coupon in my life I ever clipped. I mailed it on our way to the movies.

"Fifteen years slide by mighty fast. They were busy, unpredictable years. I couldn't see into the future. But my Phoenix Mutual Plan was one thing I never had to worry about! 1964 came . . . I received my first Phoenix Mutual check—and retired.

"We sold the house and drove west. We're living a new kind of life. Best of all, we've security a rich family might envy. Our \$300 a month will keep coming as long as we live."

Send for free booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of from \$50 to \$300 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail, and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for Employee Pension Programs. Don't put it off. Send for your copy before you grow a day older.

PHOENIX MUTUAL Retirement Income Plans **GUARANTEE YOUR FUTURE**



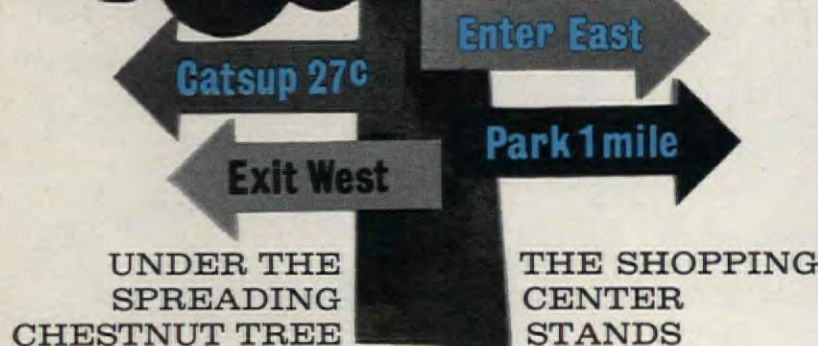
Phoenix Mutual Life Insurance Co., 159 American Row, Hartford, Conn. 06115
Please mail me, without obligation, your free 16-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

Name _____ Date of Birth _____

Business Address _____

Home Address _____



By Jeanne Lamb O'Neill

We used to live in a town that, even ten years ago, stuck out like a beautiful sore thumb in suburbia. It didn't have a shopping center—it had a shopping street. There they all were—the butcher, the baker and, if not the candlestick-maker, the little old shoemaker—all on one poky, unhomogenized street.

People looking for the main part of town usually drove right through it. I mean, there weren't even any parking meters. But that was where we shopped, and we loved it, and I miss it every time I glide down the streamlined escalators of the lush, lit-up, landscaped, easy-shopping center we patronize now.

To me, even the most gorgeous shopping center is ugly, cold, and boring (most are just plain grubby). If not silly. I haven't seen a shopping center yet that really comes through with one-stop shopping. There's always one little thing that you have to hightail it to another shopping center for. And deliver me from the levathans that come close to one-stop perfection. You have to pack a map, a lunch, and a pair of roller skates—or hail a taxi to bring you in from the parking lot.

The way things are going, the only main streets left before long will be "restored" ones supported by millionaires. Already half of our children don't know what it is to go to the store for mother. All they know is going to the shopping center—with mother, because they can't drive yet and besides she wouldn't let them near the place alone.

Of course, there are all kinds of shopping centers. But none of them worthy of the name is what you'd call cozy. I can't imagine bringing my troubles and toothaches to the starched white uniform in our gaudy, gleaming chain drugstore. And don't try to stick your PTA poster in somebody's window. Sorry, lady, but in Pretty Plains Plaza that's a no-no. (Really. What was that paper they signed in 1776?) Maybe some shopping centers are chummier than others. But did you ever watch a three-year-old play store and methodically staple each bag?

I know we have to have shopping centers because we have so many cars. But what's the difference between parking a few blocks away from Main Street and parking a half mile

out in Section G, Row 33 of a parking lot? The difference is that one way you can amble in under shady elms with the soft breezes playing in your hair, and the other you can trek through a jungle of steel and chrome caressed by stinking exhaust fumes.

There's simply nothing lovely about acres of black macadam. What's more, whenever you want an entrance, all you can find is exits, and vice versa. Once inside the promised land, you're so busy following bright yellow arrows on the ground you don't have time to look up for cars. But it's some consolation, after the crash, to know you were going one-way the right way. And on Saturdays, you can take any lane at all—none of them moves.

Back on Main Street I used to proceed in orderly fashion from butcher to grocer to cleaner. But the super-efficient razzmatazz of the modern shopping center only addles me. I can never decide whether to park near the laundry first, drop off the dirty shirts, hike to the supermarket, and then trundle the cart back to pick up the clean shirts—or should I park on the lower level, look for birthday cards first, then escalate up through the dime store to the laundry and supermarket—or should I just go on home because I forgot the dirty shirts, the slip for the clean ones, the check to cash at the grocery store—and whose birthday was it, anyway?

I love where we live. For the suburbs, it's pretty darned unsuburban. There are lovely rolling hills, sweeping views, verdant valleys, cows, horses, and mailboxes half-a-mile from houses. But, holy cow, within a 3-mile radius of our house we have no less than nine dreary, treeless, traditionless shopping centers.

My mother should wash my mouth out with printer's ink. What a way to talk about our nearest, therefore dearest, shopping center. Its glorious façade shimmers night and day like the halls of Montezuma. Its planters spill over with petunias. It has escalators and esplanades, Santa Clauses and sports-car rallies, art shows and carnivals—and a little man who does nothing but vacuum all day, which is more than I can say.

I ask you, what more could anyone want? I'll tell you—my little old Main Street. THE END



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Weyerhaeuser
Hardwood Paneling



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True, you might save a few dollars by using imitation wood or low-grade, poorly finished imported plywood.


But this is no place to pinch pennies. You'll be living with what you buy for a long time, and good honest value here is worth every penny of the little extra cost.

Weyerhaeuser makes two lines of prefinished paneling. Both Forestglo and extra-thick Craftwall are available in a wide

range of exotic hardwoods and decorator colors.

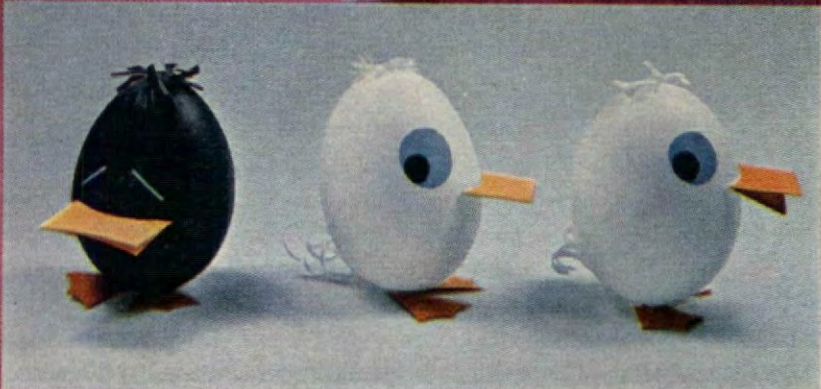
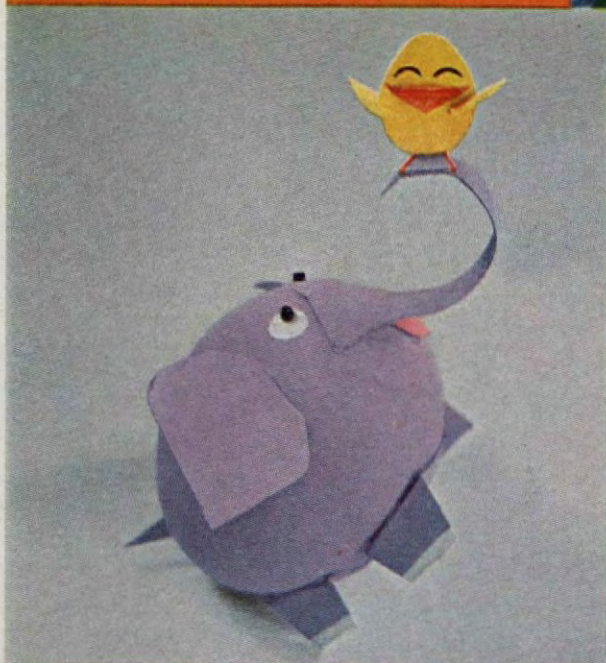
It's hard to believe this paneling needs no more maintenance than an occasional pass with a damp cloth, but it's true. The finish will stand up to any common household hazard. Even crayon marks wipe right off.

So if you're planning to build or redecorate, make sure you use *real* wood from Weyerhaeuser. It's on display at any of the dealers listed at left, or write us for more details at Box B-94, Tacoma, Washington 98401.

 **Weyerhaeuser**
Hardwood Paneling

Here's all you need to make these enchanting creatures: poster and spray paints, colored paper, cardboard, glue, soda and broom straws, star seals, cinnamon candies, and cotton. And, of course, the eggs. Hard cook or remove the contents (pierce a hole in each end and blow; wash and dry). Then off you go on a flight of Easter fancy!

HATCH A HAPPY EASTER EGG



Designer: Patricia Villemain Photographer: Francis Villemain



The best recommendation for Tide is packed inside every new Wizard washer.

**Big reason Western Auto puts it there:
New Tide gives you the cleanest wash you can get.**

Naturally, you want the cleanest wash there is, and Western Auto wants to make sure you get it ... from the very first load. They pack Tide in every new Wizard washer. Can you think of a better recommendation for Tide?

New Tide gives you the cleanest wash you can get from *any* leading detergent—regular or low sudsers, liquid or tablet. When you see those powerful Tide suds working in your Wizard, you

can bet even the dirtiest, grimmest clothes will come out unbeatably clean. And with a special, clean-smelling freshness only new Tide can deliver.

Try just one wash with new Tide. You'll understand why women like you have made new Tide America's number-one detergent.

Tide samples, and this ad, supplied by Tide pursuant to agreement with appliance manufacturer.

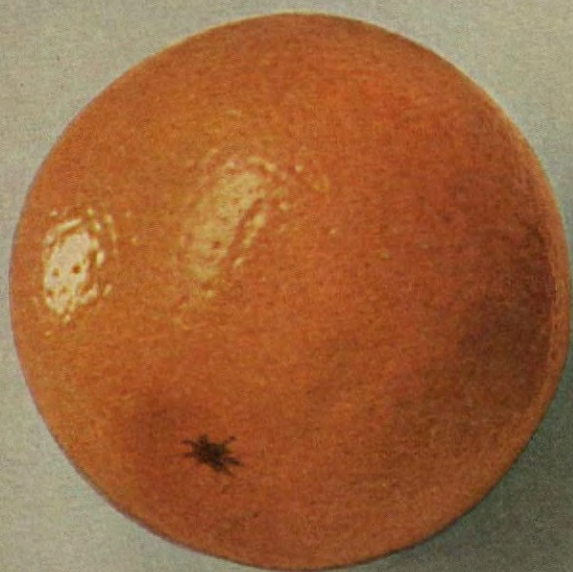
CHECK THESE WIZARD IMPERIAL FEATURES
Big 14-pound tub means fewer washloads, easier washdays for you.

100% automatic, with eight 10-second spray rinses and deep overflow power rinse providing positive dirt removal from every load.

Special agitated power soak ends pre-soaking and hand scrubbing of heavily soiled clothes.

25 leading washer makers pack new Tide in every new top-loading automatic.

The Minute Maid Company Humbly Announces:
We've Improved On The Orange.



The old form.
No fruit
can touch it
for nutrition
and flavor.
But it does
squash easily,
won't keep forever,
and frankly,
it tends to roll.



The new form.
New Minute Maid...
doesn't squash,
keeps beautifully.
All frozen orange juice
starts with 100%
orange juice. But
for years no concentrate
(not even Minute Maid)
captured more than
33% of the essence of
fresh orange flavor.
Now, at last, we've
developed a secret new
process that actually
gives you up to 91%
of the natural flavor.
Incredible?
So's the taste.

HOW TO BUY SMOOTH-SURFACE FLOORING

This is the third in a series of buying guides for home furnishings. The first 2 were guides to carpet buying. Next month: how to buy bedding.

Redoing the kitchen, bathroom, basement, or family room floor is usually a one-time project. Few of us are experts in this area. We're apt to think in the vaguest of general terms—in categories such as linoleum and vinyl. But today the so-called "smooth surface" industry offers a wide range of products. You can cover your floors to look like an old English tavern or an Italian Piazza, like a Byzantine mosaic, or a poolful of pebbles. The choice is vast, all the way from felt base to vinyl tile. Which one will you have? This depends upon many factors: your taste, your budget, and the type of life your family leads. The one thing all these smooth-surface floor coverings have in common is wearability. Many manufacturers believe that you'll be tired of your floor long before it's worn out.

GRADE, GAUGE, RESILIENCE

Grade. The terms "above grade," "on grade," and "below grade" refer to floors that are either above, on, or below ground level. Where resilient flooring is to be installed in relation to the ground level is an important consideration because moisture, heat, and other subfloor irregularities can deteriorate certain flooring materials. Manufacturers indicate on the package where flooring can be installed.

Gauge simply refers to the thickness of the flooring.

Resilience is the bounce-back factor in smooth-surface flooring.

TYPES

Felt base. The least expensive of the smooth-surface flooring materials, it wears best when reinforced with plastic ingredients. Resilience: negligible; soil resistance: good. Rarely permanently installed.

Linoleum, the granddaddy of them all, comes in brighter colors, better styles. Linoleum cleans and wears well; is very resilient.

Asphalt tile can be used in basement (below grade) rooms. Designs are improving. Color range is wide; no light shades however. Asphalt needs more maintenance than other tiles but wears very well. Resilience is poor.

Vinyl asbestos tile is slightly more resilient than asphalt and is available in more colors. A hardy, practical product for above or below grade.

Cork is most resilient of all. Natural cork is fairly expensive, difficult to maintain under heavy traffic unless coated with vinyl or polyurethane. Cork wears well; is not recommended for use in basements or kitchens.

Rubber tile is second only to cork in resilience, can be used below ground, wears well, needs lots of maintenance.

Vinyl is the magic word in resilient flooring but as you will see from the difference in prices, vinyl is offered in many qualities. The word vinyl alone does not mean any particular standard of quality. Vinyl is an extremely durable plastic—it's used solid or blended in varying quantities with other materials. The more vinyl the more resilient the flooring.

PRICE

When it comes to price your two best guides are the store you buy from (make sure it's reliable) and the brand you select.

Price varies with thickness, construction, quality of the material, and the complexity of the design.

Where professional installation is required, labor costs are about the same, regardless of the type of flooring used. Installation costs are equal for tile and sheet flooring.

Be realistic when evaluating the money saved by installing tile yourself (do-it-yourselfers should not attempt to install sheet goods). Inexpensive tiles are recommended for the do-it-yourselfer. One mistake too many can remove all savings if expensive tiles are used.

The exact price of a floor installed in your house will depend upon the cost of labor in your area, the size and shape of your room, the condition of the subfloor, whether or not custom work is done, whether your home is new, or whether you are remodeling.

Prices, per square foot, for the various smooth surface floorings are:

Asphalt tile	15c to 35c
Vinyl asbestos tile	29c to 65c
Rubber tile	60c to \$1.20
Cork	70c to \$1.60
Vinyl tile	35c to \$3.75

Prices per square yard for six-foot widths are:

Linoleum	\$2.49 to \$4.95
Vinyl sheet	\$2.59 to \$9.90
Rotogravure vinyl sheet	89c to \$6.50
Printed felt base	\$4.95 to \$11.95

TILE vs SHEET

Tiles are individual squares that can be worked into a large variety of designs and color combinations. Manufacturers offer a wide range of patterns and colors in tile.

Tile is for the do-it-yourselfer. It can be more economical because there is no waste. A possible additional economy in buying individual tiles is that it is easy to replace damaged ones.

Sheet has few seams, therefore it offers the advantage of a wide expanse of unbroken color and design. This absence of cracks, crevices, and joints eliminates traps for dirt.

MAINTENANCE

Daily care. A simple routine of daily care will help retain your floor's good looks, prolong its life, and save hours of work later on.

Once a day: Use a broom, damp mop, or vacuum cleaner (with brush attachment) to prevent dust and dirt from becoming ground in and scratching your floor. Wipe up spills immediately.

Washing. Wash and wax when your floor begins to look dingy.

- Use a cleaner that has no harmful solvents, harsh alkalis, or abrasives. Avoid strong soaps, scalding water.
- Never flood your floors with water.
- Do not use water on a newly installed floor for about a week.
- It is not necessary to wash your floors too often or scrub with each washing. Scrub stains only.
- Use fine steel wool on scuff marks.
- Avoid oil-base cleaners. They can damage rubber and asphalt tiles.
- Always wax after using a cleaning solvent on your floor.

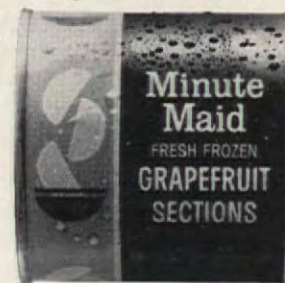
Stripping. About two or three times a year strip the accumulated old wax from your floor. This removes dirt film and prevents yellowing.

Polishing. Before you start to polish pick up loose dirt. If you wash floor first be sure it is absolutely dry.

- Use thin coats of polish.
- Always apply polish with long, smooth strokes in one direction.
- Be sure to note what kind of wax is right for your type of resilient flooring; wrong one can ruin your floor.
- Polishing and self-polishing waxes wash and wax at the same time in areas where traffic is not excessive.
- A few vinyl manufacturers claim no waxing is necessary with their product. This will be indicated on the maintenance instructions.

THE END

And speaking of flavor, don't forget to pick up delicious Minute Maid® Grapefruit Sections. They're in your grocer's freezer. But they should be in yours.



(So should: Orange Delight, Tangerine Juice, and Lemonade. From Florida, naturally.)

Floor ideas from Bruce



BRUCE BLOCK FLOOR in stylish parquet design gives rooms extra warmth and beauty. Prefinished Dark (pictured) or Light. Install over concrete or wood.



BRUCE RANCH PLANK makes a beautiful setting for all furnishing styles and colors. Random 2 1/4" and 3 1/4" strips with inlaid pegs and Light or Dark prefinish.

Beautify your home with distinctive, prefinished Bruce Hardwood Floors

Now you can give your home new beauty at moderate cost with a prefinished Bruce Hardwood Floor. This highest quality Oak flooring, completely finished at the factory, can be installed in new or existing homes. No sanding or finishing. Lay Block floor with adhesive; nail Plank and Strip types.

Choose from four attractive styles: Bruce Block, Ranch Plank, Fire-side Plank or Strip. Cost is less than for a good rug or carpet... and the scratch-resistant Tuf-Lustre prefinish makes Bruce Floors easy to keep beautiful for a lifetime. Mail the coupon for new floor idea booklet in color.

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DREAM HOME

SWEEPSTAKES

SEE
PAGE
103



By Vera D. Hahn

Went idea shopping for you recently in New York department stores and here's what we came up with: **goldfish bowls** are marvelous as vases. For real honest-to-goodness style at a price, the huge ones are hard to beat. And they're big enough to hold a whole armful of rhododendron or magnolia leaves. Fill the smaller sizes with loosely bunched tulips, daffodils, or marigolds. Or fill your fish bowl half full of water and float a giant dahlia or a single rose. We saw them at Altman's; you'll find them in pet shops.

A smart idea, imported from Mexico, is a **folding stool** with a leather sling seat and matching "saddle bags" to hold private possessions such as eye glasses and magazines. To make your own version: buy a folding stool (most sporting-goods stores carry them), paint legs a bright color, cover canvas top with corduroy (the fashion fabric this season) and attach a pair of matching bags. (Stern's)

Family photo situation got you down? Albums bulging with unclassified, unmounted snapshots? Do what David Bell, Bloomingdale's designer did. Frame a collection of pictures in wide, white mats with black passe-partout binding. Group them along a passage or in an upstairs hall or other private area, *not* in a more public part of the house, though.

Slipcover old **pillows** in black-and-white pin-stripe cotton, outline with huge six-inch ruffles. Very Gibson Girl in feeling. "Tuft" bright navy pillows with large white bone buttons (from the notion department) for sharp contrast. (Macy's)

For **informal centerpieces**, as coffee table decorations, or for your mantelpiece, there's nothing prettier than Barbara d'Arcy's (Bloomingdale's) arrangement of avocado pears and artichokes heaped in a blue and white bowl, or her basket of grapes, walnuts, and natural beeswax tapers.

Designer Dolores Engle (see a picture of her apartment on page 56) has a recipe for an **instant bedspread** woven of nine-inch strips of orange and red Mexican cotton; sailcloth would do too. To hold the fabric in place, Miss Engle uses tiny brass safety pins from the variety store but she plans to replace these later with stitched circles. (We like the pins.)

More news on **bedspreads**: brocade seems to be the coming thing. There's a quilted brocade throw-style spread in Morgan-Jones' new Beaux Arts collection with draperies to match. Brocade, outlined with fringe trimming, is also used for a Bloomcraft bedspread; Rembrandt has a brocade lampshade. Looks as if the much talked about "return to elegance" has finally happened!

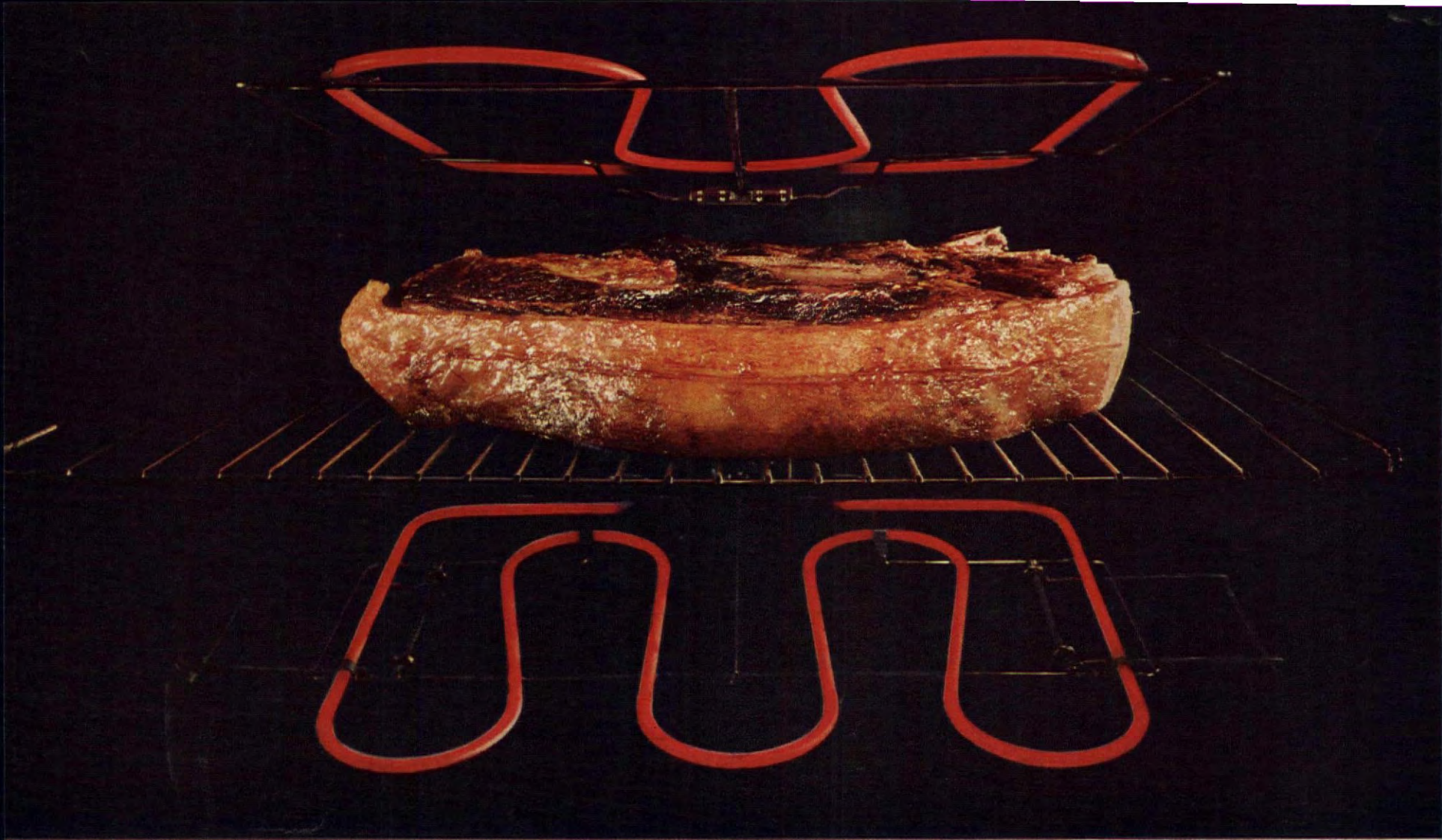
Very much in the good-idea realm are the five new **daybeds** by the Simmons Company. They're just what the decorator ordered for teenage rooms, dens that must also sleep guests, or career apartments. And there's nothing more comfortable than a daybed if your bedroom is large enough to cope with a seating group. You might use one on an enclosed porch or out at the summer cottage.

Mattresses are only 30 inches wide for comfortable seating. Upholstered ends come in a variety of shapes, square and curved, while the wood end has spindles and big finials for a Mediterranean look. Both upholstered and wood ends are attached directly to the unit frame for easy bed making. Round bolsters and quilted coverlets in a choice of colorful patterns complete the ensemble. Even the price is young—ranging from \$120 to \$160.

Another good idea, this one from Motorola, who came out recently with a **compact television set** designed for use on bookshelves. The Cadet was styled as a second or third set, has a 12-inch black-and-white picture, and is portable. The telescoping antenna sits up front near the handle so that it can be extended in front of the shelf above the one on which it stands. The Cadet comes in two models: one in a beige and white cabinet for about \$112; the other in Bristol blue and white, mandarin orange and white, and other colors, for around \$120.

Specially styled for music lovers is E-Z-Do's new Cantilever Shelf System. Slatted, **walnut-finish shelves** are supported at back by heavy gauge steel furniture tubing frames in black. The basic two-shelf unit comes in lengths ranging from 25 to 60 inches and retails from \$17 to about \$30. Any number of Ad-A-Shelf units can be added in vertical, slope, or pyramid arrangements.

THE END

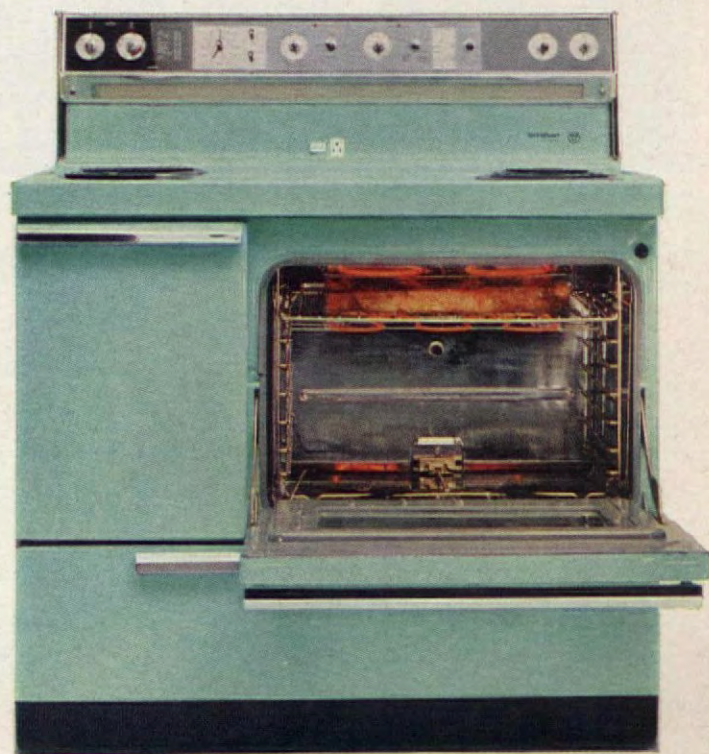


**You'll never lose a drop of flavor
with this new Westinghouse way to broil:
sears on both sides at once.**

Can a well-done steak taste as juicy as a rare steak? It can if you broil it on both sides at once. Because there's no turning, meats are seared both top and bottom so you capture all the flavor. Broiling's faster, too. Steaks well done? 10 minutes. Chops? 8 minutes. Cleaning? No minutes. You can broil time after time without touching the oven. And when it does need cleaning, removable chrome oven panels make it easy.

Did we forget anything? Oh yes, the name: No Turn Speed-Broil.[®] Housed inside that handsome new electric range to your right—but only at your Westinghouse dealer's.

You can be sure if it's Westinghouse





Traditional Fashions in Glass

...hand-fashioned by Fenton

Bright-as-spring gifts you'll want for yourself.

The sparkling, gem-like beauty of authentic Fenton Glass is as welcome as spring itself . . . These exquisitely colored pieces bring the sunny cheer of the season right into your home! . . . Indulge your love for lovely things—look for displays of Fenton handcrafted glassware at fine stores and gift shops everywhere.*

*For names of nearby dealers, write
The Fenton Art Glass Company
Williamstown, West Virginia



THE MOST FROM
YOUR
AUTOMOBILE



YOUR CAR NEEDS A SPRING CLEANING TOO

By William J. Toth
Professor, Center for Safety
Education, New York University

will be heated and you will have to add more water.

OIL

Many older cars use a heavier weight oil during warm weather. SAE #30 should meet most normal requirements unless your manual makes specific recommendations. Research has shown that oil approved by the manufacturer is your best buy. Look for the seal on the can which says the oil meets or exceeds the standards set by the manufacturer. You will be surprised how many service-station attendants don't know this.

BATTERY

A solution of baking soda or ammonia and water can be used to scrub the top of the battery. You can also check each cell and use ordinary tap water to fill them. To check the actual strength of a battery it must be taken to a garage or service station where they have the equipment to test it.

GREASING

Even though your schedule for periodic greasing does not call for a maintenance visit, a check at this time could reveal that freezing water and ice have broken a grease seal. This is especially true if you hear unusual noises and squeaks as you drive.

UNDER YOUR CAR

Most manufacturers paint the underside of their cars to resist weather and chemicals. Even with this protective paint and an additional undercoating by your dealer, you can still encounter some difficulty from rusting and salt pitting. Mud and salts accumulate under fenders and other crevices and can begin to slowly decompose the metal.

Your best defense against this is a thorough washing by high-pressured water, preferably hot, or better yet, steam by a professional car-wash. If this is not convenient, use your garden hose with a sharp spray in your own driveway. Actually, to be on the safe side, you should have been doing this periodically all winter long.

UNDER YOUR HOOD

Although not necessary, steam cleaning your motor leaves it free from grease, road dirt, and chemical stains. Often this cleaning will reveal cracks and defects not ordinarily seen. This is also a good time to clean papers

Outside of your home, your automobile is the most expensive investment you have. And that's exactly where your car spends most of its time, outside. Through a hard winter that spread havoc from coast to coast the family automobile braved the freezing temperatures, the flooded roads, the ice, snow, and blowing sands—plus a variety of ice-melting chemicals—to carry you safely and comfortably to your destinations. Now, with March winds at our backs, it's time to give the faithful servant a thorough cleaning and prepare it for the warm weather ahead.

MANUFACTURER'S RECOMMENDATIONS

No one knows your car better than its builder. Your owner's manual makes specific suggestions for maintaining your car. Read it over; you'll be surprised how much you *don't* remember from previous readings. If you follow the recommended service schedule faithfully, your car should be in tip-top shape mechanically. There are, however, some things that may not be mentioned that you can do to give it that extra something.

TIRES

Replace those snow tires. Make sure the tires you put on have enough tread to get you through the summer safely. Changing tires is a back-breaking job, so go to a garage, service station, or your dealer where it can be done quickly and inexpensively. This might be a good time to trade your tires in for new ones, then the changing is free. And while those tires are being installed have your front-end alignment checked as well as having the wheels balanced to insure smooth, even tire wear.

RADIATOR

Although your antifreeze liquid may be called permanent, many motorists still like to drain it, store it, and replace it with water for the warm weather. This is the convenient time when you can have your cooling system flushed of loose dirt and rust particles. If you have your coolant replaced, watch the temperature gauge for the next few miles. Chances are when the water begins circulating, it

and other road dirt from the front of your radiator.

OUTSIDE PAINT

After extensive washing, check your paint for tiny scratches and chips. You can buy a small, inexpensive bottle of "touch-up" paint from your dealer or any auto store. Know the "official" paint name of your car so that you can get a perfect match. Touching up these cracks will prevent rust as well as eliminate unsightly marks . . . most of which will be on your doors where other drivers have banged their doors into yours in parking lots.

AIR CONDITIONER?

If you are one of the few Americans who enjoy an air conditioner in their car during the summer, make sure yours is ready for those first hot days. Have your dealer give it a complete check.

THE PASSENGER COMPARTMENT

Unless you have adequate rubber matting, your carpeting is probably stained with salt and mud. Remove your mats, wash with hot soapy water, and hang up to dry. If the carpets are badly stained, shampoo them with a good rug shampoo that you use in your home. While your mats are drying, give the inside of the car a complete vacuuming, using your home vacuum. Be sure to get under seats and into those hard-to-get-at places.

Ordinary kitchen detergents applied with a damp cloth work wonders on dirty plastic and metal. Be sure to wash the inside windows too. The accumulation of winter scum and cigarette smoke on the windshield will amaze you.

Speaking of cigarette smoke, empty those ashtrays and wash them in hot soapy water . . . notice how the stale odor disappears from your car. This is also a good time to clean out that glove compartment. You will probably find everything there but a pair of gloves. Incidentally, while you are washing windows, continue outside and do the same there. Rinse the windshield thoroughly with clear water. Otherwise, detergents can leave an invisible coating on the glass, and the first time you turn on your wipers during a rain the windshield will smear.

WINDSHIELD WIPERS

Freezing weather and continuous use can completely ruin the rubber blades of your wipers. Have someone pour water on the windshield while

you check the wiping efficiency of the rubber blades. Replacement wipers are inexpensive and any service station will install them while you're getting gas.

TRUNK COMPARTMENT

Clean out that trunk (as you have been meaning to for some time). Take

out the bags of winter sand and salt. Store the chains in a clean, dry place. Some motorists spray them with oil and store in a plastic bag. If the trunk is dusty it would be wise for you to vacuum it also.

While you are cleaning the trunk, make sure that the spare tire is inflated.

POLISH

If recommended by the manufacturer, give your car a coat of quality polish. This will be good protection against the hot sun. Now sparkling inside and out, your "American Home on Wheels" is ready for summer fun. THE END

With one dramatic gesture, the mysterious woman in black boldly staked her fortune on the turn of a card. Pouf! went her fortune.

And that was how, in April 1883, in a Parisian salon, a handsome young American who knew a thing or two about poker came into a priceless set of silver-plate in the Orleans pattern.

Tongues wagged over the loss of this most magnificent French Renaissance treasure. Its rich,


lavish carving, the delicately wrought flowers and sculptured scrolls. ("Cherchez la femme," they muttered.)

Though unlucky at cards, the mysterious woman in black at least proved to be lucky in love. She wed the handsome young American.

And that was how this lovely French pattern crossed the ocean.

It may be only a legend. But the beautiful pattern does exist. In DeepSilver, the only silver-

plate reinforced with inlays of sterling at points of wear. The International Silver Company makes it. You can own it. (A 48-piece service for eight costs only \$100.00.)

Orleans in
International
DeepSilver 



Warning!



Warning!

Weldwood® teak paneling.
It will spoil you for any other wall.

Just one glimpse. You'll love it. Weldwood teak's easy blend of warmth, romance, and luxury is at home in any decorating scheme. Don't underestimate the mood-making power of one wall, or even a single accent panel. It's enough.

If you dare, feast your eyes on all 70 Weldwood panelings. A 12' x 8' wall of Classic™ teak does cost about \$144. But in other real woods, the same size wall can cost as little as \$25. Each is glowingly, knowingly finished by Weldwood craftsmen in 18 careful steps.

You can see Weldwood paneling at your Weldwood Headquarters dealer's. He has the list of Dream Home Sweepstakes winners, so be sure to check your number. You'll find his address listed in the Yellow Pages under "Plywood."

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Box 61, New York 46, N. Y.

Please send me illustrated booklet, "Ideas For More Beautiful Homes." I enclose 25¢.

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City.....State.....Zip Code.....

Come in and see our new Weldwood showroom at the United States Plywood Building, NYC. Room design by Marvin Culbreth, N.S.I.D.

ANTENNAS: WHICH, WHY, WHEN, AND HOW MUCH?

By Ralph Freas

Ever since TV appeared, all America has been divided into three sections: urban, fringe, and deep fringe. The inequality isn't so much geographic as it is electronic. And city dwellers have the best of it. By extending the built-in aluminum fishing pole from the top of their sets, they receive an entertainment smorgasbord with a choice of channels. But in rural America, deep fringers have to become antenna experts to enjoy Bonanza. For them, pulling in two channels is a point of pride; the ladder to the roof is a permanent installation.

Between the extremes, in far suburbia, the fringe man may swap antenna lore with his neighbor. The more scholarly fringer spices his vocabulary with phrases such as "log-periodic," "eight-element yagi," and "dipole with reflector." And all manner of aluminum fish bones rigidly fly above the shingles and cedar shakes. No one complains. Antenna problems are accepted as a minor price to pay for free home entertainment.

If we could raise an antenna and forget it, everything would be fine. But progress intrudes. Broadcasters want to add to our pleasure with such innovations as color television and stereophonic radio. To be sure, these enrich our enjoyment but, at the same time, they subtract from the effective broadcast range of the radio and television stations. Thus, boundaries between urban, fringe, and deep fringe fluctuate and we have to take to the rooftops again to guarantee reception loud and clear.

The Federal Government also accelerates progress. As a result of a ruling by the Federal Communications Commission, all of the 1965 television sets are equipped to receive, not 13, but 82 channels. New set owners will find two antenna terminals on the back of their television—one for very high frequency (VHF) and channels 2 through 13, the other for ultrahigh frequency (UHF) and channels 14 through 83. You can ignore the UHF terminals for now (unless you're one of those unusual people who live in an area already telecasting UHF). Later, as UHF broadcasters go on the air you can have a UHF antenna added to your present installation. They're cheap—under \$5. Or, when the time comes, you can replace your present installation with a combination VHF-UHF unit.

More immediate is the problem of what to do about color TV and stereophonic radio. You may find on

installing color TV that the antenna you used for black-and-white works just fine. This presupposes that your present installation is high quality. The chances are, however, that TV's twin bogies—ghosts and snow—will appear with somewhat more strength in color. The solution is not necessarily a completely new antenna. For less than \$20 you can buy a tiny amplifier to insert into the antenna line before it reaches the set. This extra signal boost often overcomes the worst reception faults.

A good idea is the purchase of a combination booster-coupler. In addition to giving strength to your signal, it provides an easy way to hook up that black-and-white set which, presumably, you'll be keeping in service in bedroom, playroom, or den. The coupler does two things. It enables you to tune in both sets to the antenna without having separate cables dropping from the roof. It also cancels out interference which often occurs between two sets in the same house. Some booster-couplers allow you to connect as many as four TV sets, plus FM radios, to the same antenna.

An even less expensive way of increasing signal strength may be the addition of another identical antenna. If your present antenna costs, let us say \$15, you can increase the amount of signal by 40 percent by "stacking" another antenna on the same mast. Stacking kits, with instructions for proper spacing between the two antennas, are sold in most radio supply shops for as little as 65¢.

So much for the budget and convenience route. Aside from being relatively inexpensive, these improvements can be made by anyone who can handle a pair of pliers and a screwdriver. The obvious alternative to the above is the purchase of a completely new antenna installation.

There are literally hundreds of different antennas on the market ranging in price from about \$10 to almost \$100. One simple way of classifying them is to place them into two categories: directional and omnidirectional. The omnidirectionals, the S-shaped or turnstile, are as low in signal boost as they are in price. These are recommended mainly for urban and near suburbs. Directional types, the yagis, log-periodic, and others, sell for \$15 and up. In the suburbs, you should be able to get satisfactory reception from an antenna that costs no more than \$30. The far suburbs, or fringes, will strain your antenna

budget by as little as \$35 and no more than \$60. The deep fringes, where the signals are weakest, might tax the budget up to \$65 and require a rotator as well.

Is a roof antenna the only answer? Not quite. Electronic stores and radio supply shops carry a variety of indoor types—transistorized and plain rabbit-ears. They can truly strengthen a signal but not to a degree commensurate with their cost. Most are omnidirectional and lack real spunk in boosting quality. A roof antenna does a superior job at little more cost. Good color reception and good stereo require another trip to the roof.

For the record, this writer's installation consists of a log-periodic antenna with rotator and a booster-coupler as well. Needless to say, our habitat is in the deep fringes. With a rotator we are able to pull in two TV channels—one from the northwest, the other from the southeast—both about 40 miles away. Without a rotator, two antennas would be necessary. Even with a rotator, the booster-coupler is needed to pull in a usable signal. Curiously, we are also able to capture, at times, one signal from a powerful transmitter 120 miles away.

The rotator, in our case, has the virtue of being most economical. Made by Cornell-Dubilier, it costs a little more than \$30, whereas an additional antenna to bring in the second channel at the opposite compass point would have cost twice as much. Incidentally, the installation of a rotator is duck-soup easy.

The Channel-Master Company has a new rotator, model 9518, with a built-in booster. It isn't cheap—\$79.95—but it does save installation time and also reduces clutter on the antenna mast.

Thus far, our attention has focused on TV reception. What about FM radio? In urban areas where signals are strongest, good FM is possible with nothing more than the twin-lead antenna provided by the manufacturer. It's a simple device in the shape of a "T" made of flat cable, similar to that used to connect a roof antenna to a TV set. Your reception will improve greatly with this omnidirectional antenna on your roof. Since these cost little more than \$5, they are a very worthwhile investment. If you've been using the T-shaped twin-lead exclusively, it's safe to say you don't know what you're missing. The additional boost from a roof antenna will (continued)

(continued) bring in more stations. Background hiss will drop as signal strength grows; buzzing and garbling interference will be minimized.

Music can be heard stereophonically only on FM and the stereo feature has been included in the majority of new radio-phonograph consoles. It costs extra but is worth it—if you can actually receive stereo signals. Why should there be any doubt? For the following reason. The stereo-FM signal is much more complex than the garden-variety monophonic signal. This complexity results in considerable loss of transmission power and the effective power of the stereo broadcaster may drop as much as 50 percent. You may hear the broadcast with full strength and clarity monophonically; stereophonically it will come through distorted or the stereo will fail altogether.

Few salespeople in radio-phonograph salesrooms are well-informed about this subject. They may not know enough to explain stereo signal-loss to you or, if they do, they may not stress it enough. Besides, they're not likely to complicate a subject, confuse a customer, and lose a sale.

The problem is easily solved with an inexpensive antenna. Important to FM reception in general, a roof installation is essential to good stereo-FM. Can the TV antenna handle the FM broadcast band? Yes. An FM antenna, designed specifically for that

purpose, will do a better job, however. The Channel-Master booster-rotator mentioned before comes in two models. Model 9527 is for TV only; it contains an FM trap that cuts off FM signals. Another interesting accessory is the FM Band Pass Filter from the Finney Company. The filter, which sells for \$6.95, will allow only FM signals to reach your receiver. Any signal outside the FM band—and this includes interference from shortwave radios, electric motors, fluorescent lamps, auto ignitions, and the like—is blocked. Such a device has a special benefit for audio hobbyists who want to tape-record music off the air. Imagine the disappointment if, while making a once-in-a-lifetime recording of a broadcast, an electric motor nearby should kick up a buzzing in your FM receiver. But even for non-recording use, the filter is worth the \$6.95 price tag.

If you're tackling your own antenna installation—no matter what the purpose—there are several simple pointers to bear in mind. A poor installation is hardly better than none at all.

- Keep the antenna away from metal objects on the roof. Don't, for example, mount it on a pipe.

- Use "stand-offs" to hold the cable rigid and prevent chafing against the building. If the cable must lay against a cornice, or roof edge, slip a piece of plastic or rubber around that sec-

tion and then tape it firmly in place.

- Smoke and other chimney fumes can hasten corrosion. If possible, mount your antenna elsewhere. If the alternative is too difficult, suffer the corrosion; it will take a long time to affect signal quality.

- Twist the transmission line a full turn for every foot. This reduces the chance of the cable itself picking up stray and unwanted signals.

- Where the cable enters the house, provide a "drip loop" to prevent water from running through.

- When installing a UHF antenna on the same mast as your regular antenna, try to separate them by more than seven feet.

- Include a lightning arrester in the installation.

From the forgoing, urbanites seem to have the best of all possible entertainment worlds. Not entirely so. TV reception in New York City, for example, is beset with problems caused by high-rise buildings, bridges, and the like. Of course, nothing rises higher than the Empire State Building and it is topped by a transmitting antenna shared by many broadcasters. In spite of the electronic leverage this lofty pinnacle bestows, city-based TV receivers often suffer from snowy signals and ghost images. Buildings poking up between a viewer's apartment

and the transmitting antenna cause the snowy effect. Ghosts are dual signals; one true, the other an identical signal reflected from a building and delayed by a tiny fraction of a second.

Although these reception problems don't cause rioting in the streets, they are annoying. Most New Yorkers accept them as a fact of city life—like crowded subways and soot. Reception relief is coming, however, in the form of community antenna television (CATV), widely used in small communities across the country. The likely cost to a subscriber of this service will be more than \$100 the first year (including installation costs) and over \$65 for every year it is in service.

On the West Coast, hilly terrain imposes the same restrictions on good reception as do high-rise buildings in the East. There, CATV is a well-established service. But, for whatever reasons of their own, the great majority of TV viewers still prefer the do-it-yourself antenna approach to picture quality.

The deep fringer, who doesn't mind scratching across a steep roof to enhance his reception quality, obviously has an economic edge over the urbanite who struggles against glassy metropolitan towers. Too, the deep-fringe signal, albeit snowy, ghostly, and weak, seems more attractive somehow, mingling as it does with the scent of hay or honeysuckle in the fresh air.

THE END

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An instrument? Indeed yes! The most varied, adaptable, and beautiful of instruments is the human voice. Admittedly it can be like the little girl with the little curl who when she was good was very good indeed but when she was bad she was horrid. Naturally we're talking about the very good indeed—and have selected eight records that thrillingly demonstrate the great range of tones, moods, effects possible with the voice. The list could go on but these will start you on your own exploring.

Handel's *Messiah*, the great oratorio that begins with the Nativity, goes on through the Crucifixion and the Resurrection is a tapestry of voices. In the RCA Victor recording, Sir Thomas Beecham conducts the Royal Philharmonic Orchestra and Chorus, singers Jennifer Vyvyan, Monica Sinclair, Jon Vickers, and Giorgio Tozzi in a performance that is both brilliant and moving. A beautiful album to own and play again and again, particularly at Christmas and Easter. RCA also has excerpted the highlights in a single album.

Beloved Choruses, Volume 2, sung by

the great Mormon Tabernacle Choir with the Philadelphia Orchestra (Columbia). Richard Condie directs the chorus, Ormandy the orchestra. If you haven't heard this group, do! This is the fourth album in which they and the Philadelphians have combined talents. In this one, you'll find Handel's *Largo* with the religious words "Holy Art Thou," "How Lovely Is Thy Dwelling Place" from Brahms' *A German Requiem*, Gounod's "Ave Maria," Schubert's sublime setting-to-music of the "Twenty-third Psalm" (The Lord Is My Shepherd), and Beethoven's "Hallelujah." This group sounds like one mighty voice.

Great Arias From Verdi Operas, sung by Richard Tucker with the Vienna Orchestra (Columbia). No other tenor has the richness and verve that Richard Tucker brings to these highly melodious "star pieces" from *Aida*, *The Masked Ball*, *Il Trovatore*, and others. Mr. Tucker also includes several seldom-heard arias—but that's all the better to listen to his incredible voice.

Caruso In Song (RCA Victor) might be considered a museum piece. Even

though plenty of work has been done on the sound track, various songs were recorded from 1906 to 1919 and as one gentleman mentioned, "They didn't have Dyna-Groove in those days." Despite the tinkly (by today's standards) sound, you'll hear one of the greatest tenor voices in one or two hundred years. There are 14 songs never before available on LPs—songs by some of the great Italian composers like Rossini and Verdi. Many of the songs themselves are charmingly light . . . translated into such titles as "Farewell," "I Remember Naples," "First Caress," "My Little Hand."

Falla's Seven Popular Spanish Songs and ten other Spanish songs sung by Shirley Verrett, a mezzo-soprano. This is Miss Verrett's debut on RCA Victor records. She was one of the soloists who sang at the opening of New York City's Philharmonic Hall, has sung with the Philadelphia, Chicago, London Philharmonic, and Minneapolis Symphonies. Her voice is liquid gold in these 17 songs, all of them contemporary, all with the haunting quality of Andalusian folk music. We have just learned that Miss Verrett is singing with Leontyne Price in Verdi's *Forza del Destino*, which will be in your record shops now. Miss Price, for our taste the greatest living soprano, says this is her finest opera recording. Remembering her *Aida*, *Carmen*, *Butterfly*, and

Tosca we don't know how anyone could pick any one opera—but this does add Shirley Verrett!

Symphony No. 2 in C Minor, "The Resurrection Symphony" by Gustav Mahler is one of the most moving and inspiring pieces of 19th-century music. Its theme is one of hope and faith both underlined by the marvelous use of solo voices and choral singing. It is performed here by the New York Philharmonic, Leonard Bernstein conducting. With soloists Jennie Tourel and Lee Venora, plus the Collegiate Chorale, the composition sounds all but flawless. It is difficult to write about our own musical experience with it. We listened to "The Resurrection Symphony" three times in two days and each time heard something new, something unbelievably consoling and thrilling. Richard Strauss, the German composer who conducted the first performance of three parts of the work said later, "One score always lies on my piano—that of Mahler's Second Symphony—and I never cease to learn from it." He was doubtless referring to the musical content and values. Or was he? The theme of the work is epic, opening with the funeral of the hero. But the piece is not somber; it is a recall of the happy, care-free parts of life; it ends on a triumphant proclamation of man's immortality. Why not give this two-record album to (continued on page 100)

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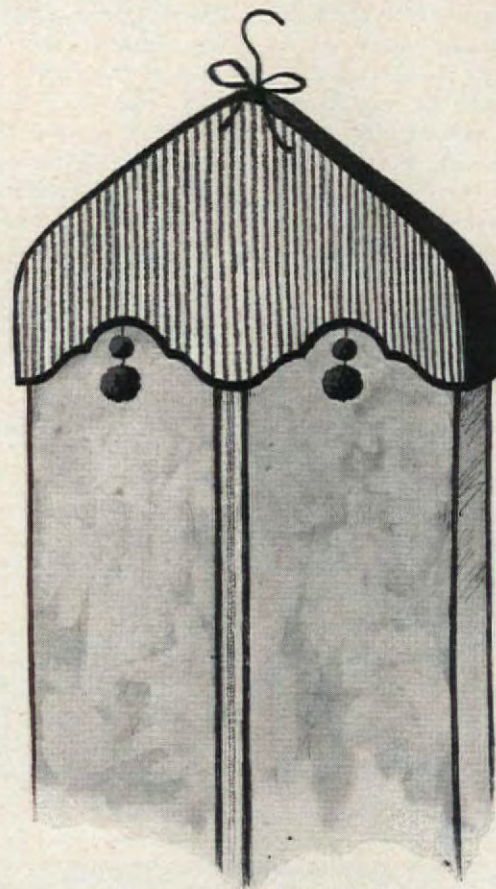
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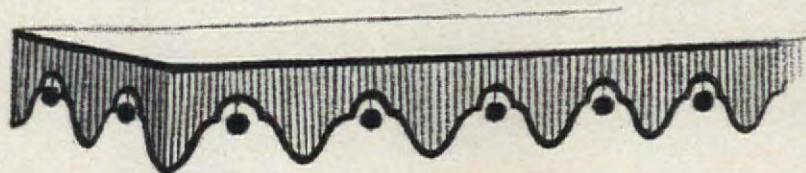
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CLOSET ACCESSORIES

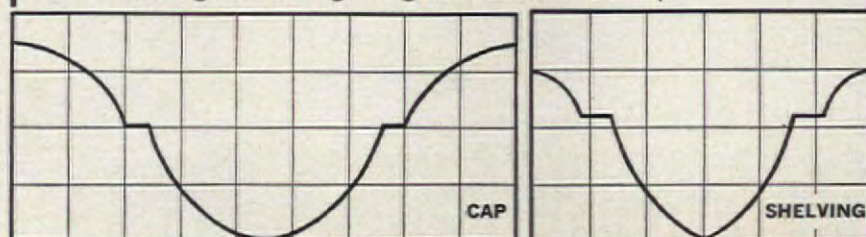
Closets are of two schools—the kind you never open—
or the one you show off at every opportunity. You can
have the pleasure of pretty, well-organized closets by
making accessories yourself with the help of ready-
made, inexpensive items from dime or department
stores. Choose coordinated fabrics for a new look.



1. Garment bags come in clear plastic to hold from one
to four or five garments. The edges are generally avail-
able in limited colors. Cover these with rayon bias bind-
ing (it's easier to handle and will lie flatter than cotton
bias) in desired color. Shape "cap" for top of bag, then
scallop edges of "cap" using large scallop pattern,
diagram below left. Each square equals 1 inch. You will
need a back and a front. For edges use rayon bias
binding to turn corners and maintain sharp curves. Join
back and front with a strip of grosgrain ribbon wide
enough to accommodate width of garment bag. Make
pompon tassels of ball fringe. Cut three large balls and
three medium balls from the tape these come on.
Bunch the three large ones together. Join with Pearl
cotton (used for crochet and embroidery). Then repeat
with three medium balls. Join clusters with Pearl cotton,
about 1 inch apart. Fasten between scallops (see sketch).



2. Shelving. Using small pattern for your guide (below
right), cut scalloped shelving long enough to fit shelves.
This requires little fabric; it is cut straight with no full-
ness. Bind edges and top of shelving with rayon bias
binding. Add a single large ball between scallops.



(continued)



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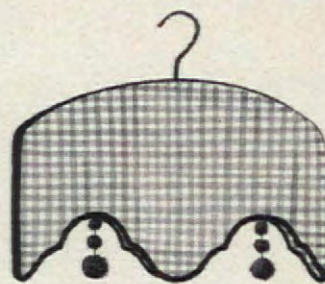
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Closet Accessories (continued)



3. Hanger Cap. Cut cap to fit hanger. Scallop bottom, using large pattern. Bind edges. Join back and front with 1-inch ribbon. Make pompon tassels with large, medium, and small balls joined together with Pearl cotton; stitch between scallops.



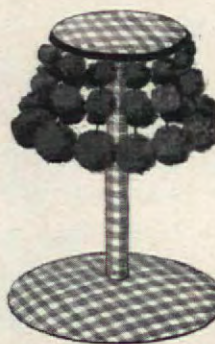
4. Hatbox. Measure strip of opaque fabric to go around sides of box. Allow extra ½ inch for seam at back. Also allow ½ inch at top and bottom to turn over edges of box. Cut top allowing ½ inch to go over sides of top. Brush Sobo or Elmer's glue evenly on box sides (NOT ON FABRIC). Smooth fabric over glued surface. Glue strip of ribbon around sides of box top. Make tassel fringe (see #3). Sew tassels on strip of ½-inch ribbon to go around sides of box. Glue, just under area that bottom of box top covers so it looks as if fringe is attached to box top.



5. and 6. Shoe and Sweater Boxes. Cover shoe box in same way as hatbox (4). On shoe box use three overlapping strips of ribbon for "belt." Allow enough extra ribbon for pointed loose end to slip through buckle. This hangs free. Ribbon under buckle is glued to box. Cover sweater box with one fabric piece cut large enough to go over top of box and down sides. Allow ½ inch extra at bottom to turn under box edges. Cut surplus at corners and trim away all but ½ inch on each side. Lap sides over at corners, folding in one end so no raw edges show. Glue in place. Cut two pieces of wide ribbon. Allow ½ inch extra to go under sides. Glue end of one strip to inside of box edge, then over top of box. Point ends of second strip. Slip buckle in place. Glue second strip to box following sketch. Ribbon end hangs free.



7. Shoe Trees. Spray entire shoe trees desired color. Then cover only the toes of the trees with fabric. Cut the fabric on the bias, so it will smooth over toes without wrinkles. Apply glue to wooden toes. Smooth fabric in place. Trim surplus edges.




8. Hat Stand. Cover an old or inexpensive hat stand with gingham (or any preferred fabric). Cut fabric on the bias so it fits over stand smoothly. Apply with fabric adhesive. Add ball fringe such as is used on the hat box. THE END

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HELP YOUR LAWN **SPRING** BACK TO LIFE

By Anton M. Kofranek

The day of the maintenance-free lawn has yet to come. But you can take steps this spring to have a relatively easy-to-care-for lawn later. The point is to stimulate new growth as early as possible so that a thick, vigorous turf will develop before the hot summer weather arrives.

Just how you rejuvenate your lawn depends largely on the type of grass you used. This usually varies with the part of the country in which you live. Basically, we can divide the country into two turf regions: the areas in which cool-season grasses such as bluegrasses, fescues, and bents predominate, and those where the subtropical bermudas, St. Augustine, and zoysias grow best. The latter dominate the southern states, all of Texas, New Mexico, Arizona, and most of south and central California. The cool-season grasses perform best in the remainder of the country.

COOL-SEASON GRASS REGION

The first step is to rake up debris after snow has melted. See that the lawn mower works properly and set the height to a half or three-quarter inch. As soon as the weather permits, mow the lawn at this height to remove discolored grass. Subsequent mowings should be at one-and-a-half to two inches. If last year's traffic has left your lawn area hard and compacted, aerify it now. Do this by punching holes with a spading fork or power-driven aerifier to improve water and air penetration of the soil.

As early in the season as possible, seed bare or thin spots with a bluegrass or bluegrass-fescue mixture. For a general overseeding of a thin lawn use one to two pounds of seed per thousand square feet.

If your lawn consists of a dense stand of bentgrass, new growth will benefit if you remove the accumulated dead grass or thatch. You can do this by thoroughly raking the lawn or by using a vertical cutting mower. Either operation should be followed by a close mowing at a half inch or less.

As soon as all snow is gone and your lawn is cleaned up, fertilize the grass with a basic ratio of 2:1:1 or 3:1:1 at the rate of one pound of actual nitrogen per thousand square feet. Nitrogen may also be applied as five pounds of ammonium sulfate, three pounds of ammonium nitrate, or two pounds of urea per thousand square feet. Repeat the application in a month or six weeks. If your soil is acid, this is the best time to apply ground limestone. Make applications of 50 to 100 pounds per thousand square feet before new growth begins.

Apply the preemergence weed killers as soon as possible. Be sure to follow the manufacturer's instructions carefully. If you overseeded your lawn, *wait until new growth is well established* before applying preemergence chemicals. To be most effective, however, they have to be applied by May. After this time, use one of the postemergence herbicides.

Another vital part of spring lawn rejuvenation is insect control. As the soil begins to warm, white grubs and larvae of the Japanese beetle become active. During late April and May, apply DDT, chlordane, dieldrin, or aldrin to the soil and water in well unless the rain does it for you.

SUBTROPICAL GRASS REGION

If you live where bermudas and zoysias are grown, follow the fertilization and insect-control practices discussed for cool-season grasses.

Bermuda lawns are usually renovated in the fall and overseeded with annual rye or other cool-season grasses. They do very well during the winter when the bermudagrass is dormant. When the weather warms up, the bermuda again takes over.

If you did renovate your lawn last fall and overseeded it with ryegrass, vertical mow lightly when the weather becomes warm. Fertilize to hasten the transition from rye to bermudagrass and speed greening up. Use soluble nitrogen fertilizers—they're fast-acting ones. *Do not apply lime* in the arid Southwest. If new growth does not green up after nitrogen feeding, the poor color is probably due to iron deficiency. Apply ferrous sulfate at the rate of two to three ounces per thousand square feet, or treat with iron chelates.

Dichondra is a low-growing groundcover that you can sow from March through early summer in California and the Southwest. Sow seed at the rate of one or two pounds for each thousand square feet of area.

You can improve your present bermuda lawn by overseeding with dichondra. Sowing seeds will give you better results than plugging with sods (the latter method tends to leave the lawn area bumpy). You can eliminate grass from a dichondra lawn with weed killers containing diphenamid.

It's too late to use preemergence crabgrass killers after April. If necessary, use postemergence herbicides that contain disodium methyl arsenate or amine methyl arsenate, in late spring and early summer. The preemergence chemicals are best used in January and early February in the subtropical grass regions. **THE END**



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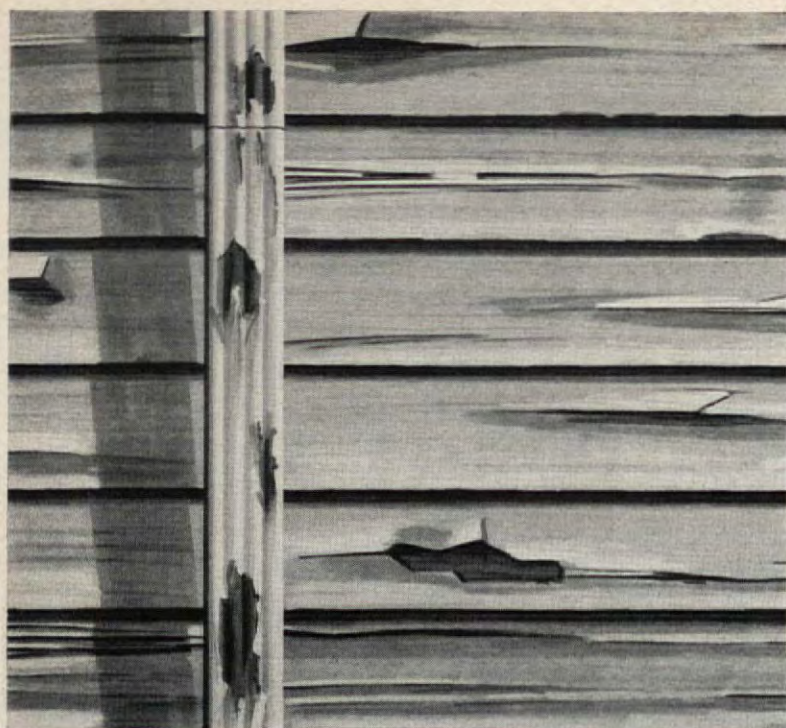
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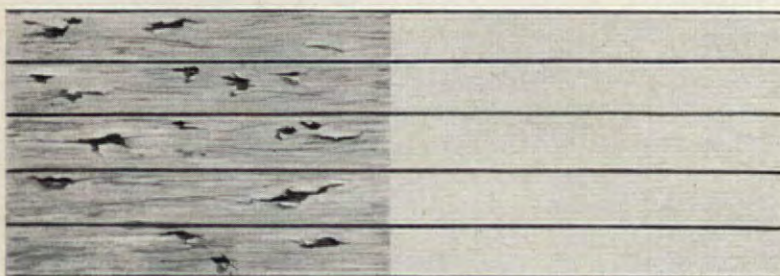
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By Dorothy Barclay Thompson

HOW TO COPE WITH YOUR CHILD'S

TEMPER TANTRUMS



Ernest H. Shepard

*What is the matter with Mary Jane?
She's perfectly well and she hasn't a pain,
And it's lovely rice pudding for dinner again!—
What is the matter with Mary Jane?*

There she sits, clenched fists gripping the arms of her high chair, one foot outflung, the shoe from it flying. Shoulders hunched, head down, she looks—for all her diminutive daintiness—like an enraged bull. Even the points of her hairbow screech anger. “What is the matter with Mary Jane?”

The scene (and a scene it is!) may have many variations, but in some aspect of its myriad forms, the tantrum is an all too familiar occurrence in many households. Can these outbursts be prevented? How? Should they be prevented? Why? In short, what is the matter with Mary Jane? And what's to be done about it?

Before going further let us identify our central character. Mary Jane is the tiny tosser of what is probably the only “temper tantrum” ever immortalized in verse. A report of her carryings-on appears in that classic collection of poems by A. A. Milne, *When We Were Very Young*.

But, to get back to the plot, what is the matter with Mary Jane? Perhaps the title of the poem—“Rice Pudding”—provides us with a clue. With characteristic wit and charm, Mr. Milne has made a profound point about the nature of tantrums. They don't just happen; they are caused. And the cause is likely to be considerably more subtle, or complex, than the weary parents of a tirading toddler can untangle in the midst of the upheaval. Labeling these outbursts “temper tantrums” and thus attributing them, by definition, to the child's orneriness alone is a convenient way of absolving others from any complicity in them. But it doesn't do much to prevent their recurrence. Oh, true, harsh treatment and strong words (what one powerful papa has called “my bronco-busting technique”) may put a tight stopper on the bottle. But if the ferment remains—and the bottle is continually shaken—something is going to give. In such a case, the long-run results of ironfisted handling may be far more undesirable for parent and child alike, than a series of scenes in the early years.

Still, scenes are hard to endure. Parents who have been successful in preventing an ear splitting, nerve-

shattering excess of them may be lucky. More likely, consciously or otherwise, they have been following a program such as this:

1. Accept the inevitable. Children differ markedly in the way they express themselves. Some infants are shy, sensitive, and rarely cry above a whimper. Others are active and lusty and make no bones about telling the world their troubles, in full voice. “High energy” babies are likely to be equally forthright as toddlers. Just as the less-assertive child will need help in learning to stand up for himself, the more powerful one must have help while he's learning to moderate his behavior. During the process there are bound to be some explosions. Accepting the inevitability of this, however, does not mean ignoring the problem.

2. Analyze afterwards. When a tantrum occurs, ride it out as best you can. Depending on the kind of person you are and the situation in which the blowup comes, your reaction may range from objectivity to wish-I-were-dead embarrassment. (Certainly a child flailing the pavement in a sparsely populated playground is less of a threat to his parent's peace of mind than one kicking and screaming on a transcontinental jet.) In analyzing the situation later, consider the time, the place, the conditions, under which the scene developed. Make due allowance both for the child's behavior and for your own part in minimizing or, sad but too often true, compounding the confusion. Was the child, perhaps, unusually tired or hungry? (Were *you*?) Was he just getting over an illness—or coming down with one? Was he in new, strange, or frightening surroundings? Was the event that triggered his outburst the last in a sequence of minor, or major, frustrations successfully surmounted until then? Had something unusual upset his routine—a family illness, a visit from grandma, a long spell of wet weather that kept him cooped up indoors? Or could it be that he has just too much routine—with “lovely rice pudding for dinner again.”? Could it be, perhaps, that the family pattern is itself “explosive”?

3. Avoid brooding “between performances.” A shy, sensitive, or unsure parent is likely to take any sign of difficulty in his child as a reflection of inadequacy in himself. This may prompt him to (continued on page 95)

WHEN WE WERE VERY YOUNG By A. A. Milne. Copyright, 1924, by E. P. Dutton & Co., Inc., renewal, 1952, by A. A. Milne. Used by permission of the publisher.



Nova 4-Door 2-Seat Station Wagon, assuming heavy responsibilities.

When you consider everything that goes into it,
you can't find a better wagon for the money.

'65 CHEVY II

All-vinyl interior in a sturdy Body by Fisher. Spacious flat cargo area. Proved money-saving, easy-care features. And the kind of styling that says thrift can be beautiful.

A Chevy II wagon has so much going for it, you could almost say it's loaded even when it's empty.

There's room. A whopping 76.2-cubic-foot cargo area. With the counterbalanced tailgate lowered and the back seat down, you've got over nine feet of flat scuff-resistant floor.

Behind the wheel, you'll feel the urge to sneak a few peeks over your shoulder just to make sure you *are* driving a wagon. You get the kind of performance and handling ease you'd expect to find only in a Chevy II Sedan.

The surprisingly smooth ride comes from an independent front suspension with soft high-mounted coil springs; exclusive Mono-Plate rear springs; plus built-in leveling action. And if a bumpy road gets through all that, there are still double-acting shock absorbers to help flatten it.

With the way a Chevy II is put together, wear and tear doesn't stand much chance of stopping it, either. An acrylic lacquer finish covers its Body by Fisher. Flush-and-dry rocker panels, steel inner rear fenders and an

aluminized exhaust system fight corrosion.

Drive a Chevy II wagon at your Chevrolet dealer's. It's the plushest, most powerful wagon of its size. And you'll find that it certainly makes a little money go a long, long, long, long way. . . . Chevrolet Division of General Motors, Detroit, Michigan.



QUICK CHANGE AND LONG-RANGE WAYS TO A PRETTIER YOU

THE QUICK CHANGE. Never mind that stock situation when you hear at 5:30 that your spouse is bringing home unexpected company. No one expects you to look like Audrey Hepburn at a ball. If you're smiling, freshened up, and welcoming, no one will be scrutinizing you.

No, we're talking now about those occasional times when you give yourself a passing glance in the mirror, pause, and feel a sudden pang. "That isn't me!" But it is—it's you at a bad moment, at low ebb.

It's happened to all of us. It has little to do with age or our basic health. That awful moment—when you saw yourself drained—passes. But it can chip away at morale.

We've found several bottles, tubes, and other assorted containers to remove that look in minutes. Some are admittedly highly temporary, but they can be used again and again to work their magic of color and glow.

Begin with a thorough cleansing with a good cream. Name your own favorite: Pond's Cold or Dry Skin cream, Revlon's Moon Drops Cleanser, Elizabeth Arden's Fluffy Cleansing cream (liquid texture) are a few of the many available.

Next is one of the fun products made by so many cosmetic houses. It's a mild shock treatment, a waker-upper such as Dorothy Gray's Reaffirm Contour Facial; Revlon's Firming Facial Mask in their new Eterna 27 facial treatment cycle; Rubinstein's Herbessence Stimulation or Medicated Beauty Mask, Max Factor's Fresh Beauty. Each is a bracer and stirs up a bit of needed circulation. Most are tingly and warm; Factor's is tingly and icy. These often-called masks are supposed to firm the face muscles. All we know is you look better quickly after you use one. We doubt the improvement is long-lived but then neither is your need. That face you saw in the mirror isn't a permanent condition!

The third step is your moisturizer, colorless on the skin, used with or without a base. Your base if you use one can be the new UltraLucent Fluid Make-up by Max Factor or Rubinstein's Illumination. On with your powder, lightly applied with a downy puff, your eye makeup—perhaps Revlon's new Private Eyes, a complete eye makeup kit geared to your hair color. Now for that newest flatterer, "blusher," a combination of powder and rouge. If you haven't tried one of these, do! Revlon was the first with this, called it Blush On. Now there's Arden's Color Veil,

Rubinstein's Natural Blush, Factor's Pastel Glow. Whichever you choose, pick the color closest to your skin tone, apply it with the fat, little, real fur brush that comes with it. It goes over the cheek bones, around the hairline, on earlobes and throat. You won't look made-up. You merely look freshly pink.

The last step in this quick change is a fragrant spray of eau de toilette or cologne. And with spring in the air, how about Dior's Diorissimo, Coty's Muguet de Bois, one of Mary Chess's flower "flavors," or Guerlain's Chant D'Aromes?

THE LONG RANGE. Most of us have a few real problem areas in our cosmetic care. They're not serious enough to require medical attention but they need our regular attention.

Oily skin? Happily the great cosmetic firms have recognized the need for a whole group of products to help keep oily skin under control. (Don't ever want to get rid of it . . . oily skin stays young longer!) There's Rubinstein's Bio-Clear series, Factor's Young Beauty, Pond's Fresh Start, Bonne Bell's great liquid Ten-O-Six, the Cover Girl products, and Revlon's Natural Wonder series. But to make these work for you, you have to work with them every single morning and night . . . and time permitting, a midday or afternoon session too.

Split or peeling nails? We found a little miracle worker—and we speak from personal experience and several "guinea pigs." It is a green liquid, comes in a small bottle, is called RRP Nail Conditioner (not a nail hardener), made by Richter Research Products. We used it, dabbed it on our hopeless nails morning and night for some four weeks, following instructions. That was six months ago. We stopped using it after four or five weeks because our nails were (and are) growing long, strong, sans splits.

Chapped dry lips? Of course you know about using ample cream at night. But what about all day, every day? One answer is a creamy lipstick applied every hour on the hour. Lipsticks do have emollients in them but they don't last. Now Revlon has come along with a Moon Drops lipstick, with the moisturizer built in. We've used it for a week now—gave out testers to three friends. All of us say yes, it helps!

Have you a problem area? Questions about how you can keep your young good looks? Write to: "Beauty at Home," Box A, The American Home, 641 Lexington Avenue, New York, N. Y. 10022.

THE END



New food for puppies from *Friskies* provides 15 added vitamins and minerals

Now feed your puppy a food specially created for him and recognized by veterinarians and breeders everywhere. Friskies Puppy Food provides everything your puppy needs to help him grow up straight and strong—protein, of course, plus 15 added minerals and vitamins—including A for keen eyes and shining coat, B₁ for body tone and appetite, B₂ for healthy skin and tissue, D for strong bones and teeth. What's more, Friskies has a special beefy flavor to perk your pup's appetite, to make sure he eats his food and gets his nourishment. Assure your puppy a happy, healthy life. Start him right with Friskies Puppy Food.

*P. S. Small dogs love Friskies Puppy Food too
—and it's just as good for them.*

8¢

Save 8¢

At your grocer's on any size package of **FRISKIES PUPPY FOOD**

8¢



Friskies PUPPY FOOD
for SMALL DOGS, 100

To dealer: This coupon is redeemable for 8¢ (plus 2¢ handling) through Carnation salesmen, or, if mailed to Carnation Coupons, Box 171, Pico Rivera, Calif., provided it has been used for the purchase of Friskies Puppy Food in accordance with this offer. We will not honor redemption through outside agencies, brokers, etc. Void if use is prohibited, taxed or otherwise restricted. Limit: one per family. Cash value 1/10¢.

GOOD ONLY ON THE ABOVE—ANY OTHER USE CONSTITUTES FRAUD

FROM A WORLD LEADER IN NUTRITION—Carnation



OWNERS: ROBERT SHAHEEN, CURTIS GOODFELLOW / SITE: EDEN ISLE, ARK. / ARCHITECT: E. FAY JONES.

New ideas from today's new homes Western Wood framing spiced with imagination!

This house didn't hide its "ribs" behind walls and ceilings. It put these framing members out to be seen, giving design excitement to both interior and exterior.

Whatever your taste in home styling, don't overlook the importance of Western Wood framing lumber — in obvious, exciting things; in unseen, hard-working things. It means dependable strength for sound, long-lasting construction. It means enduring beauty for stunning effects, like the home above. It means the lifetime comfort of sturdy, resilient floors.

It means more house value for no more cost.

You can adapt many such creative ideas when you use Western Wood framing lumber because every last inch of it receives the same basic manufacturing care — and you can select show grades for eye appeal, or efficiency grades for rugged but hidden construction duty.

Want to see more design ideas in framing? Just send this coupon for our new booklet. And when you talk framing with your architect or builder, talk Western Woods. He respects the name.



Dept. AH-465, Yeon Building, Portland, Oregon 97204
Please send your booklet, "Design Ideas in Western Wood Framing." Enclosed is 10c.

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Address _____
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WESTERN WOOD PRODUCTS ASSOCIATION
Yeon Building, Portland, Oregon 97204



JOSEPHINE, TV'S LADY PLUMBER, SAYS:

**“Try this test and see
Comet get out stains
other cleansers leave behind.”**



Other leading cleanser



Comet



Some stain left



No stain left

(ACTUAL UNRETOUCHED PHOTOGRAPHS)

“In your wet sink, sprinkle any other leading cleanser over one food stain and Comet over one just like it. Wait a little while, rinse—and you’ll see a big difference! The

other cleanser leaves some stain—but Comet doesn’t!
Are cleansers the same? Not on your life! One’s best, and that’s Comet with Chlorinol!”

COMET gets out both food stains and potmarks better than any other leading cleanser!



By Alan C. Borg

YES, YOU CAN OWN A VACATION HOME



It used to be a toy, a costly but delightful acquisition strictly for the rich. But today, more and more families are becoming second-home owners. The vacation home comes surprisingly close to being a necessity to ease the tensions, the pressures, and the jangle that beset the vast majority of middle-income families. And now, more than ever, it is within reach, financially, especially if you ask yourself what you have to show for the money spent on hotel bills after taking the family on a regular vacation.

On the eastern tip of Long Island you can buy a two-bedroom, fully furnished vacation home for about \$600 down and \$80 a month. Near Carmel, California, you can have a basic cabin for \$2000 on leased land. In Pennsylvania you can buy a \$15,000 two-bedroom, furnished, second home for 10 percent down, \$80 a month.

While these are complete packages sold by

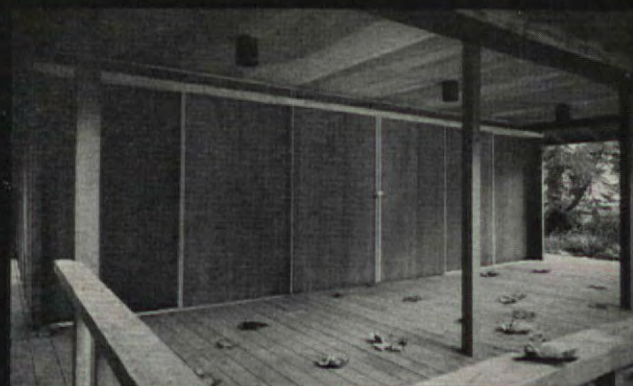
developers, it is also easier now to get financing to build your own house on your own property.

Banks are becoming interested in second-home financing and will give up to 80 percent mortgages on the total cost. These are conventional mortgages at 5½ to 6 percent and up to 24 years in length. And you can get some return on your investment by renting it part time, as 70 percent of all second-home owners do.

The four cottages on these pages show you the full range of possibilities—from prefabricated designs that differ widely in style and construction to a deluxe mountain cabin that has everything one could ask for, and finally, an imaginative solution for a low-cost hideaway.

So if you are contemplating buying or building a vacation house, or if you never thought you could afford one, look into it now—conditions have never before been so much in your favor.

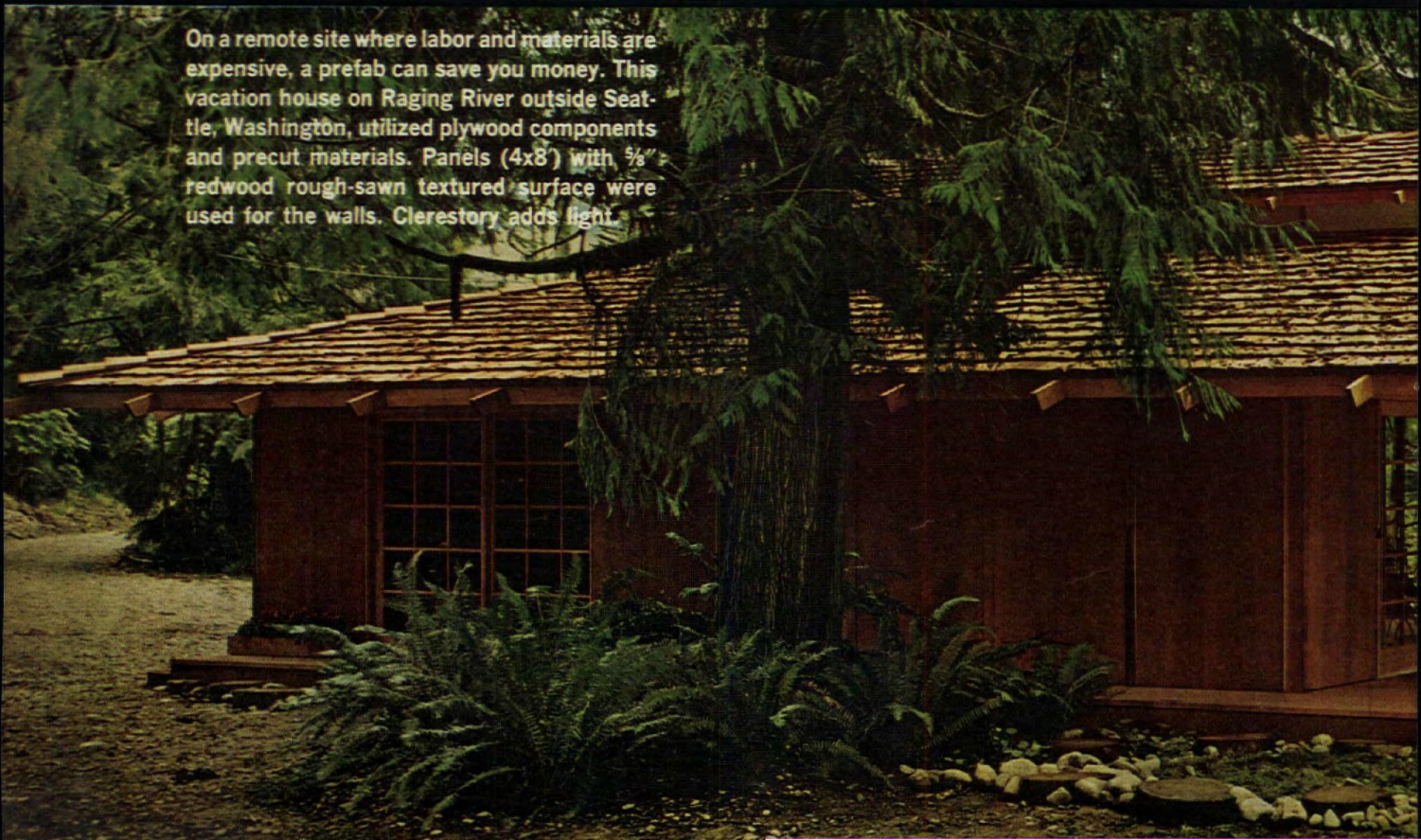
Designed by architect Walter D. Widmeyer, the large, sheltered deck (below) becomes an extension of the living room throughout most of year. When house is unoccupied sliding security doors (right) close openings.



Sliding doors open bedroom to outdoors. Redwood plywood is also used on inside—but a thinner variety. House has 770 square feet of interior space; 700 square feet of deck.

LOW-COST PREFAB WITH

On a remote site where labor and materials are expensive, a prefab can save you money. This vacation house on Raging River outside Seattle, Washington, utilized plywood components and precut materials. Panels (4x8') with $\frac{5}{8}$ " redwood rough-sawn textured surface were used for the walls. Clerestory adds light.



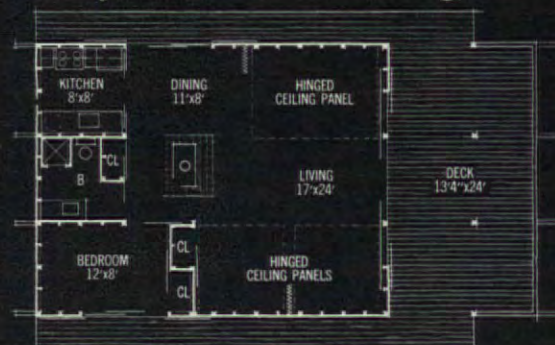


Combination box beam and half-truss roof system create clerestory. Hinged ceiling panels drop down (above and right) to form three additional sleeping areas. Kitchen is in rear.

Even with hinged panels lowered there is plenty of living space. Plan shows that most of house is devoted to living areas. Weather tight in one week, construction costs were about \$7100.



Study Plan Order Form on Page 81



STUDY PLANS YOU CAN BUY



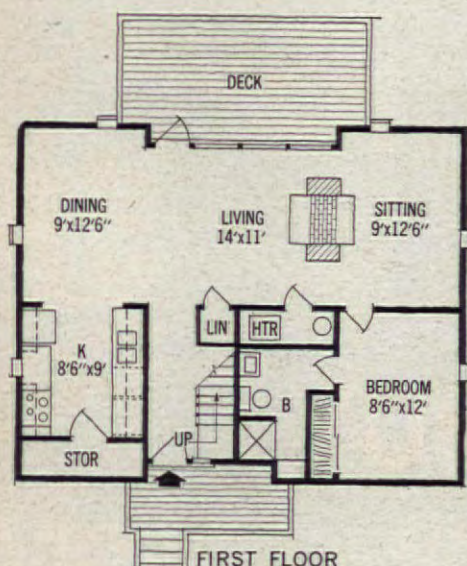


VACATION HOUSES (continued)

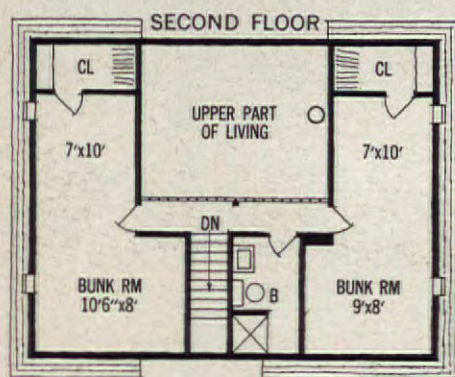
The Wilson Harris ski cabin in Breckenridge, Colorado, is a two-story structure with a two-story living room and U-shaped balcony. All-“attic” design provides more space than familiar A-frame. Window wall

and balcony deck off living room face the south for maximum sun exposure. Each of the tall, narrow dormer windows has its own “awning” vent unit. Drainage from roof flows into decorative corner scuppers.

Designed by Langdon Morris, A.I.A., this mansard retreat screens out the bright sunlight, is well insulated against bitter cold nights. Large entry deck is for knocking snow off boots and clothes and storing skis.



Two-story structure has two baths and bunk space for eight to ten people. Two skylights in flat roof illuminate the living areas. Main level has 820 square feet of living space, upper 508 square feet. Cost was \$15,000.

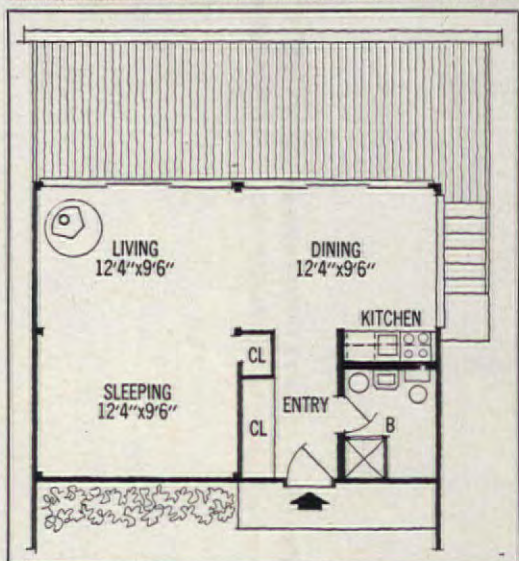


WHY NOT BUILD A ROOF HOUSE?

Ski cabin with mansard roof design sheds snow and makes the most of space

ANOTHER IMAGINATIVE PREFAB

Utilizing three basic materials (structural steel, three-inch solid cedar decking, and glass), house was enclosed in four days



House has 507 square feet of living space and a 260-square-foot deck. Cost in Colorado was about \$8,000.

Large overhang protects insulating-glass sliding doors. Red cedar decking used throughout is V-grooved and has double tongue and groove to insure weather-tight construction. View here emphasizes simple design.



Designer-builder Walter S. White had to solve some fundamental problems in building mountain cabins in high hills around Eleven Mile Reservoir, Colorado: difficult sites, cold temperatures, heavy snowfalls, and considerable distances to sources of labor and supplies. By choosing his materials well he reduced them to a minimum, got double-duty from them. For instance, the floors, walls, and roof are all made of the same material which acts as structure finish outside, finish inside, and has fairly good insulation qualities as well.

A CAMP-OUT WITH COMFORTS

Glorified camp has
all the plumbing
and electrical conveniences
of a year-round home



Tranquil scene shows the main features of the house: screened-in living room, small bunk area, the cedar shingle roof. Canvas blinds outside the screen roll down in inclement weather. House has 350 square feet of living area.



In a house this small, detailing is important since most structural components are exposed. For example, architects Bower and Fradley specified 2x3" nailers on roof so tips of nails would not be seen in living area below.



Built on the eastern shore of Maryland, this vacation house is actually little more than a large screened-in porch.

Nevertheless, it provides all the necessities with kitchenette, bath, two bunk rooms, and storage area.

Blueprints are available, order form on page 81.

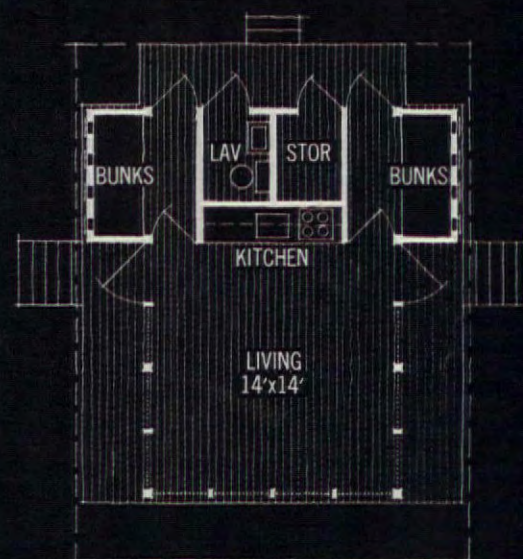


Storage for a canoe and other equipment is provided in crawl space. Plywood panels to close cottage in winter are also kept here.

Ventilation in bunk areas is achieved by hinging alternate siding boards at the top (much like you see in tobacco barns).



Wide overhang at living area helps keep off driving rains. Seen at right is raised wooden platform with 10x21' heavy-duty tent which serves as sleeping pavilion for the four boys in the family. This frees bunk beds in the main house.



Plan shows compact, efficient placement of all areas. Construction in most parts of the country should be under \$5000.

For too many women, buying a rug or carpet is little more than the search for an expensive necessity that must somehow cover a large area of her home—the floor. Unlike a beautiful chair or lamp or painting, it's rarely "I just have to have" with carpeting. Rather, it's settling for something neutral, practical—and dull.

And what a pity! Especially with the new floor-covering collections. For each and every one has "I want" written all over it. The new rugs are chockablock with excitement and beauty. They're the starting point for a new room scheme or the unifying and thrilling addition to your existing one.

On these pages you'll see all of the new trends, the new fashions in rugs. See how to use them in your own home.

Those trends and fashions? Patterns and more patterns to bring plain rooms to life or to add dimension to your draperies and upholstery prints . . . the look of needlepoint, a favorite with interior designers . . . the shadow play of texture, in bulky popcorn or artfully tousled shaggy weaves . . . elegant plushes to sink into . . . colors to fall in love with, to tempt, bewitch but never bewilder you—olives and warm golds as practical as those old standby beige tones . . . easy-to-use reds, soft grays.

Begin with these new floor coverings—and you'll learn to *enjoy* that underfoot look that makes a whole room come to life. Want to know how to buy carpets, rugs, like an expert? See our Buying Guides in the Winter and March issues.

THE MOST EFFECTIVE DECORATING STARTS WITH THE FLOOR





Photographed at Directional, New York

Art Nouveau, new underfoot with Tiffany by Alexander Smith Carpets. This nylon Axminster glows with the new, deep, rich shades, comes in 12- and 15-foot widths as well as the firm's "Floor Plan" rug sizes, and retails for about \$12 a square yard. The floral design, shown in a contemporary setting here, would also do wonders for an informal country living room.

The shaggier, the better—that's the fashion story in carpets this year. Karastan Rug Mills, Inc., call their shaggy, imported wool beauty Camineau, and offer it in 15 multicolors (rug shown is done in white, black, brown) and 17 solid colors. Retail price per square yard is about \$15.



Photographed at Baker-Manor House

FLOOR COVERINGS (continued)

There are rugs and carpets and now there's Rug Tile, an interlocking tile on a flexible polystyrene base that needs no adhesive. Roxbury Carpet makes it in many versions. The one photographed is flocked nylon in ultra-fashionable and wearable camel and gray-flannel colors. Tiles range from 98c to \$1.10 each, are easy enough to install by yourself. Single tiles can be removed for cleaning or replacement when worn.



Pretty texture (high-low loops), practical fiber, and price to match (about \$7 a square yard)—what more could you ask? Here's a newcomer from Gulistan in Herculon's Olefin fiber (don't let the name scare you). We dressed it up with flowered wallpaper, the most feminine of desks. It could also go in the living room.

Here's that important needlepoint look, this time by Bigelow-Sanford, Inc., in DuPont's Orlon 33. Black accents add subtle definition to random pattern; retails for about \$13 a square yard. (Other colors too.)



Photographed at Milling Road

There's nothing as festive and amusing as a real red carpet, especially with lots of white and black. Could be equally good, though more conventional, with white and gold. Callaway's Grand Design uses Chemstrand's Cumuloft continuous filament nylon, about \$10 a square yard. Love-seat cushions not shown.



Photographed at Parzinger Originals, Inc.



Photographed at Fritz Hansen



Photographed at Selig Showrooms, New York

New technique allows patterned vinyl background of rug to peep through the heavy cotton and Avisco rayon shag over-tufting. Done in a large diamond design. Note the Selig chair seat upholstered in matching flowered vinyl. Rio, by Regal Rugs, comes in 4x6-foot size only, retails for approximately \$50.



Bouquets of roses and medallions in a needlepoint technique look distinctly 19th century. Acrilan Wilton weave, by Mohawk Carpet Mills, retails for about \$19 a square yard. The Bristol blue, olive, brown, and cream colors are fine starting points for any color scheme whether it's a living room or a dining room. Star a bold pattern like this.



Still not sure about pattern? Then this all-over geometric shading from light to dark for a border pattern effect should be discreet enough to please you. The 80 percent Acrilan rug is tufted by Cabin Crafts, Inc. This 6x9-foot size retails for about \$285. This type of tidy pattern works well with other patterns and with textures.



Very plush is James Lees & Sons Company's mossy Harlequin pattern, done in a whole range of closely related colors. We like it with the simplicity of Scandinavian pieces but it's elegant enough to hold its own anywhere, a pattern compatible with many prints. All-wool Axminster rug, in 9x12-foot size, is approximately \$199.

Come out of the sun and discover a new world of shade-loving plants. They bring color, fragrance, and interesting textures to dull, difficult places under trees or shrubs. You can make a sheltered place fragrant with lily-of-the-valley, or invite the play of light and shadow on a carpet of coleus. Just begin with a shady spot.

A wide range of plants, both flowering and foliage types, will thrive with little direct sun. Some prefer the light shade of high trees. Others need to be more heavily shaded—especially at midday. Remember, *all* plants need some light, especially the ones we grow for their flowers, but they don't all require continual sun. Use our pictures as guideposts and experiment.

In partially shaded locations, you can grow a selection of plants that includes anemones, asters, browallias, daylilies, columbines, impatiens, narcissus. Trailing arbutus, a lovely evergreen wilding with fragrant pink and white flowers in April and May, also does well in light shade. The crocus, at right, tolerates light shade, as do the semperflorens begonias. They need more light than tuberous types.

Among the plants that will do nicely in spots that are shaded most of the day are aconites, tuberous begonias, bleeding hearts, coleus, cypripedium, ferns, hostas, Jack-in-the-pulpit, lily-of-the-valley, May apple, Virginia bluebell (mertensia), forget-me-not (myosotis), trilliums, and many violets. One of the prettiest of these is the lady's slipper, or cypripedium, a hardy native orchid that needs to have plenty of moisture and peatmoss in the soil.

In really dense shade, strive for a woodland effect and use ferns. Combine native plants with cultivated varieties. Before you begin mixing, however, have a definite plan (preferably on paper) and be sure to group plants with similar light, soil, and moisture requirements.

If the space to be planted is quite small, limit yourself to one type of plant—perhaps a low-growing groundcover or a few of the smaller bulbs. Use plants that will complement, not detract from one another. And when planting, don't overlook the element of surprise. A sudden encounter with Jack-in-the-pulpit or an unexpected blaze of iris can be the difference between the ordinary and the inspired.



BEAUTY FOR YOUR SHADY SPOTS

The "dark corners" of your garden can be the prettiest



Bleedinghearts want light fertile soil.



Lily-of-the-valley—fragrant groundcover.



Violets are reliable. Many are fragrant.



Jack-in-the-pulpit sows itself readily.



Ferns are fine for woody plantings.



Primulas make gay borders in the shade.



Dogtooth violet—lovely in moist spots.



May apple. Don't use in small spaces.



Iris for brilliant effects.



Tuberous begonias thrive in shade.



Narcissus can be lightly shaded.



Trilliums want rich, moist, woody soil.



Evening primroses spread rapidly.



Browallias grow to five feet tall.



Impatiens are easy to grow.



Semperflorens begonia 'Cinderella White.'



Coleus is easily increased from cuttings.



Use purple trillium as a foil for white.



Colchicums are fall-blooming shade lovers.



Anemones like part shade, bloom early.

Otto Maya



More storage, more personality for your home

Wall systems will help you
organize, add
architectural distinction,
and give a custom
look at mass-produced prices

What a handsome way to relieve the boxlike look so characteristic of today's rooms! Have you a long, dull wall, for example? Give it distinction while adding lots of storage space as designer Dolores Engle did here. Miss Engle used the Herman Miller system by George Nelson, created a striking, abstract pattern à la Mondrian with shelves, painted flip-up doors, and intimate display niches. Metal grille above dining table hides unsightly wall brackets. Drop-front desk is habitually left open to balance the right-angle projection of the dining table. Both are part of this versatile system.

Wall systems (continued)

You can buy "open stock" storage by the yard to use where and when you want it most, as in the home of Mr. and Mrs. Martin Gura. Royal System teak shelves, cabinets, and chests can be used in an infinite variety of combinations. Here the Guras turn

the wall of their dining-ell into a storage wall for their collection of top-of-the-table accessories. More delicate pieces are housed in cabinet, right, while linens are in chest, left. Long display shelf, center, also serves as buffet. Under \$400, installed.



Here's how you can make two rooms out of one with Royal's System Cado. New wall of rosewood panels was installed over a frame of simple 2x4 studs, 16 inches on center. It is sturdy enough to support shelves for books, magazines, a collection of blue and white Delftware, and cabinets for home entertainment equipment in the apartment of Lau Aabeling. Mr. Aabeling also incorporated a closet into his scheme, made it into a bar, far right. Television swivels on a lazy Susan for viewing from both rooms. The approximate installed cost, \$1600.

Other than a bed, a chair, and a pair of stools, the George Beylerians' tiny bedroom is furnished only with Omni's pole system. The bed is flanked by a pair of single units that hold night tables, cabinets, shelves, and a dressing table for Mrs. Beylerian. Cabinets are wallpapered to make them "vanish." Opposite the bed there's a whole wall of Omni storage for clothes and linens. A drop-down drafting table hides shelves for Mrs. Beylerian's paints and other art supplies.

Shopping Information, page 101



The young George Beylerians have turned one wall of their small living room into a hospitality center via a wall system. The poles (by Omni) were given piano-hinged doors dressed up with black vinyl. The cabinet at left opens up to reveal a drop-down bed, the one at the right holds tableware, bar equipment, hi-fi set. Approximate cost, under \$1200. Mr. Beylerian's collection of Coptic fabric fragments is spotlighted in the niche between. Metal-based stools, occasional table, and velvet-upholstered bench were all designed by Mr. Beylerian, a professional designer.

Where would you be without mayonnaise or salad dressing for crisp, crunchy salads, your favorite sandwiches, or the makings of a zesty dip or cocktail sauce? Lost! We often take these faithful standbys for granted—much like salt and pepper. Handy they are too as a built-in seasoning for sautéing vegetables, or the hidden ingredient in

a main dish. But look what happens when imagination takes over and you use mayonnaise or salad dressing to create a culinary triumph the likes of which you see here! **COLD GLAZED BAKED HAM** is coated with a new version of chaud-froid with mayonnaise or salad dressing and sour cream in place of the sauce in the French

GREAT STAPLES TO HELP YOU TURN OUT MASTERPIECES

By Virginia T. Habeeb



recipe. It's prettied with pimiento, green pepper, olives. **FROSTED SANDWICH LOAF** holds a surprise in every layer: curried egg salad, tomato, chicken salad, and deviled ham—frosted with a velvety smooth mixture of mayonnaise or salad dressing and cream cheese.

CREAMY CHICKEN MOLD is a tantalizing mixture

of chicken, mayonnaise or salad dressing, broth, gelatin, seasonings, and lemon juice. Shimmering and regal!

SEND US YOUR IDEAS. We invite you to submit your favorite recipes, this month using mayonnaise or salad dressing. The best ones will be published in a future issue.

For details, more ideas, and our recipes, turn to page 66.



TAKE
a
JAR OF
MAYONNAISE
OR SALAD
DRESSING

INTRODUCE YOUR FAMILY TO NEW ORLEANS COOKERY

New Orleans, considered by many as a gourmet's paradise, is a source of culinary pride to all Americans. Here we share with you some of the recipes that highlight the very essence of New Orleans culture and heritage.

In the beginning the cookery was French because the original settlers knew French cuisine best. Among them were both aristocrats and peasants. This accounts for the elegance of some dishes and for the frugality of others. With the advent of the Spanish settlers in 1760, some of the more pungent seasonings were introduced—chili pepper, garlic, and pimiento. The American Indian at this time added his own bit of kitchen

magic when he introduced a seasoning known as filé or powdered sassafras leaves. This unique contribution—used as a substitute for okra—sets apart the New Orleans Gumbo from those of other Southern states. These and many other recipes for easy-to-love New Orleans dishes start on page 72.

In the tureen below, Seafood Gumbo—a harmonious blending of shrimp, crab, oysters, tomatoes, rice, and seasonings. This thick soup, with a green salad, can be a meal in itself. Jambalaya is a zesty combination of rice, chicken, sausage, green pepper, tomatoes, celery, and superbly memorable seasonings.



Sweets are important, too, in New Orleans cookery. Creole Fudge Cake is topped with chocolate cones. With Creole coffee it is the perfect ending. French Strawberry Meringue Cake glorifies Louisiana's famous strawberries. Layers of crisp meringue are topped with whipped cream and crushed strawberries. The garnish of red ripe strawberry halves will bring accolades from all who partake!



Why is it so many women never dream of serving a puffy soufflé? Just because you had a devastating experience that left both you and the soufflé deflated? Or you think a soufflé is expensive, overly difficult, a dish only for the gourmet chef? A soufflé is none of these. There's nothing expensive about a few eggs, white sauce, a cup of diced or pureed food—and air. There's nothing difficult if you but follow a few, simple techniques.

First, the thick sauce is combined with the beaten egg yolks, then with the chosen cheese, meat, vegetable, or fruit. Next come the egg whites on which the success and glory of your soufflé depend. Whites should be stiff

but not dry; folded, never stirred or beaten, into the sauce mixture. (Folding is cutting through the sauce, lifting the batter up, over, and under the whites so they become part of the mixture without losing the air you've beaten into them.) The sauce mixture can be made a little ahead of time but the whites should be beaten and added to the warm, not hot sauce, just before baking time. And just one more rule—the guests must wait for the soufflé, the soufflé must never, never wait for the guests. Shown here: a magnificent Cheese-Asparagus Soufflé, rich with sharp Cheddar and tender asparagus. More delicious (entrée and dessert soufflé) recipes beginning on page 76.

THE SUCCESSFUL SOUFFLÉ





A working man's lunch
should work for him:
Hefty Bean with Bacon Soup helps make a sandwich a meal



**They always eat better
when you remember the soup**

Here's the easy way to help a hard-working man in
his busy day: A hefty, hearty sandwich and a hot,
hearty soup—Campbell's Bean with Bacon. There's

Reach for the *Campbell's*



nourishment in those whole pea beans and that rich
bean purée. And those bits of smoky bacon give the
whole soup a flavor that makes him ask for more.

it's right on your shelf

Take a Jar of Mayonnaise or Salad Dressing

(continued from page 61)

Have an original recipe using mayonnaise or salad dressing? We'd like to try it in our Test Kitchens. The "blue ribbon" ones will appear in a future issue and we will pay \$10 for each one published. Follow the same style and abbreviations in writing your recipes as on the cards below. Send them to the Food Editor, Dept. T-A3, The American Home, 641 Lexington Avenue, New York, N.Y. 10022. They must be postmarked no later than April 30, 1965. All recipes become the property of *The American Home*; we reserve the right to edit those that are selected for publication.



SPECIAL SAVING

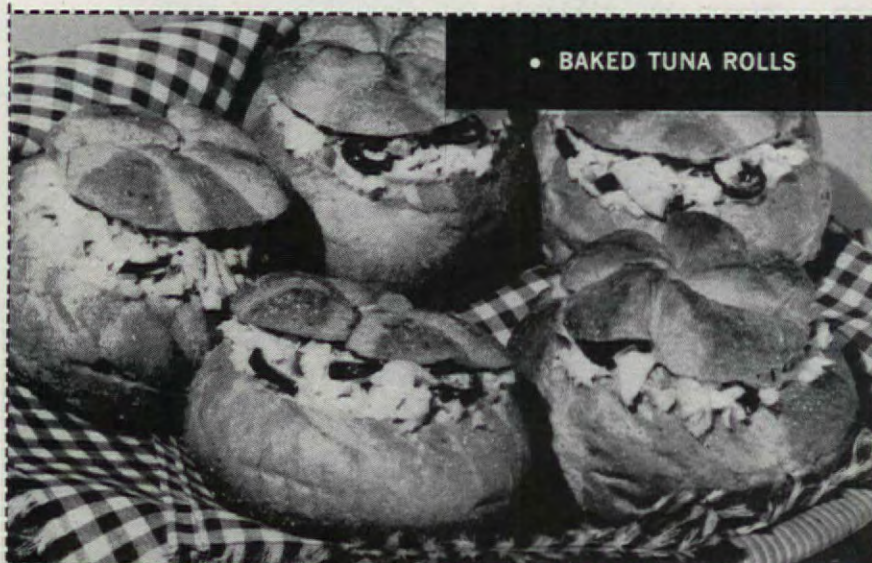
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• BAKED TUNA ROLLS

• BAKED TUNA ROLLS

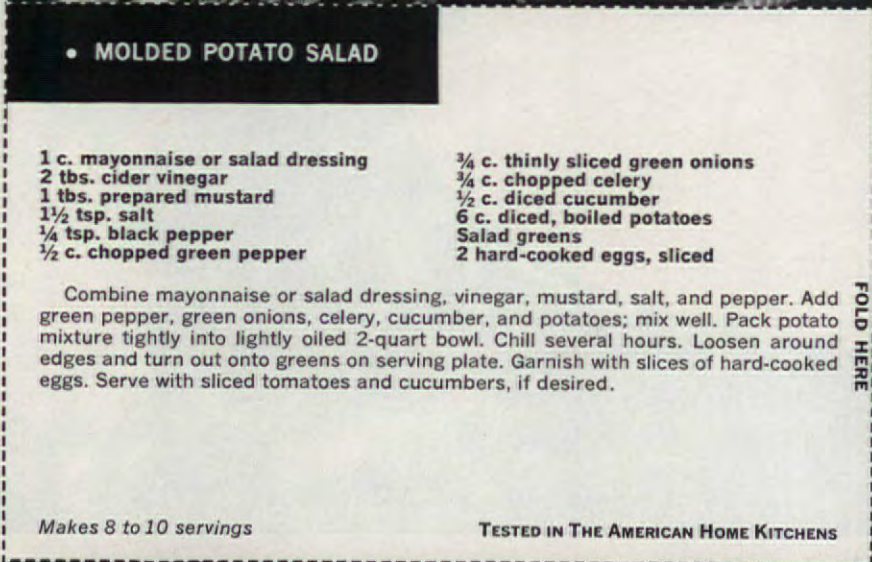
$\frac{3}{4}$ c. mayonnaise or salad dressing
2 tbs. lemon juice
 $\frac{1}{4}$ c. finely chopped onion
 $\frac{1}{4}$ tsp. salt
Dash of black pepper

1 c. finely chopped celery
 $\frac{1}{2}$ c. chopped green pepper
 $\frac{1}{4}$ c. sliced ripe olives
2 cans (7 oz. ea.) tuna, drained and flaked
6 large round or rectangular hard rolls

Heat oven to 375° F. Combine mayonnaise or salad dressing, lemon juice, onion, salt, and pepper. Stir in celery, green pepper, olives, and tuna. Cut tops off rolls; pull out soft centers. Fill rolls with tuna mixture; replace tops. Wrap each roll in foil. Bake 40 to 45 minutes or until hot. Garnish each with a kabob of cherry tomato, ripe olive, and radish rose, if desired.

Makes 6 servings

TESTED IN THE AMERICAN HOME KITCHENS



• MOLDED POTATO SALAD

• MOLDED POTATO SALAD

1 c. mayonnaise or salad dressing
2 tbs. cider vinegar
1 tbs. prepared mustard
 $\frac{1}{2}$ tsp. salt
 $\frac{1}{4}$ tsp. black pepper
 $\frac{1}{2}$ c. chopped green pepper

$\frac{3}{4}$ c. thinly sliced green onions
 $\frac{1}{4}$ c. chopped celery
 $\frac{1}{2}$ c. diced cucumber
6 c. diced, boiled potatoes
Salad greens
2 hard-cooked eggs, sliced

Combine mayonnaise or salad dressing, vinegar, mustard, salt, and pepper. Add green pepper, green onions, celery, cucumber, and potatoes; mix well. Pack potato mixture tightly into lightly oiled 2-quart bowl. Chill several hours. Loosen around edges and turn out onto greens on serving plate. Garnish with slices of hard-cooked eggs. Serve with sliced tomatoes and cucumbers, if desired.

Makes 8 to 10 servings

TESTED IN THE AMERICAN HOME KITCHENS



• CREAMY CHICKEN MOLD

• CREAMY CHICKEN MOLD

1 chicken (5-5½ lbs.), cut up
2 tsp. salt
5 peppercorns
1 small onion, sliced
3 sprigs celery leaves
2 envelopes unflavored gelatin
3 c. chicken broth
4 tsp. grated onion

2 tbs. lemon juice
1 c. mayonnaise or salad dressing
1 tsp. dry mustard
2 tsp. salt
 $\frac{1}{2}$ tsp. black pepper
1 c. diced celery
2 tbs. chopped parsley

Put chicken, 2 teaspoons salt, peppercorns, sliced onion, and celery leaves in large saucepan. Add water to cover. Cover pan; simmer until tender. Remove cooked chicken from bones; return bones and skin to broth. Cook until broth is reduced to 1 quart; strain; cool; remove fat. Cube chicken (you should have 4 cups); reserve. Soak gelatin in $\frac{1}{2}$ cup cold chicken broth. Heat 2½ cups chicken broth; add gelatin mixture; stir until dissolved. Combine grated onion, lemon juice, mayonnaise or salad dressing, mustard, 2 teaspoons salt, and pepper. Add to gelatin mixture; mix well. Chill until mixture begins to jell. Fold in celery, parsley, and cubed chicken. Turn into 7-cup mold. Chill several hours or until firm. Unmold onto serving plate. Garnish as desired with greens. (For a large, party-size mold, as pictured, double the recipe and turn into 14-cup mold.)

Makes 6 to 8 servings

TESTED IN THE AMERICAN HOME KITCHENS

potato salad pie



this is no place for "second best"

...bring out the **HELLMANN'S**...and bring out the best

Imagine the talk! Imagine the taste! What a delicious new way to serve potato salad! And, top it with Real Mayonnaise—Hellmann's, of course. Extra delicate and light, Hellmann's highlights the natural flavors of other foods, never hides them. It brings out their best!

POTATO SALAD PIE

3 pounds (about 10 medium) potatoes
2 cups diced celery
1/4 cup finely chopped onion
1/4 cup finely chopped parsley
1 cup **HELLMANN'S**® Real Mayonnaise
2 teaspoons cider vinegar
2 teaspoons salt
1/4 teaspoon pepper
HELLMANN'S Real Mayonnaise,
tomatoes, watercress, to garnish

Cook potatoes until tender; peel and chill • Slice thinly or dice • Add celery, onion, parsley, 1 cup Hellmann's, vinegar, seasoning • Toss lightly until well mixed • Press into 9 inch pie plate • Build edges as for pastry; smooth center • Chill at least 3 hours • Before serving, cover center generously with Hellmann's; decorate with tomatoes and watercress • Makes 8 wedge-shaped servings.



NEW! EASY-SCOOP QUART

Our Contadina Tomato Paste never gets tired of spaghetti. If you do, try:



Italians make 317 different kinds of pasta. We make only one kind of Tomato Paste. Our deep, red, robust Contadina. Just like the Old Country, except a little better, because we put eight great California tomatoes in our little bitty can. Try our Paste with a new pasta, tonight. It tastes every bit as good on rigatini as it does on spaghetti. Especially if you make a rich, thick sauce like this:

ALL PURPOSE PASTA SAUCE

½ cup chopped onion	2 ¼ cups water	½ tsp. sugar
¼ cup olive oil	¼ tsp. salt	1 tbsp. chopped parsley
2-6 oz. cans Contadina Tomato Paste	¼ tsp. garlic salt	¼ tsp. oregano
	½ tsp. pepper	1 bay leaf

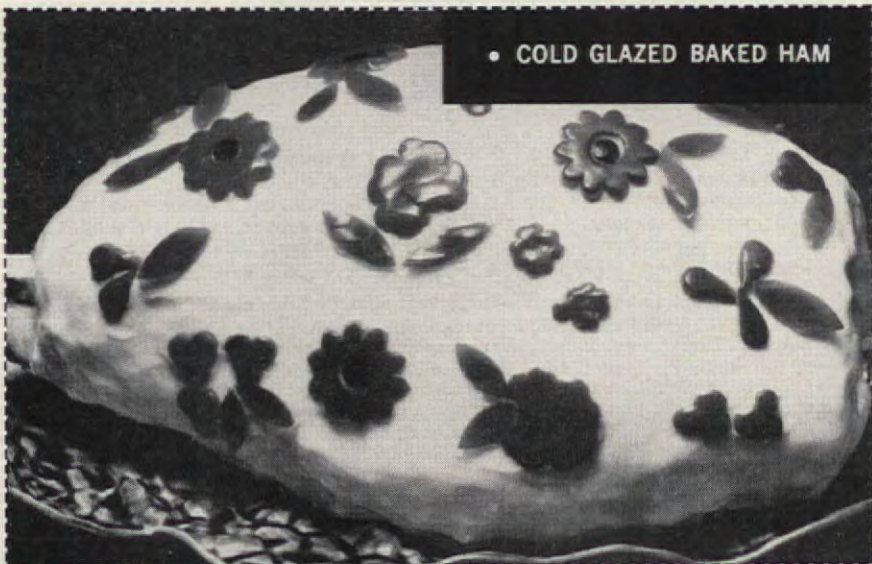
Saute onion in olive oil. Stir in Contadina Tomato Paste. Slowly add water to mixture, stirring constantly. Add remaining ingredients. Simmer 30 minutes, stirring occasionally. Remove bay leaf before serving. Makes 3 cups, plenty for 1 lb. of pasta.



Take a Jar of Mayonnaise or Salad Dressing

(continued from page 66)

• COLD GLAZED BAKED HAM



• FROSTED SANDWICH LOAF

Ham-Pickle Filling, below
Chicken Salad Filling, below
Curried Egg Filling, below
Peeled tomatoes
1 loaf (about 1 lb. 13 oz.) unsliced
sandwich bread

Butter or margarine
2 tbs. mayonnaise or salad dressing
2 pkgs. (8 oz.) cream cheese
¼ c. mayonnaise or salad dressing
2 tbs. light cream

Prepare fillings; slice tomatoes; chill. Cut all crusts from bread with sharp knife. Lay loaf on its side; cut into 5 even slices; spread 4 slices with soft butter or margarine. Spread fillings on three slices; arrange tomatoes (halve slices if necessary) on fourth slice; spread tomatoes with 2 tablespoons mayonnaise or salad dressing. Stack slices; top with fifth slice of bread. Combine cream cheese, ¼ cup mayonnaise or salad dressing, and cream. Blend until smooth. Spread mixture on tops and sides of loaf. Chill thoroughly. Garnish with sieved, hard-cooked egg yolks, if desired.

Ham-Pickle Filling: Mix 3 cans (2 ¼ oz. ea.) deviled ham and ¼ c. chopped sour pickle.
Chicken Salad Filling: Mix ½ c. mayonnaise or salad dressing; 1 tsp. grated onion; 1 tsp. lemon juice; ½ tsp. salt; dash of pepper; 1 c. chopped, cooked chicken; ½ c. chopped celery; and 3 tbs. finely chopped parsley.

Curried Egg Filling: Mix ¼ c. mayonnaise or salad dressing; 1 tsp. prepared mustard; 1 tsp. grated onion; ½ tsp. curry powder; ½ tsp. salt; dash of black pepper; and 3 hard-cooked eggs, finely chopped.

Makes 8 to 10 servings

TESTED IN THE AMERICAN HOME KITCHENS

• PINEAPPLE HAM BAKE



• TIPS WITH MAYONNAISE OR SALAD DRESSING

Smoky Egg Dip: Cut 12 hard-cooked eggs in half. Sieve yolks; chop whites fine or press through a sieve. Blend egg yolks and whites with 2 teaspoons liquid smoke, 1 tablespoon lemon juice, 1 tablespoon prepared mustard, 2 tablespoons Worcestershire sauce, ½ teaspoon liquid hot-pepper sauce, and 1 cup mayonnaise or salad dressing. Serve with raw vegetables.

Dressings: Make one of the following by mixing the ingredients with 1 cup mayonnaise or salad dressing.

Caper: 2 tablespoons chopped ripe olives, 2 tablespoons chopped pimiento, 2 teaspoons chopped capers, and 2 teaspoons white wine vinegar. Use with fish or green salads.

Saffron: ¼ teaspoon saffron. For chicken and cold meat salads.

Green: 2 teaspoons chives, 2 teaspoons tarragon leaves, ½ teaspoon chervil, and ½ teaspoon dill, all finely chopped. Chill. Good with fish.

Horseradish: 2 tablespoons drained, bottled horseradish; 2 tablespoons dairy sour cream; and 2 tablespoons chopped radishes. For meat and fish salads.

Curry: 1 teaspoon curry powder and 2 tablespoons chopped chutney. Good with chicken, meat, or egg salads.

Anchovy: 1 teaspoon anchovy paste and 2 tablespoons chopped parsley. Use with cold meat, endive, or head lettuce salads.



Not much of a wedding gift, maybe...but it will fit in an all new Frigidaire Dishwasher

That's one of the things people used to complain about in automatic dishwashers—odd-shaped dishes like that awkward item above. Or 12-inch dinner plates. Or pilsner glasses. Platters. Goblets. Wouldn't fit. Now, mark our words, the all-new Frigidaire Dishmobile will hold them. Bigger on the inside, smaller on the outside? Not exactly. When we designed our new washing action (Super-Surge, it's called), we found we could also redesign the racks to hold more and bigger things. We're amazed at the difference it makes. You will be, too. And our engineers have eliminated some other complaints you've heard. Like hand-rinsing dishes before loading—you just don't have to do it with the new Custom Imperial Dishmobile. Ask your Frigidaire dealer why. And ask him soon. Why waste any more time doing dishes by hand?

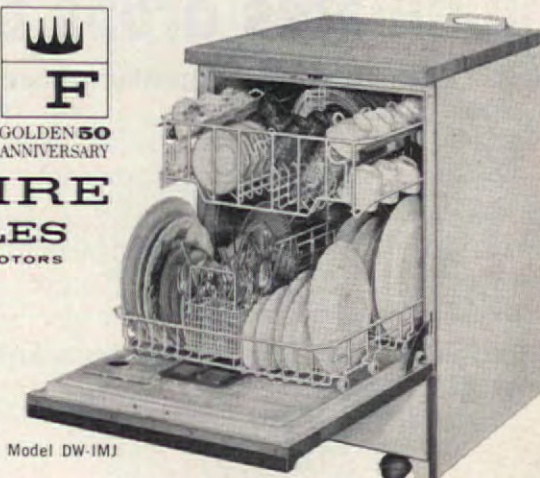
Sanitize
your dishes
sparkling clean



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For best performance in your Frigidaire Dishwasher, use a special dishwasher detergent like Cascade. Cascade furnishes a free, full-size sample for each new Frigidaire Dishwasher and shares the cost of this advertisement by mutual agreement.



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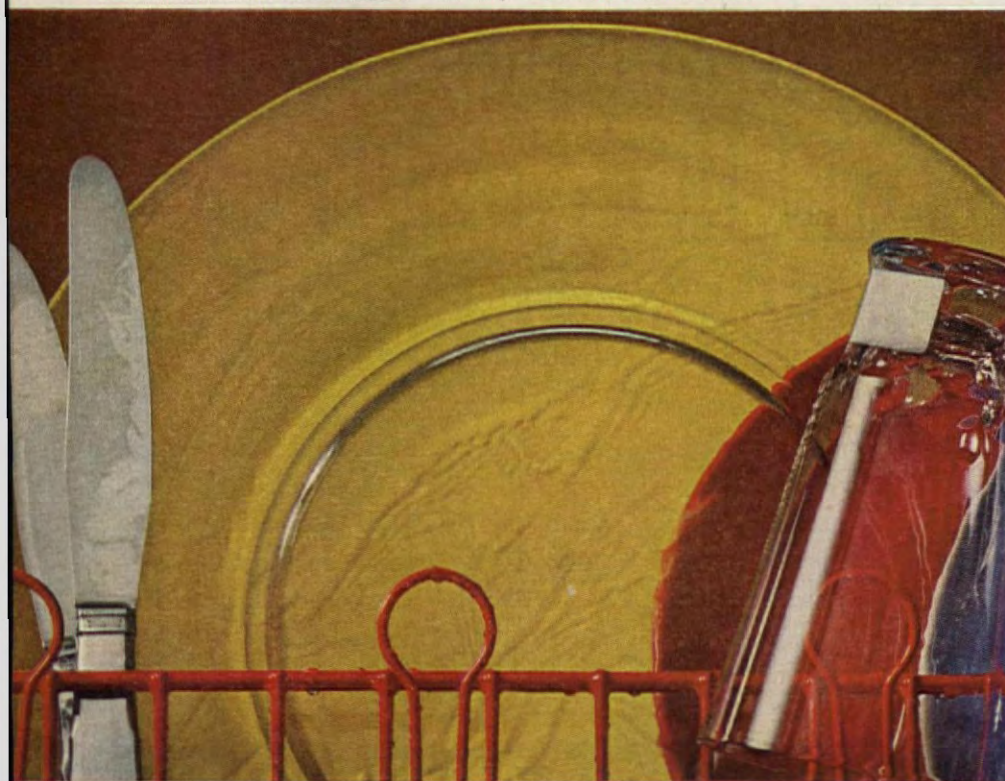
PARTICIPATING ADVERTISER \$500,000 DREAM HOME SWEEPSTAKES SEE PAGE 103

Dishwasher spots? Change your detergent!



WATER DROPS—See what happens when even clean water is sprayed on dishes. Drops form, and as dishes dry, these water drops turn into ugly spots and streaks.

CASCADE—Because of Cascade's "sheeting action," water slides off, drops don't form. Cascade with Chlorosheen does it—and only Cascade has Chlorosheen!



Cascade's amazing "sheeting action" eliminates drops that spot!

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Now! Try Cascade in the convenient new giant size.



AMERICAN HOME RECIPES

Take a Jar of Mayonnaise or Salad Dressing

(continued from page 69)

• COLD GLAZED BAKED HAM

12-lb. ham
2 envelopes unflavored gelatin
½ c. chicken broth
2 tbs. tarragon vinegar
1 c. dairy sour cream
1 c. mayonnaise or salad dressing

1 envelope unflavored gelatin
1½ c. chicken broth
Pimiento, cut in flower-petal shapes
Green pepper, cut in leaf shapes
Ripe olives, cut in small rounds

A day ahead, bake ham as directed on wrapper. Cool and chill. Next day, remove all rind and fat from ham. Soak 2 envelopes gelatin in ½ cup chicken broth in bowl 5 minutes. Dissolve gelatin by placing bowl in pan of simmering water; remove from water. Blend in vinegar, sour cream, and mayonnaise or salad dressing to make chaud-froid. Brush a third of chaud-froid over chilled ham; spoon remainder over ham to give a smooth coating. Chill thoroughly. Soak remaining 1 envelope gelatin in 1½ cups chicken broth; dissolve over low heat; chill until syrupy. Coat pimiento, green pepper, and ripe olive cutouts with small amount of syrupy gelatin. Arrange in design on ham. Chill until set. Spoon remaining gelatin mixture over ham (if gelatin sets before using, heat slightly to melt to syrupy stage). Chill ham until serving time.

Makes 16 servings

TESTED IN THE AMERICAN HOME KITCHENS



• FROSTED SANDWICH LOAF

• PINEAPPLE HAM BAKE

2 eggs, slightly beaten
½ c. mayonnaise or salad dressing
2 tsp. prepared mustard
¼ tsp. black pepper

4 c. (1¼ lbs.) ground cooked ham
1 c. soft bread crumbs
6 slices drained, canned pineapple
1 tbs. brown sugar

Heat oven to 375° F. Combine eggs, mayonnaise or salad dressing, mustard, and pepper. Add ham and bread crumbs; mix thoroughly. Shape into croquettes (we used a custard cup to shape them). Arrange pineapple slices in lightly greased shallow baking pan; sprinkle slices with brown sugar. Place a croquette on each pineapple slice. Bake 40 to 45 minutes or until croquettes are lightly browned and firm.

Makes 6 servings

TESTED IN THE AMERICAN HOME KITCHENS

• TIPS WITH MAYONNAISE OR SALAD DRESSING

Crispy Baked Chicken: Coat cut-up pieces of broiler lightly with mayonnaise or salad dressing; roll in Italian seasoned, packaged bread crumbs. Arrange in single layer in shallow baking dish. Bake at 400° F. 15 minutes. Reduce heat to 300° F. Brush chicken pieces again lightly with mayonnaise or salad dressing. Continue baking about 30 minutes until chicken is tender.

Cucumbers Suprême: Serve hot, cooked cucumbers with a sauce made by combining sour cream, mayonnaise or salad dressing, and a pinch of dill weed.

Salmon Puffs: Fold ½ cup mayonnaise or salad dressing, 1 tablespoon lemon, and a dash of cayenne into 1 stiffly beaten egg white. Spoon onto broiled salmon steaks. Broil 2 to 3 minutes or until puffed and golden.

Mock Hollandaise Sauce: Combine 1 can (10½ oz.) cream of chicken soup, ¼ cup mayonnaise or salad dressing, and 1 tablespoon lemon juice in saucepan. Cook over low heat, stirring occasionally, until heated through. Serve with asparagus, broccoli, green beans, or carrots. Makes about 1¼ cups.

Savory Baked Fish: Spread fish fillets with mixture of mayonnaise or salad dressing and prepared mustard (to taste). Roll in buttered crumbs or in cornflake crumbs. Bake at 400° F. 15 to 20 minutes.

Del Monte Stewed Tomatoes give you a head start on recipes. Onion, celery and green pepper are ready-added. Great value in tomatoes. **Do it with Del Monte and you do your very best.**

Famous Italian dish made easy!

CHICKEN CACCIATORA

4-6 chicken breasts (or 1 ready-to-cook frying chicken, 3-3½ lbs., cut in serving pieces)

2 Tbsp. olive oil

1 medium clove of garlic

1 tsp. oregano, crumbled

Salt and pepper

1 to 1½ cups sliced mushrooms

1 No. 303 can (1 lb. size)

DEL MONTE® Stewed Tomatoes

Brown chicken in olive oil with clove of garlic. Before turning chicken, sprinkle with oregano, salt and pepper. Remove garlic. Add mushrooms; brown lightly. Add DEL MONTE Brand Stewed Tomatoes; cover. Simmer 30 min. Uncover; continue cooking till sauce is reduced to consistency desired and chicken is very tender. Garnish with parsley, if desired. Serve with hot cooked rice. Serves 4 to 5.



What adds zip to hamburger?



Betty Crocker Au Gratin Potatoes

Hamburger gets a new lease on life when you serve it with the cheese-rich flavor of au gratin potatoes from Betty Crocker. They're ready for the oven in three minutes — and there's real Cheddar cheese in the sauce. Try them soon. Tomorrow?



Introduce Your Family to New Orleans Cookery

(continued from page 63)

SEAFOOD GUMBO

Gumbo is considered a most distinctive dish in Creole cuisine. Filé powder is the gumbo's secret ingredient. Because gumbo will become stringy if reheated after the filé powder has been added, we suggest you put a bit into each individual bowl, add the gumbo, and stir. This way any leftover gumbo is usable.

4 tbs. pure vegetable oil; 3 tbs. flour; 2 c. chopped onion; 1 clove of garlic, chopped; 3 c. water; 1 can (1 lb.) tomatoes; 1 tsp. salt; ¼ tsp. pepper; ¼ tsp. hot-pepper sauce; 1 lb. raw shrimp, shelled and deveined or 1 pkg. (10 oz.) frozen, shelled, and deveined shrimp; 1 can (7 oz.) crab meat, drained and boned; 1 can (7 oz.) frozen oysters, thawed; 3 tbs. chopped parsley; 2 tbs. filé powder; 1 c. hot, cooked rice.

Heat oil in Dutch oven or heavy kettle; add flour. Stir constantly over medium heat until flour has turned a warm golden brown. (This is the brown roux or flavor base for the true gumbo.) Add onion and garlic; cook until soft. Add water, tomatoes, salt, pepper, hot-pepper sauce, and shrimp; cover; simmer 15 minutes. Add crab meat, oysters, and 2 tablespoons parsley. Simmer 5 minutes. Put 1 teaspoon filé powder and a heaping spoonful of hot, cooked rice into each soup bowl. Ladle the gumbo into each bowl; stir gently to mix all ingredients until mixture thickens. Sprinkle with remaining parsley. Makes 6 servings.

JAMBALAYA

Jambalaya, traceable to the Spanish in New Orleans, resembles a paella except that fish and meat are not combined. It is a great leftover dish and consists basically of meat, poultry, fish or seafood, with onions, tomatoes, and seasonings.

1 broiler-fryer (2½ lbs.); 1 lb. pork sausage links; ½ c. water; 1 c. chopped onion (1 large); 1 c. diced green pepper; ½ c. diced celery; 1 clove of garlic, finely chopped; 1 can (1 lb.) tomatoes; 1 c. raw rice; 3 c. chicken broth; ½ tsp. salt; ¼ tsp. pepper; ½ tsp. chili powder; ¼ tsp. hot-pepper sauce.

Simmer chicken in water to cover about 50 minutes or until tender. (Add sliced onion, a celery stalk, a few peppercorns, and a little salt to season, if desired.) Strain and reserve broth. Bone chicken; cut into bite-size pieces. Cut sausage into small pieces; simmer sausage 5 minutes in ½ cup water in covered skillet; drain; brown sausage lightly. Remove all but 2 tablespoons fat from skillet. Add onion, green pepper, celery, and garlic; cook until soft. Spoon into 2½-quart casserole. Add remaining ingredients, adding water to chicken broth to make 3 cups, if necessary. Taste; add salt, if needed. Bake at 350° F. 40 to 50 minutes or until rice is done. Makes 6 to 8 servings.

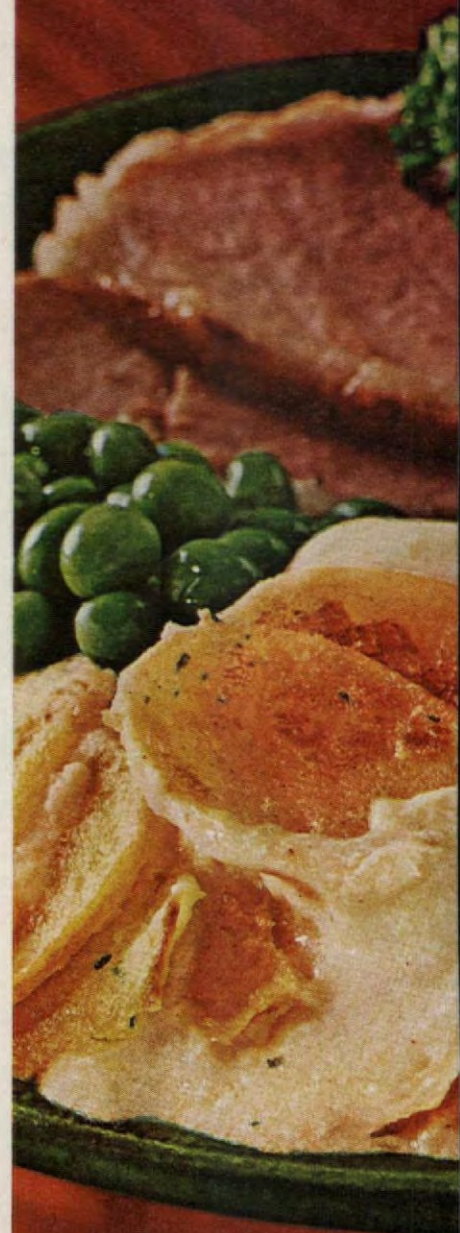
GRILLADES

From their name you would expect these to be grilled or broiled. Actually, in New Orleans "les grillades" are squares of veal or beef, browned and combined with a roux, then with the other flavorful ingredients and simmered until tender. You see—no broiler!

2 slices round steak, ½ inch thick; 3 tbs. pure vegetable oil; 1 tbs. flour; 1 c. chopped onion (1 large); 1 clove of garlic, minced; 2 green peppers, seeded and chopped; 1½ c. peeled, chopped tomatoes; ½ c. water; 2 tbs. chopped parsley; ½ tsp. leaf thyme, crumbled; 1 tsp. salt; ¼ tsp. pepper.

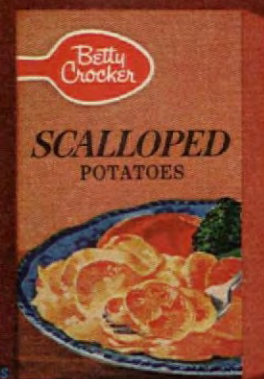
Cut each round steak into 4 serving pieces. Brown well in hot oil; remove from pan. Add flour to remaining oil; cook until golden brown. Add onion, garlic, and green pepper; cook until soft. Add remaining ingredients, and meat. Cover; simmer over low heat 1½ to 2 hours. Check occasionally. If meat sticks to pan or gravy becomes too thick, add a little hot water. Serve with hot rice, if desired. Makes 8 servings.

What's the perfect partne for ham?



Betty Crocker Scalloped Potatoes

Let's face it—ham and scalloped potatoes belong together. So while the oven's on, pop in the best scalloped potatoes — the ones from Betty Crocker. They're ready for the oven in three minutes, and come out savory, creamy, and golden-brown.



SHRIMP REMOULADE

Delicate shrimp marinated in a zesty seasoned sauce absorb its unique flavor to make a delectable salad or appetizer.

¼ c. minced onion; 1 tbs. minced parsley; ¼ c. minced celery; ¼ c. pure vegetable oil; 2 tbs. vinegar; ½ tsp. salt; 1 tbs. prepared mustard; 1 tsp. bottled horseradish; 1 lb. cooked, shelled, deveined shrimp; crisp lettuce.

Combine onion, parsley, celery, oil, vinegar, salt, mustard, and horseradish. Pour over shrimp in bowl; cover; chill several hours. To serve as salad arrange shrimp on lettuce leaves on salad plate. To serve as appetizer, arrange shrimp in lettuce-lined bowl; provide wooden picks. Makes 4 salad servings.

HOT OYSTER LOAF (THE PEACEMAKER)

This hot, crispy, oyster-filled loaf, called the Peacemaker or La Médiatrice, is a well-known tradition in New Orleans. It is said that years ago husbands arriving home late at night would bring one of these to appease their waiting wives.

1 loaf French bread; ¼ c. melted butter or margarine; 2 cans (7 oz. ea.) frozen oysters, thawed or 3 doz. fresh oysters; flour; 2 eggs, slightly beaten; dry bread crumbs; pure vegetable oil or shortening for frying.

Cut top off loaf. Hollow out inside, leaving a ½-inch-thick shell. Brush inside and outside with melted butter or margarine. Place on baking sheet. Bake at 400° F. 10 to 12 minutes or until loaf is nicely toasted. Drain oysters; coat with flour; dip in beaten eggs; roll in bread crumbs. Heat oil or shortening in skillet to 375° F. (it should be about 2 inches deep). Fry oysters 3 to 4 minutes or until golden; drain on paper towels. Fill hot, toasted loaf with hot oysters; replace top. Slice or break into pieces. Serve at once. Makes 6 to 8 servings.

LOUISIANA PECAN PIE

Pecans, which in the early days of New Orleans grew wild in the woods, gave us the famous pralines. Later American influence made pies a favorite and led to this tempting dessert.

1 9-in. unbaked pastry shell; ¼ c. butter or margarine; 3 eggs; ¾ c. sugar; ¼ tsp. salt; 1 c. dark corn syrup; 1 tsp. vanilla; 1½ c. chopped pecans.

Prepare pastry shell with high fluted edge; refrigerate while preparing filling. Heat oven to 350° F. Melt butter or margarine; cool. Beat eggs with sugar and salt until foamy and well blended. Add corn syrup, vanilla, and cooled butter or margarine; blend. Stir in pecans. Pour into prepared pastry shell. Bake 40 to 50 minutes or until filling is set at edges but is still slightly soft in center. Overbaking will curdle the filling. Cool on wire rack. Serve with puffs of whipped cream and whole toasted pecans, if desired. Makes 8 servings.

CREOLE FUDGE CAKE

Chocolate and coffee! What could be more typical of the Crescent City? Here they are combined in a luscious and elegant cake.

4 sqs. unsweetened chocolate; 1 tbs. instant coffee; ½ c. water; 1 c. brown sugar, firmly packed; 1 c. granulated sugar; ½ c. soft butter or margarine; 3 eggs; 2½ c. sifted cake flour; 2 tsp. baking powder; ½ tsp. baking soda; ¼ tsp. salt; 1 c. milk.

Heat oven to 350° F. Grease and dust with cocoa three 8-inch layer-cake pans. (We use cocoa for chocolate cakes to keep them dark on the outside.) Combine chocolate, coffee, water, and brown sugar in top of double boiler. Heat over simmering water until chocolate is melted; cool. Add granulated sugar slowly to butter or margarine; beat at medium speed until blended. Add eggs one at a time, beating well after each addition; continue beating until mixture is fluffy and light. Beat in cooled chocolate mixture. Sift dry ingredients together; add alternately with milk to egg-chocolate mixture. Divide batter among prepared pans. Stagger pans in oven. Bake 25 to 30 minutes or until cake springs back when lightly touched. Cool 10 minutes; remove from pans; cool completely on wire rack. Frost

(continued)



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Grandma's Unsulphured Molasses

Rich in iron...always sweet...never bitter...it's unsulphured



(continued)

between layers, on sides, and top with **COFFEE BUTTER-CREAM**: Dissolve 2 tablespoons instant coffee in $\frac{1}{4}$ cup hot water; cool. Blend 1 cup soft butter or margarine and 2 egg yolks. Blend in 6 cups sifted confectioners' sugar alternately with coffee mixture. Top cake with **CHOCOLATE CONES**: Curl 3-inch circles of wax paper into cones; fasten with tape. Spread inside with cooled, melted semi-sweet chocolate; chill until firm; peel off paper. Fill with frosting, if desired.

For a smaller cake, use 2 eggs and halve other ingredients. Bake in greased and cocoaed 9x9x2-inch pan as above.

FRENCH STRAWBERRY MERINGUE CAKE

Strawberries are abundant and are a favorite in New Orleans. Here's a cake with a very French touch—the almond meringue layers filled and top with whipped cream and strawberries.

6 large egg whites ($\frac{3}{4}$ c.); $\frac{1}{4}$ tsp. cream of tartar; $1\frac{1}{2}$ c. sugar; $\frac{1}{2}$ c. ground, blanched almonds; $\frac{2}{3}$ c. sifted cornstarch; 1 qt. strawberries; $1\frac{1}{2}$ pts. heavy cream.

Grease and dust with flour six baking sheets or the bottoms of cake pans at least 8 inches in diameter. (Or if you do not have that many, use heavy-duty aluminum foil. Be sure to keep foil smooth.) Mark an 8-inch circle on each sheet, pan, or piece of foil. Set oven at 300° F. Beat egg whites with cream of tartar at high speed on mixer until foamy. Beat in sugar, a little at a time; continue beating at high speed for about 5 minutes, until mixture is very stiff and glossy (most of the sugar will be dissolved in the egg whites). Combine almonds and cornstarch; fold gently into meringue mixture. Divide mixture evenly among the 6 circles; spread smoothly within circular markings; take care that you do not have any thin spots which would over-brown. Bake 30 to 35 minutes or until meringues are dry and golden. Cool slightly on wire racks; gently loosen and remove with broad spatula. Caution: meringue layers are brittle, and will not bend, so be sure to slide the spatula straight under the layers to free them. (Meringues may be kept in loosely covered container at room temperature for several days. Slip sheets of wax paper between each layer of meringue.) Reserve prettiest strawberries for garnish; crush remainder; you may add sugar, if desired. Whip 2 cups (1 pint) cream. Spread 5 layers with cream; top with crushed strawberries. Stack layers; top with 6th layer. Whip remaining 1 cup of cream; spread over top layer. Halve the reserved strawberries; press cut side up into the cream. Chill two to three hours to allow meringue layers to soften and mellow. Makes 8 to 10 servings.

FRENCH MARKET DOUGHNUTS

No visit to New Orleans is complete unless one goes to the famous French Market in the wee hours to partake of their heavenly, renowned doughnuts and coffee. Try our version.

1 pkg. active dry yeast; $\frac{1}{4}$ c. warm water (105°-115° F.); $\frac{1}{2}$ c. sugar; $\frac{1}{2}$ c. butter or margarine; 1 tsp. salt; $\frac{3}{4}$ c. milk, scalded; 1 egg; 1 tsp. mace; 4-4 $\frac{1}{2}$ c. sifted all-purpose flour; pure vegetable oil for frying.

Sprinkle yeast into warm water; stir to dissolve. Stir sugar, butter or margarine, and salt into scalded milk; cool to luke-warm. Combine yeast and milk mixtures; stir in egg and mace. Beat in 2 cups flour. Add enough remaining flour to make a soft dough just firm enough to handle. Use any remaining flour on the board for kneading. Turn dough out onto floured board. Knead at a moderate pace about 5 minutes or until dough is smooth and small blisters appear beneath the surface. Place dough in greased bowl; cover with damp towel. Let rise in warm place (85° F.), free from draft, about 1 to 1 $\frac{1}{2}$ hours or until dough is doubled. Turn dough out onto floured board; knead lightly to distribute bubbles. Let rest a few moments if difficult to roll. Roll out to rectangle, $\frac{1}{4}$ inch thick. Cut into 2-inch squares. Let rise, covered, in warm place 30-45 minutes or until almost doubled in bulk. Heat oil to 365° F. Fry doughnuts, turning once to brown both sides (about 3 minutes). Shake warm doughnuts in paper bag with 1 cup granulated sugar. Makes about 48.

THE END

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BAKING-POWDER BISCUITS

2 c. sifted all-purpose flour
3 tsp. baking powder
1 tsp. salt
¼ c. shortening
¾ c. milk

Heat oven to 450° F. Sift flour, baking powder, and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Make well in center; add milk. Stir quickly and lightly with fork just until dough clings together in a ball. Avoid overhandling. Turn dough out on lightly floured board. Knead gently 10 times. Roll dough or pat out with floured hand to ½-inch thickness. Cut biscuits close together with floured 2-inch cutter. Push leftover pieces together, roll out and cut. Transfer biscuits to ungreased baking sheet with spatula. For crusty sides, place them 1 inch apart; for soft sides, place them close together. Bake 12 to 15 minutes or until golden brown. Serve hot. Makes about 18 biscuits.

Flavor Variations: Add to the flour-shortening mixture, before adding milk, one of the following:

Herbs: ¼ teaspoon dry mustard, ½ teaspoon crumbled sage, and 1¼ teaspoons caraway seeds.

Bacon: ½ cup crisply cooked diced bacon.

Chives: ¼ cup chopped chives.

Orange: Grated rind of one orange. Before baking, press a half cube of lump sugar, dipped in orange juice, into top of each biscuit, if you wish.

Buttermilk Biscuits: Prepare Baking-Powder Biscuits except, use buttermilk in place of sweet milk and use only 2 teaspoons baking powder and add ¼ teaspoon baking soda.

DROP BISCUITS

Prepare Baking-Powder Biscuits, increasing milk to 1 cup. Omit kneading and rolling steps. Drop dough by spoonfuls 1 inch apart onto greased cooky sheet or half fill greased muffin pans. Bake at 450° F. 12 to 15 minutes.

Cheese: Stir ½ cup shredded Cheddar cheese into flour-shortening mixture before adding milk.

Raisin: Add ½ cup seedless raisins to biscuit dough.

Blueberry: Add 1 cup washed and very well drained fresh blueberries to biscuit dough.

STIR 'N' ROLL BISCUITS

2 c. sifted all-purpose flour
3 tsp. baking powder
1 tsp. salt
¼ c. pure vegetable oil
¾ c. milk

Heat oven to 475° F. Sift flour, baking powder, and salt into mixing bowl. Put oil and milk into measuring cup (do not stir together). Pour, all at once, onto dry ingredients. Mix with fork until dough rounds into a ball and cleans sides of bowl. Turn out onto sheet of wax paper. Knead lightly without adding additional flour, 10 times. Roll or pat out dough between 2 pieces of wax paper to a half-inch thickness. Remove top piece of paper. Cut with unfloured 2-inch cutter. Transfer to ungreased cooky sheet. Bake 10 to 12 minutes or until golden brown. Makes 16 biscuits.

PINWHEEL BISCUITS

Prepare Baking-Powder Biscuit or Stir 'n' Roll Biscuit Dough. Roll or pat out to rectangle about 12 inches long and ¼ inch thick. Spread with one of the fillings below. Roll up from long side as tightly as possible; pinch edge of roll to seal. Cut in ½- to 1-inch slices. Place, cut side down, in greased muffin-pan cups. Bake at 425° F. 12 to 15 minutes or until done. **Cinnamon:** Spread dough with 2 tablespoons softened butter or margarine. Sprinkle with mixture of ¼ cup sugar and 1 teaspoon cinnamon. Top with raisins, if desired. Roll, cut, and bake as directed.

Deviled Ham: Spread dough with 2 tablespoons melted butter or margarine, then with mixture of ½ cup deviled ham, 2 tablespoons finely chopped green pepper, and 1 tablespoon chopped pimiento. Roll, cut, and bake as directed.

Butterscotch: Cream together ½ cup butter or margarine and ½ cup brown sugar, firmly packed. Spread in muffin-pan cups; arrange 3 pecan halves in each cup. Spread dough with 2 tablespoons butter or margarine and ½ cup brown sugar, firmly packed. Roll and cut as directed. Place, cut side down, in prepared pans. Bake.

Cheese: Sprinkle dough with ½ cup shredded Cheddar cheese. Roll, cut, and bake as directed.

SHORTCAKE

Prepare Baking-Powder Biscuit Dough adding 2 tablespoons sugar to dry ingredients and increasing the shortening to ½ cup and the milk to 1 cup. Divide dough in half; pat each half into an 8-inch cake pan. Bake at 400° F. 15 minutes. Spread one layer with creamed mixture of ½ cup confectioners' sugar and ¼ cup butter or margarine. Spoon on sweetened fruits or berries; top with second layer; add more fruits or berries. Garnish with whipped cream. THE END

CUT OUT TO SAVE

Onion it up! Farm Style



Add a dash of springtime to your meals with these right-from-the-farm recipes. Fresh ideas happen when you zip open an air-tight can of Red Kettle Onion Soup Mix. If you use less than a full can, keep the flavor in with the handy plastic resealing lid. Discover the verve of Red Kettle Onion dishes. Go the rural route—Onion It Up!

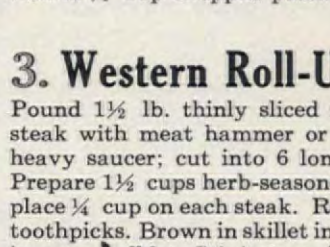
1. Ranch Burgers

Thoroughly mix 1 lb. ground beef, ¼ cup Red Kettle Onion Soup Mix*, ¼ cup dry bread crumbs, ¼ cup milk, 1 egg (slightly beaten); firmly shape 4 patties. Brown in skillet in 2 tbsp. shortening; pour off fat. Stir in rest of soup mix, 2 tbsp. flour; gradually mix in 1½ cups water, 1 can (2 oz.) sliced mushrooms, drained. Cover; simmer 20 min. Stir now and then. 4 servings.



2. New England Cheese Log

Thoroughly blend 2 pkg. (3 oz. each) cream cheese (softened) and 1 container (5 oz.) olive-pimiento cheese spread. Stir in 1 can Red Kettle Onion Soup Mix. On wax paper, shape cheese mixture into 8 x 2½" roll; wrap. Chill 3 to 4 hrs. Roll in ¼ cup chopped parsley. Serve with crackers as spread.



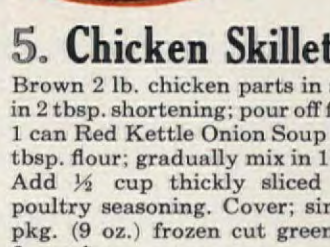
3. Western Roll-Ups

Pound 1½ lb. thinly sliced round steak with meat hammer or edge of heavy saucer; cut into 6 long pieces. Prepare 1½ cups herb-seasoned stuffing; place ¼ cup on each steak. Roll; fasten with toothpicks. Brown in skillet in 2 tbsp. shortening; pour off fat. Stir in 1 can Red Kettle Onion Soup Mix, 3 tbsp. flour; gradually mix in 2 cups water. Cover; simmer 1¼ hrs. or until tender; stir now and then. 6 servings.



4. Dinner Bell Topping

Blend 1 cup sour cream, 3 tbsp. Red Kettle Onion Soup Mix*, and 2 tbsp. water. Serve with baked potatoes, hamburgers, tomato aspic, broccoli, or asparagus, or as salad dressing (thin to desired consistency).



5. Chicken Skillet

Brown 2 lb. chicken parts in skillet in 2 tbsp. shortening; pour off fat. Stir in 1 can Red Kettle Onion Soup Mix and 3 tbsp. flour; gradually mix in 1½ cups water. Add ½ cup thickly sliced celery, ¼ tsp. poultry seasoning. Cover; simmer 20 min.; stir now and then. Add 1 pkg. (9 oz.) frozen cut green beans; cover; cook 25 min. more. 4 to 6 servings.

*Mix contents well before using.

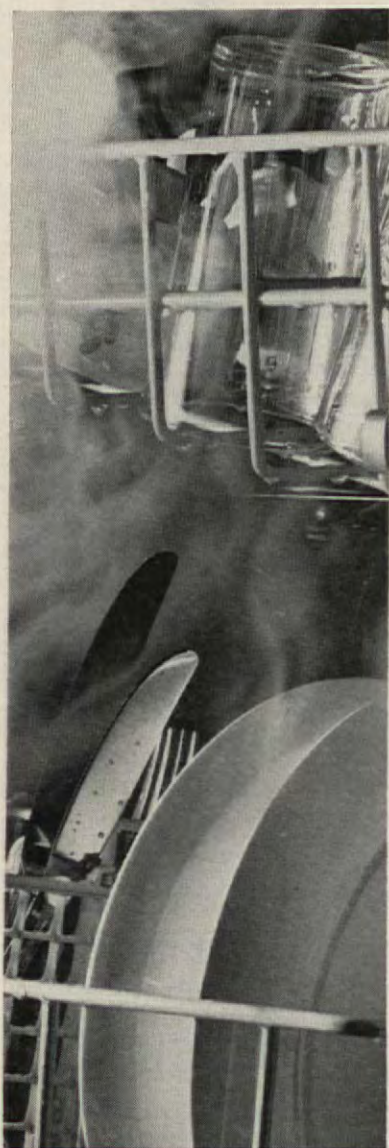
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The Successful Soufflé

(continued from page 64)

CHEESE-ASPARAGUS SOUFFLÉ

4 tbs. butter or margarine; 4 tbs. flour; $\frac{1}{2}$ tsp. salt; $\frac{1}{8}$ tsp. pepper; $\frac{1}{4}$ tsp. dry mustard; $\frac{1}{8}$ tsp. nutmeg; 1 c. milk; 4 egg yolks, well beaten; 1 c. shredded sharp Cheddar cheese; 2 tbs. grated Parmesan cheese; 4 egg whites; $\frac{1}{4}$ tsp. cream of tartar; 1 c. chopped, cooked asparagus.

Melt butter or margarine in saucepan; stir in flour, salt, pepper, mustard, and nutmeg. Cook over medium heat, stirring constantly, until mixture bubbles. Remove from heat; blend in milk slowly. Cook over medium heat, stirring constantly, until mixture thickens and bubbles (sauce will be quite thick). Remove from heat; beat mixture slowly into egg yolks; beat in cheeses; cool. Set oven at 350° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold cheese mixture into egg whites. Pour a small amount of mixture into bottom of an ungreased $1\frac{1}{2}$ -quart soufflé dish; add layer of asparagus; top with remaining soufflé mixture. Run spoon around top, 1 inch from edge, for a top-hat effect. Bake 45 to 55 minutes or until soufflé is puffed and golden and fairly firm to the touch. Serve at once. Delicious by itself, this soufflé may also be served with a mushroom or tomato sauce. Makes 6 servings.

Cheese Soufflé—prepare as above omitting the asparagus.

Vegetable Cheese Soufflé—substitute 1 cup cooked, chopped, broccoli, cauliflower, or French green beans, or 1 cup cooked green peas for asparagus.

HAM-MUSHROOM SOUFFLÉ

4 tbs. butter or margarine; 4 tbs. flour; $\frac{1}{4}$ – $\frac{1}{2}$ tsp. salt; $\frac{1}{8}$ tsp. pepper; dash hot-pepper sauce; 1 c. milk; 4 egg yolks, well beaten; $\frac{2}{3}$ c. ground, cooked ham (lightly packed); $\frac{1}{3}$ c. (3-oz. can) drained mushrooms, finely chopped; 2 tbs. minced chives; 4 egg whites; $\frac{1}{4}$ tsp. cream of tartar.

Melt butter or margarine in saucepan; stir in flour, salt (amount will vary depending on saltiness of ham), pepper, and hot-pepper sauce. Cook over medium heat, stirring constantly, until mixture bubbles. Remove from heat; blend in milk slowly. Cook over medium heat, stirring constantly until mixture thickens and bubbles (sauce will be quite thick). Remove from heat; beat mixture slowly into egg yolks; stir in ham, mushrooms, and chives; cool. Set oven at 350° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold ham mixture into egg whites. Pour into ungreased $1\frac{1}{2}$ -quart soufflé dish. Bake 50 to 60 minutes or until soufflé is puffed and golden and fairly firm to the touch. Serve at once. Makes 6 servings.

Cheese-Topped Soufflé—Sprinkle top of Ham-Mushroom Soufflé with grated Parmesan cheese before baking.

Chicken Soufflé—Substitute $\frac{2}{3}$ cup ground, cooked chicken for ham. (Turkey may also be substituted.)

TUNA SOUFFLÉ

4 tbs. butter or margarine; 4 tbs. flour; $\frac{1}{8}$ tsp. pepper; $\frac{1}{2}$ tsp. onion salt; $\frac{1}{4}$ tsp. salt; 1 c. milk; 4 egg yolks, well beaten; 1 can (7 oz.) tuna, drained, and finely chopped; $\frac{1}{4}$ c. diced ($\frac{1}{4}$ in. pieces) Swiss cheese; 4 egg whites; $\frac{1}{4}$ tsp. cream of tartar.

Melt butter or margarine in saucepan; stir in flour, pepper, onion salt, and salt. Cook over medium heat, stirring constantly, until mixture bubbles. Remove from heat; blend in milk slowly. Cook over medium heat, stirring constantly, until mixture thickens and bubbles (sauce will be quite thick). Remove from heat; beat mixture slowly into egg yolks; stir in tuna and Swiss cheese; cool. Set oven at 350° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold tuna mixture into



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egg whites. Pour into an ungreased 1½-quart soufflé dish. Bake 50 to 60 minutes or until soufflé is puffed and golden and fairly firm to touch. Serve at once with mushroom or dill sauce, if desired. Makes 6 servings.

Salmon Soufflé—Use 1 can (about 7 oz.) salmon, drained, boned and finely chopped in place of tuna.

Seafood Soufflé—Use 1 can (5 oz.) lobster or 1 can (7½ oz.) crab meat, drained, boned, and finely chopped in place of tuna.

CHOCOLATE SOUFFLÉ

2 sqs. unsweetened chocolate; ¾ c. milk; 3 tbs. cornstarch; ½ c. sugar; ¼ tsp. salt; 2 tbs. cold milk; 3 egg yolks, well beaten; 3 egg whites; ¼ tsp. cream of tartar.

Butter a 1½-quart soufflé dish; sprinkle liberally with granulated sugar; tap out excess. This mixture will form a sweet, crispy crust on your soufflé. Melt chocolate in ¾ cup milk in top of double boiler over hot, not boiling, water. Combine cornstarch, sugar, and salt in saucepan. Slowly add 2 tablespoons cold milk, stirring until mixture is smooth. Stir in hot chocolate mixture. Cook over medium heat, stirring constantly, until mixture thickens and bubbles. Remove from heat; beat mixture slowly into egg yolks; cool. Set oven at 350° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold in chocolate mixture. Pour into prepared soufflé dish. Set dish in pan of hot water 1 inch deep. Bake 45 to 55 minutes or until puffed and fairly firm to the touch. Serve at once. Good with rum-flavored or plain custard sauce or softened vanilla ice cream. Makes 6 servings.

APRICOT SOUFFLÉ

3 tbs. cornstarch; ½ c. sugar; ⅛ tsp. salt; ¾ c. milk; ½ c. apricot puree*; 3 egg yolks well beaten; 1 tsp. grated lemon rind; 3 egg whites; ¼ tsp. cream of tartar.

Butter a 1½-quart soufflé dish; sprinkle liberally with granulated sugar; tap out excess. This mixture will form a sweet, crispy crust on your soufflé. Combine cornstarch, sugar, and salt in saucepan. Slowly add milk, stirring until mixture is smooth. Stir in apricot puree. *(To make puree, drain 1 can [1 lb. 13 oz.] apricots; pat dry on paper towels. Press through sieve or food mill.) Cook over medium heat, stirring constantly, until mixture thickens and bubbles. Remove from heat; beat mixture slowly into egg yolks; stir in lemon rind; cool. Set oven at 300° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold apricot mixture into egg whites. Pour into prepared soufflé dish. Set dish in pan of hot water 1 inch deep. Bake 50 to 60 minutes or until soufflé is puffed and golden and fairly firm to the touch. Serve at once. Makes 6 servings.

TOASTED ALMOND SOUFFLÉ

3 tbs. cornstarch; ½ c. sugar; ⅛ tsp. salt; ¾ c. milk; 3 egg yolks, well beaten; ½ c. finely chopped toasted, blanched almonds; ½ tsp. almond extract; 1 tsp. vanilla; 3 egg whites; ¼ tsp. cream of tartar.

Butter a 1½-quart soufflé dish; sprinkle liberally with granulated sugar; tap out excess. This mixture will form a sweet, crispy crust on your soufflé. Combine cornstarch, sugar, and salt in saucepan. Add milk; stir until mixture is smooth. Cook over medium heat, stirring constantly, until mixture thickens and bubbles (mixture will be quite thick). Remove from heat; beat mixture slowly into egg yolks; stir in almonds and almond and vanilla extracts; cool. Set oven at 300° F. Beat egg whites with cream of tartar until stiff but not dry. Gently fold almond mixture into egg whites. Pour into prepared soufflé dish. Set dish in pan of hot water 1 inch deep. Bake 50 to 60 minutes or until puffed and golden and fairly firm to the touch. Serve at once. Makes 6 servings.

Note: All of these soufflés may be baked in six individual soufflé dishes. Bake them at the temperature recommended in the recipe you select 25 to 30 minutes; serve at once. THE END

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THE HAPPY TIME OF PASSOVER

"By strength of hand the Lord brought us out from Egypt, from the house of bondage." Exodus 13:14.

Every year when spring again frees the earth from winter, Passover, the great Festival of Freedom, commemorates the Exodus of the Jews from bondage in Egypt. Weeks before the holiday, housewives are busy scrubbing, cleaning, and preparing special foods for the eight-day festival. This is a family holiday and from far and wide members gather. This year the holiday begins at sundown on April 16th and ends at sundown on April 24th. All the dishes, silverware, and cooking utensils used during the year are packed away and replaced by special ones for Passover use only. The entire house is prepared for Passover, for during the 8 days leavened foods made with flour, grains, baking powder and soda, and legumes are not eaten and are removed from the house. Only foods marked "Kosher for Passover" are used. This custom has its roots in the Exodus.

When the Jews were fleeing from Egypt their haste allowed no time for their bread to rise. To commemorate

this, a thin flat waferlike bread called matzo¹ is eaten. The night before the first evening of Passover, all leavened foods (called hametz) are removed from the house. Some small token pieces are left behind to be gathered by the master of the house in a wooden spoon and burned the following morning to symbolize complete removal of the hametz. The table is set with Passover finery—cloth, dishes, silver, and candles. In front of the head of the household is a Seder plate. The Passover ceremony is called the Seder (order of service) and the plate contains symbolic foods required for the performance of the rites of the Seder. This Seder is observed on the first two nights of Passover. The Seder plate rests on three covered ceremonial matzos and contains a roasted lamb shank bone to symbolize the sacrificial lamb, a hard-cooked or roasted egg, bitter herbs in the form of horseradish to symbolize the bitterness of the bondage in Egypt, a sprig of parsley, salt water or vinegar to symbolize the tears shed, and haroseth (a mixture of wine, apples, and nuts) to symbolize the mortar used by the Jewish slaves in building for the

Egyptians, and chazeres (a piece of Romaine lettuce). During the Seder, the Haggada, the book of the Passover Seder, is read. It tells the historic events of the bondage and the liberation that Passover commemorates. The youngest child asks four questions as to "Why is this night different from all other nights?" . . . On this night why only unleavened bread? On this night why only bitter herbs? On this night why do we dip the herbs into salt water twice? On this night why do we eat in a leaning position only? The Seder meals are eaten by the father-narrator in a reclining position and by all others resting back to symbolize the free status of the Jew. The father answers the child and the long tale again fires the imagination. During the Seder the symbolic foods are eaten at the appropriate times and four glasses of wine are drunk. A special cup is given the place of honor in the center of the table for the prophet Elijah, herald of the Messiah, and the door is left open for his entrance and blessing. At the outset of the Seder, half of the middle matzo of the three placed on the table—the afikomen or dessert—is hidden. The children search for the afikomen and at the end of the Seder the lucky finder exacts a "ransom" for its return. When it's found, each member of the family receives a small piece so that the last taste in the mouth should be of matzo, historical symbol

of Egyptian bondage and the liberation. Out of this holiday come some of the most interesting Jewish dishes requiring great ingenuity in cooking with matzos. Meat, fish, and poultry are prepared as usual. All of the recipes that follow are to be served in meat meals. Many of the "Kosher for Passover" foods are available on your supermarket shelves for short-cut, time-saving convenience. Or, you may make your own from scratch, as below

ROSSEL BORSCHT

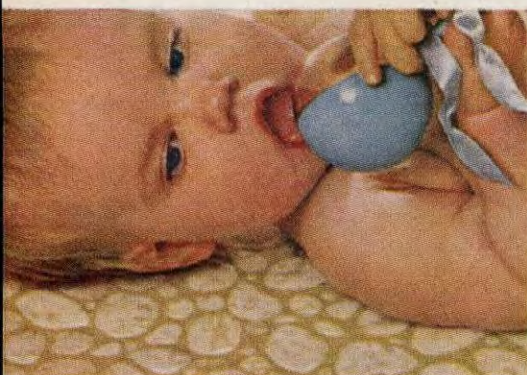
- 8 c. beet rossel*
- 1 tsp. salt
- 1 tbs. lemon juice
- 1 tsp. sugar
- 2 large onions, chopped
- 6 small, hot, boiled and pared potatoes
- 1 c. dairy sour cream
- ½ c. chopped, pared cucumber
- 2 hard-cooked eggs, chopped

Combine beet rossel, salt, lemon juice, and sugar in large saucepan; add chopped onions. Cook over low heat about 15 minutes or until onions are tender. Strain. Serve hot with a boiled potato for each serving. Garnish with sour cream, cucumber, and eggs. Makes 6 servings.

***BEET ROSSEL:** Trim 3 bunches medium-size beets, removing tops. Scrub beets; cut them into quarters. Put beets into an earthenware container. Cover with lukewarm water so water



'Spring' is cushioned



'Spring' is soft and warm



'Spring' is quiet



is 2 inches above beets. Cover loosely. Let stand in a warm place 3 to 4 weeks until juice sours. Drain.

MATZO BRIE

6 eggs
1½ c. water
½ tsp. salt
½ tsp. ground cinnamon
6 sheets of matzos, broken into small pieces
½ c. vegetable shortening
Hot, fresh applesauce sweetened with honey to taste

Beat eggs until well blended and foamy. Stir in water, salt, cinnamon, and matzo pieces. Stir until well blended. Heat shortening in a large skillet; pour in matzo mixture; cover. Cook over low heat until golden brown on bottom. Turn carefully with two spatulas and brown on second side. Cut into wedges and top with hot applesauce sweetened with honey. Makes 6 servings.

MATZO KNAIDLACH IN SOUP

3 eggs
⅓ c. rendered chicken fat
1½ c. matzo meal
1½ tsp. salt
Water (about ½ c.)
3 qts. chicken broth (about)

Beat eggs slightly. Stir in chicken fat, matzo meal, and salt. Beat in

enough water to make a thick batter. Chill at least 1 hour. With moistened hands shape matzo-meal mixture into balls the size of a small walnut. Drop balls into simmering chicken broth. Cover tightly and simmer over low heat 30 minutes. If desired, serve matzo balls in soup sprinkled with a little chopped parsley. Makes 6 servings.

GEFILTE FISH

3 lbs. whitefish, pike, carp, or a combination of these fishes
6 c. water
2 tsp. salt
½ tsp. white pepper
2 eggs, well beaten
2 onions, minced
¼ c. matzo meal
½ c. ice water
3 carrots, pared and sliced
Prepared red horseradish

Fillet fish removing head, skin, and bones. Put head, skin, and bones into water. Add 1 teaspoon salt and the pepper. Bring mixture to boiling; lower heat; simmer 1 hour. Strain; add enough water to make 6 cups of stock. Set aside. Grind fish several times until very smooth. Stir in remaining 1 teaspoon salt, eggs, onions, and matzo meal. Gradually beat in ice water. With moistened hands shape mixture into oval-shaped balls. Heat reserved 6 cups stock until it simmers. Add fish

balls and carrot slices. Cover; simmer two hours. Remove cover; simmer 30 minutes. Serve fish balls hot or cold with sliced carrots and prepared red horseradish. Makes 4 to 6 servings.

CHREMSLACH

(Fruit and Nut-filled Pancakes)

3 tbs. rendered chicken fat
Juice and grated rind of 1 large lemon
3 c. matzo meal
¼ c. boiling water
3 egg yolks
¾ c. sugar
¼ tsp. salt
3 egg whites
Strawberry filling*
Shortening for frying

Mix chicken fat with lemon juice and rind in large bowl. Stir in matzo meal and boiling water. Blend well until mixture is smooth. Beat egg yolks until thick and lemon colored. Stir in sugar and salt. Add egg-yolk mixture to matzo mixture. Cool. Beat egg whites until stiff but not dry. Fold egg whites into matzo mixture. If mixture is too stiff stir in additional water. Let mixture stand 30 minutes. (Mixture should be thick enough to be shaped.) Shape into balls the size of a small apple. Make a deep hole into the center of the ball with fingers. Put 2 level tablespoons of the strawberry filling into the hole. Shape batter over

filling. Flatten ball into a thick oval pancake. Fry in hot shallow shortening until golden brown on both sides. Drain on absorbent paper. Serve hot with honey. Makes about 12.

*STRAWBERRY FILLING: Mix 1½ cups strawberry preserves, ½ cup finely chopped walnuts, and enough matzo meal (about 3 tablespoons) to make a thick mixture. Let stand 10 minutes.

CINNAMON SPONGE CAKE

8 large egg yolks
2 tbs. water
1¾ c. sugar
8 large egg whites
1 c. sifted potato flour
½ tsp. salt
2 tsp. ground cinnamon

Heat oven to 350° F. Beat egg yolks with water until thick and lemon colored. Gradually beat in sugar. Beat egg whites until stiff but not dry. Fold egg whites into egg-yolk mixture. Gradually and gently fold in potato flour and salt. Pour a third of the mixture into ungreased 10x4-inch tube pan. Sprinkle batter with half of the cinnamon. Repeat layering ending with sponge cake batter. Bake 40 to 45 minutes or until cake is lightly browned and surface springs back when lightly touched. Cool cake in inverted pan. When cool cut cake out of pan with a sharp knife. Makes one 10-inch cake.

THE END



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HOW TO COPE WITH THE "PROJECT"

By Elise Gibbs

The scent of library paste is in the air. What looks like a caldron of oatmeal abrew on the stove turns out to be a burbling mulch of papier-mâché. There are wet negatives in the bathroom, silkworm eggs in the refrigerator, and a mountain of unironed clothes in the laundry basket because the iron is being used to press leaves. In short, the month is one between September and June and the children have come home from school a week or two heretofore, with the announcement, "Mother, I've got to do a project."

There is, of course, no learning experience like project-making. I know, for example, and the knowledge is supported by a remembered obligato of weeping and wailing that if you don't keep an insect collection in the medicine cabinet where my son wanted to put it, ants will eat the grasshoppers, cicadas, and *Photuris pennsylvanica*s which are fireflies. I also know that it is possible to build a model of the great pyramid of Cheops, which will not go out the back door or the front door or any door or window. I know that the construction of a medieval castle complete with donjon keep requires 900 sugar cubes; I have the grocery bill to prove it.

As a battle-scarred veteran of Operation School Project, I even have a few pointers to proffer the neophyte. To begin with, save everything. Orange-juice cans make excellent oil wells. Cardboard milk cartons make a nice village. Candle stubs can be melted down; inner tubes can be cut up. Uses for shoe boxes, shirt cardboard, screening, and a book of wallpaper samples are myriad. Popsicle sticks are miniature lumber; drinking straws painted silver look like Lilliputian metal pipes. I realize it is hard to be neat and have all this on hand. But if you have not been foresighted enough to clutter your closets with claptrap, you may find yourself canvassing the neighborhood some Sunday after dark. For it's more or less a rule of thumb that projects are always due the day after a day on which all of the stores are closed.

Happily, people are helpful. Not too long ago, my son was studying a unit entitled "Where Our Food Comes From." Unlikely as it may seem, the subject he was assigned was "The Pig." It occurred to his grandmother that a fine pig could be conjured from a plastic, half-gallon bleach jug. Corks could be used for the legs and the snout, felt triangles for the ears, string for the tail, and

climatic conditions must prevail. Then the bathroom or kitchen is the natural choice.

When it comes to live projects, and I feel duty-bound to tell you that sooner or later it does, you may want to paste these words of wisdom on the refrigerator door. White mice eat crackers, apples, bread, and meat. Guinea pigs eat carrots and lettuce. Turtles eat grains,

and travel no farther than your power mower. From Apple to Zinnia they all seem to work on the magic of chlorophyll.

It is also useful to know that you can make clean, inexpensive "clay" (very good for relief maps) by combining one part flour with two parts salt and a little water. Of course older children tend to turn to more elaborate mediums and since most

projects are begun at the eleventh hour, it is handy to know that when plaster of Paris looks as if it won't dry in time, it can be put in a slow oven to bake dry.

Making a notebook which is often classified as a project, would seem by comparison to be a completely peaceful activity. And so it is, unless "current events" clipping is involved. At least, the man of our house takes a dim view of an evening newspaper that resembles lace. "But if I wait till you've read it," our youngest wails, "Mother will wrap the garbage in it." And I must admit that history justifies his argument.

For reference, the library is perfect but back issues of *National Geographic* are nicer because they can be consulted when the library is closed and the pictures can be cut out. It's really wise to save every issue of every magazine that comes into the house.

At the opening of project season it is well to lay in a good supply of adhesives: mucilage, rubber cement, wheat paste. Trial and error alone will tell you what sticks to what but it is safe to assume that any material will adhere to the dining room table.

I am firmly against doing a child's work for him. But there are times when he has done the work and some horrendous accident undoes it. Then catastrophe can only be redeemed by mother's invention: foil stars pasted over ink blots, felt flowers snipped from

a hat to replace daisies that died, a feather duster denuded to refurbish an Indian warbonnet. Small wonders wrought with needle and thread!

Inevitably, however, parental patience pays off. For there will come a birthday when your gift will turn out to be a painstakingly constructed scale model of the guillotine and a hand-lettered biography of Marie Antoinette. Then, you will hug your small benefactor and tell him that it is exactly what you have always wanted because, by the alchemy of love, it is.

THE END

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paint-tube markings to delineate the pork chop, ham, sparerib, and bacon areas. We did not, however, have an empty bleach jug. Nana mentioned this to the garbage man and two days later she opened her door to find 38 empty plastic bleach jugs neatly lined up beside the garbage can.

Ideally, there should be a "project place," secluded, spacious, and preferably soundproof. Have you ever heard a *working* model of the Battle of Shiloh? In practice, however, most projects are done on the dining room table. Sometimes, of course, precise

seeds, and vegetables. Chameleons eat worms and spiders. Frogs eat flies. Horned toads eat ants. Garter snakes have a passion for worms, meat, and fish bits.

As far as botany is concerned, your background material can usually be found right in your own backyard. Take the study of the Leaf, for example. A ten-year-old might inform you that such a project would involve an extended safari through the wilds of the north country. Nonsense! Within a half hour, you can find all sorts of intriguing specimens



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By Donald Wyman
Arnold Arboretum, Harvard University

LOW-GROWING AND SPACE-SAVING SHRUBS

Evergreen and deciduous shrubs that never grow over three feet tall can solve many a knotty landscape problem for you. Placed in the foreground of the shrub border, they smooth the transition between lawn and foundation planting. They can be planted near walks or steps, where taller plants would appear

awkward, and they contribute a quality of permanence to the perennial border, taking over when the flowers fade. But perhaps the most endearing characteristic of the "dwarf" shrubs is their ability to thrive with little care. Most are low-maintenance plants that grow so slowly they rarely if ever need clipping.

Most important as a group are the evergreens, consisting of many compact varieties that are of interest every day of the year. If you live in the cold, northernmost sections of the country, you are of course limited in your choice of plants. Try the very hardy arborvitae 'Little Gem,' which grows into a ball-like mass two feet tall. Another invaluable hardy conifer is the compact mugo pine (*Pinus mugo* 'Compacta'). Two fine dwarf junipers are creeping juniper (*Juniperus horizontalis*), a flat, ground-clinging plant and *J. horizontalis* 'Plumosa', a flat-topped plant that grows 18 inches tall and turns purple green in fall.

Several dwarf varieties of the hardy Norway spruce are available, of either rounded, flat, or low-pyramidal growth. There is even a dwarf variety of the white pine (*Pinus strobus* 'Nana'). The dwarf European cranberry bush is hardy and, although it does not flower or fruit, it makes a tight mass of deciduous foliage.

In less northern areas (Boston, Chicago, the Midwest, and parts of the Pacific Northwest) you can grow the hardiest of the English yews (*Taxus baccata* 'Repandens') and an excellent form of the hardier Japanese yew (*T. cuspidata* 'Densa').

Several dwarf forms of the Canadian hemlock—such as Coles' weeping hemlock—are excellent although difficult to find. The Sargent weeping hemlock (*Tsuga canadensis* 'Pendula') remains small, rounded, and flat-topped for many years.

One of the loveliest low deciduous shrubs is Scotch rose (*Rosa spinosissima*), always neat and compact, and usually three feet tall. Rock spray (*Cotoneaster horizontalis*) with its red berries, small semi-evergreen leaves, and the ability to make a flat mass of growth less than three feet tall is a fine specimen plant or bank cover.

A selection of low-growing shrubs for the warmer zone across the country from New York City through St. Louis and Kansas City, should certainly include Oregon holly-grape (*Mahonia aquifolium*). It has beautiful glossy foliage and bears pyramids of bright yellow flowers followed by grapelike fruit. Prune it occasionally to keep it within the three-foot limit. In this zone you can also plant dwarf box (*Buxus sempervirens* 'Suffruticosa') and evergreen candy-tuft (*Iberis sempervirens*).



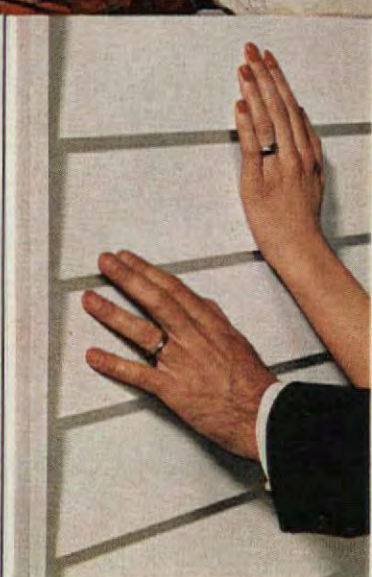
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A lovely, low deciduous shrub is 'Anthony Waterer' spirea, with flat clusters of small red flowers in early summer. Coralberry (*Symphoricarpos orbiculatus*) is a gracefully arching one that spreads quickly by underground runners. Good planted on banks.

Moving farther south (Philadelphia, Washington, D.C., and parts of the Pacific Coast), you should consider the dwarf varieties of Japanese holly (*Ilex crenata*). They are truly beautiful evergreens with leaves about the size of boxwood. Choose from 'Green Cushion,' 'Helleri,' 'Green Island,' 'Stokes,' or 'Compacta.' The exquisite Kurume azaleas (e.g. 'Apple Blossom,' 'Coral Bells,' and 'Pink Pearl') are of matchless beauty in the spring, and for a fine summer display of bloom consider hypericums.

In the South, Gulf states, and Southern California, the list of low-growing shrubs increases tremendously. One you should have is Chilean pernettya (*Pernettya mucronata*). A superb fruiting ornamental, it has dark purple berries in fall and winter. Grow it in full sun. Another excellent low evergreen is Japanese skimmia. It bears bright red fruit, leaves are about five inches long. This one does best in a shaded location. Santolina chamaecyparissus (lavender-cotton) is highly decorative with excellent gray woolly foliage and bright clusters of yellow flowers. Autumn sage (*Salvia greggi*) is striking and very drought resistant. It bears four-inch red flowers in the fall.

When landscaping a new home or improving an older one, you may find that in addition to dwarf or slow-growing shrubs you'll need fast growers for narrow spaces.

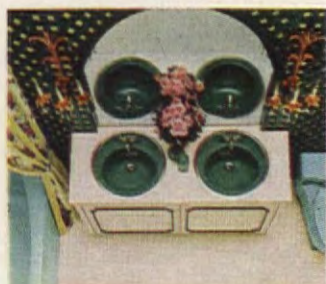
Truehedge columnberry (*Berberis thunbergi* 'Erecta') is an excellent narrow hedge that requires little or no pruning to keep its shape. Tall-hedge (*Rhamnus frangula* 'Columnaris') is probably the best of the few available narrow deciduous shrubs. Like the alder buckthorn (*R. frangula*), it is not susceptible to serious insect or disease pests, and will grow in any normal soil.

There are more evergreen than deciduous shrubs in the space-saving category, and among the most useful are the yews. Hick's yew and Irish yew were once the only narrow, upright forms, but today there are many more to select from. One of the most narrow is *Taxus media* 'Sentinalis.' A ten-year-old plant is eight



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feet tall but only two feet in diameter! Another fine narrow yew is 'Stovekeni.'

In the northern part of the country, wherever arborvitae are grown, you'll find several varieties that you can count on to be space savers. The most popular is 'Douglasi Pyramidalis.' The oriental arborvitae is popular throughout the

South and it too has narrow varieties. One called 'Beverly Hills' is becoming very popular on the West Coast. In addition to its narrow growth habit, it has attractive branches with yellow tips.

Although many red cedars (*Juniperus virginiana*) are truly narrow in form, they are mostly tree-size. Of the smaller-

scale junipers, the Swedish and Irish are important space savers.

An evergreen that should not be overlooked is dwarf white spruce (*Picea glauca* 'Conica'). It makes a very dense, narrow pyramid of evergreen foliage. Even forty-year-old plants are not much over ten feet tall.

THE END



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LUNCHEONS FOR LADIES

There always seems to be an occasion for entertaining at luncheon—garden club, committee meeting, bridge. Whatever the reason, there is the ever-present challenge of what to serve. Here are four menus with recipes to help solve the problem. And should you and your guests be counting calories, the first and third menus are your answer. They've been designed with just that in mind.

JELLIED MADRILENE
BROCCOLI PUFF*
MELBA TOAST RYE KRISP
BUTTER
STRAWBERRY ICE*
VANILLA WAFERS
COFFEE TEA

BROCCOLI PUFF

2 tbs. melted butter or margarine
3 tbs. flour
1 c. skim milk
2 tsp. grated onion
1 tsp. salt
Dash of pepper
1 c. finely chopped cooked broccoli
1 tbs. lemon juice
4 egg yolks, beaten thick
4 egg whites
¼ tsp. cream of tartar

Combine butter or margarine and flour; mix until smooth. Blend in milk slowly. Add onion, salt, and pepper. Cook, stirring constantly, until sauce simmers and is very thick. Remove from heat; stir in broccoli and lemon juice. Fold in egg yolks. Beat egg whites with cream of tartar until stiff but not dry. Fold into broccoli mixture. Pour mixture into lightly buttered 8x8x2-inch square pan or 1½-quart casserole. Bake in pan of hot water at 350° F. 40 to 45 minutes or until a knife inserted in center comes out clean. Serve with Mushroom Sauce. (If puff must be held a few minutes before serving, leave in oven with heat off and door ajar.) Makes 6 servings.

MUSHROOM SAUCE: Brown ½ pound thinly sliced mushrooms in 2 tablespoons butter or margarine. Add 2 tablespoons flour, 1 teaspoon salt, and dash of pepper. Gradually add 2 cups skim milk. Cook, stirring constantly, until sauce thickens and comes to simmer. Lower heat; cook and stir 5 minutes.

STRAWBERRY ICE

1 qt. fresh strawberries, pureed
1½ c. water
¾ c. sugar*
2 tbs. lemon juice

Combine all ingredients; stir occasionally until sugar dissolves, about 10 minutes. Place mixture in shallow pan. Freeze about 1 hour or until mixture is frozen a half inch around edges. Place mixture in a bowl and beat with electric mixer until fluffy. Freeze an-

other hour; beat again. Return strawberry ice to freezer. Freeze until firm. Makes 6 servings.

*Or use non-caloric sweetener according to label directions in amount to equal ¾ c. sugar.

CHILLED CHICKEN AND CUCUMBER REFRESHER*

CRAB CREPES*
BROILED TOMATO
FRESH FRUIT SALAD
HOT FINGER ROLLS BUTTER
RAINBOW PARFAIT WITH
RASPBERRY SAUCE*
COFFEE TEA

CHILLED CHICKEN AND
CUCUMBER REFRESHER
2 cans (10½ oz. ea.) chicken and rice
soup

2 soup cans of water
1 c. shredded, pared cucumber
½ tsp. dill weed

Remove fat from soup. Combine soup, water, and cucumber. Chill. Sprinkle each serving with dill weed. Makes 6 servings.

CRAB CREPES

Crepes:
¾ c. sifted all-purpose flour
½ tsp. salt
2 eggs, beaten
1 c. milk, at room temperature
1 tbs. melted butter or margarine
Filling:
3 tbs. butter or margarine
3 tbs. flour
½ tsp. leaf thyme
2 tsp. grated onion
½ tsp. salt
Dash of pepper
¾ c. chicken broth
¾ c. milk
2 egg yolks, beaten
½ lb. (2 c.) crab meat, boned and flaked
⅓ c. heavy cream, whipped
2 tbs. grated Parmesan cheese

Make crepes: Combine flour, salt, eggs, and milk; beat until smooth. Add butter or margarine. Cover; let stand 2 hours. Heat small skillet; butter lightly. Use 2 to 3 tablespoons batter for each crepe; tilt pan to spread evenly. Brown on one side; turn to brown second side. Stack on plate; cover with towel to keep warm. Make filling: Melt butter or margarine; blend in flour, thyme, onion, salt, and pepper. Gradually mix in broth and milk. Heat to simmering, stirring constantly. Lower heat; barely simmer 5 minutes. Add to egg yolks; cook 2 minutes. Add crab meat to 1 cup sauce. Fold whipped cream into remaining sauce. Place a spoonful of crab-meat mixture on each crepe; roll up. Place in single layer in shallow baking dish. Spoon whipped-cream mixture over crepes. Sprinkle with cheese. Broil until lightly browned. Serve at once. Makes 6 servings.

RAINBOW PARFAIT WITH RASPBERRY SAUCE

2 pkgs. (10 oz. ea.) frozen raspberries, thawed
4 tsp. cornstarch or arrowroot
 $\frac{1}{4}$ c. sugar
1 pt. vanilla ice cream
1 pt. strawberry ice cream
1 pt. pistachio ice cream

Drain raspberries; save juice. Combine cornstarch and sugar in small saucepan; add raspberry juice. Cook until sauce thickens and simmers, stirring constantly. Simmer 1 minute. Remove from heat; cool, stirring occasionally. Add raspberries; chill. Place small balls of ice creams in parfait or sherbet glasses; add raspberry sauce to each layer and on top. Top with whipped cream, if desired. Makes 6 servings.

TOMATO BOUILLON JULIENNE

SHRIMP AND EGG ASPIC*
TOMATO WEDGES
CARROT CURLS
MELBA TOAST
MINTED MELON BALLS*
LADYFINGERS

COFFEE TEA

SHRIMP AND EGG ASPIC

2 c. water
 $\frac{1}{2}$ tsp. powdered seafood seasoning or 2 tsp. whole seafood seasoning
 $1\frac{1}{2}$ tsp. salt
1 lb. frozen, shelled, and deveined shrimp
2 envelopes unflavored gelatin
 $\frac{1}{2}$ cup cold water
 $3\frac{1}{2}$ c. chicken broth
1 tbs. grated onion
 $\frac{1}{2}$ tsp. salt
Dash of white pepper
 $\frac{1}{2}$ tsp. thyme leaves
1 bay leaf
 $\frac{1}{2}$ c. finely chopped celery
3 hard-cooked eggs, cut in 6 wedges each
Salad greens
Low-calorie tart French dressing

Simmer 2 cups water, seafood seasoning, and $1\frac{1}{2}$ teaspoons salt 5 minutes. Add shrimp; simmer according to package directions. Drain. Soak gelatin in $\frac{1}{2}$ cup cold water. Simmer chicken broth, onion, and seasonings 5 minutes. Add gelatin; stir until dissolved. Strain through wet cheesecloth. Chill until mixture begins to jell; fold in celery. Arrange shrimp and egg wedges in six 1-cup molds. Pour about two-thirds cup gelatin

mixture into each mold. Chill several hours or until firm. Unmold on greens. Serve with French dressing. Makes 6 servings.

MINTED MELON BALLS

1 c. low-calorie lemon-lime flavor carbonated beverage
 $\frac{1}{4}$ tsp. mint extract
5 to 6 c. melon balls

Combine carbonated beverage and mint extract. Pour over melon balls. Chill. Makes 6 servings.

FRESH FRUIT CUP WITH LEMON ICE HAM AND CHICKEN ROLL-UPS*

BUTTERED RICE AND PEAS RELISHES
ROLLS AND BUTTER COCONUT WHIPPED CREAM PIE*
COFFEE TEA

HAM AND CHICKEN ROLL-UPS

3 medium (2 lbs.) chicken breasts, boned
3 tbs. flour
 $\frac{1}{2}$ tsp. garlic salt
Dash of pepper
 $\frac{1}{2}$ tsp. oregano
 $\frac{1}{2}$ tsp. leaf thyme
3 tbs. butter or margarine
1 c. chicken broth
1 tbs. grated onion
1 bay leaf
12 slices cooked ham, each about $3\frac{1}{2}$ in. square

Remove skin from breasts. Cut each breast lengthwise into 4 strips about 1 inch wide, making 12 strips in all. Combine flour, garlic salt, pepper, oregano, and thyme; coat chicken with mixture. Brown in large skillet in butter or margarine until golden. Add chicken broth, onion, and bay leaf. Cover; simmer 20 minutes or until tender. Remove bay leaf. Remove and wrap each piece of chicken in ham; fasten with wooden pick. Put chicken-ham rolls back in skillet, simmer 5 minutes. Serve at once with sauce on each. Makes 6 servings.

COCONUT WHIPPED CREAM PIE

$\frac{1}{2}$ pkg. yellow cake mix
 $\frac{3}{4}$ c. heavy cream, whipped and sweetened
Fluffy white frosting
2 c. fresh or canned shredded coconut


Heat oven to 350° F. Prepare $\frac{1}{2}$ package of cake mix following directions on package. Turn into greased and floured 9-inch pie plate. Bake 20 to 25 minutes or until done. Cool 10 minutes; remove cake from pie plate. Cool thoroughly. Split cold cake in half making 2 layers. Spread whipped cream between layers. Frost top and sides of cake generously with your recipe for 7-Minute Frosting or packaged fluffy white frosting mix. Sprinkle with coconut; refrigerate. Makes 6 to 8 servings.

THE END



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START WITH A PACKAGED PUDDING

Desserts for family or company are no problem when you keep those packaged puddings in mind and on hand. Here are recipes using them, some to be made in minutes, others to make ahead. Try them—you'll find that with very little effort you can make elegant and superb desserts.

BUTTERSCOTCH PECAN PIE

Preparation time: 10 min.

Chilling time: several hrs.

- 1 pkg. (4 oz.) butterscotch pudding and pie filling
- 1 3/4 c. milk
- 1 c. chopped pecans
- 1 baked 8-in. pastry shell
- 1/2 pt. (1 c.) heavy cream
- 2 tbs. sugar
- 1 tsp. vanilla

Combine pie filling and milk in saucepan; cook according to package directions. Cool, stirring often. Add 1/2 cup chopped nuts; turn into pastry shell. Chill several hours. Whip cream with sugar and vanilla; spread over pie. Garnish with remaining 1/2 cup chopped nuts. Makes one 8-inch pie.

HASTY PUDDING WHIP

Preparation time: 15 min.

Chilling time: several hrs.

- 1 pkg. (3 oz.) cherry-flavored gelatin
- 1 c. boiling water
- 1/2 c. cold water
- 1 pkg. (3 3/4 oz.) vanilla instant pudding
- 1/2 c. toasted slivered almonds

Dissolve gelatin in boiling water; add cold water. Chill until very thick. Prepare instant pudding according to package directions; let stand 5 minutes. Whip gelatin until it is light and fluffy and about double in volume. Fold gelatin into pudding, blending thoroughly. Turn into serving bowl or 8 individual dishes. Chill until firm. Top with almonds. Makes 8 servings.

QUICK SUNDAY SAUCE

Preparation time: 5 min.

Cooking time: 10 min.

- 1 pkg. (4 oz.) chocolate fudge pudding and pie filling
- 1/2 c. sugar
- 1 c. water
- 2 tbs. butter or margarine
- 1/2 tsp. mint extract or few drops oil of peppermint

Blend pudding and sugar with water in saucepan. Cook over low heat, stirring constantly, until sugar dissolves. Continue cooking until mixture comes to a full boil; add butter

or margarine and mint extract or oil of peppermint. Serve warm or cold on ice cream, pound cake, or pudding. Makes 1 cup.

QUICK COCONUT CREAM DESSERT

Preparation time: 10 min.

Chilling time: 1 hr.

- 1 pkg. (3 3/4 oz.) coconut cream instant pudding
- 1 c. cold milk
- 1 pt. vanilla, strawberry, or chocolate ice cream, softened
- 1/2 c. miniature marshmallows

Add pudding mix to cold milk in bowl; slowly mix with egg beater until well blended, about 1 minute. Stir in soft ice cream and marshmallows. Spoon into 6 dessert dishes or custard cups. Chill 1 hour. Makes 6 servings.

SHORTCUT TORTONI BISQUE

Preparation time: 10 min.

Chilling time: 1 hr.

- 1 egg
- 1 3/4 c. cold milk
- 2 tbs. sherry, if desired
- 1/2 tsp. vanilla
- 1 pkg. (3 3/4 oz.) instant vanilla pudding
- 1 c. heavy cream, whipped, or 1 c. whipped dessert topping
- 1/2 c. crushed macaroons (dry Italian type)

Combine egg, milk, sherry, and vanilla in medium-size bowl; blend thoroughly. Add vanilla pudding; beat with rotary beater 1 minute. Quickly fold in whipped cream or dessert topping and macaroon crumbs. Spoon into 8 custard or tortoni cups. Chill 1 hour. Top with additional macaroon crumbs, if desired. Makes 8 servings.

FRUIT TAPIOCA PUDDING

Preparation time: 15 min.

Cooking time: 20 min.

- 3 large, tart, cooking apples, pared, cored, and thinly sliced
- 2 1/4 c. canned apricot-orange drink
- 1 tbs. lemon juice
- Dash of salt
- 1 pkg. (3 1/4 oz.) vanilla tapioca pudding mix
- 2 tbs. butter or margarine
- 1/4 tsp. nutmeg

Combine apple slices and fruit juices in medium-size saucepan. Cover; bring to boiling; simmer 10 minutes or until apples are almost tender. Blend in salt and pudding mix; cook, stirring constantly, until tapioca is clear. Stir in butter or margarine and nutmeg. Serve warm. Makes 6 servings.

OLD-FASHIONED BAKED PUDDINGS

What could be more perfect and satisfying after a light meal than an old-fashioned baked pudding? Our recipes are dreamy and each has a nutritional plus, for they give you a way to fill or add to your family's daily quota of milk, eggs, or fruit. Make them ahead or, if it is one to be served warm, bake it right along with an oven dinner.

RICE CUSTARD PUDDING

4 eggs, beaten
1 c. sugar
 $\frac{1}{8}$ tsp. salt
1 qt. milk, scalded
1 tsp. vanilla
1 c. raisins
2 c. cooked rice

Heat oven to 350° F. Combine eggs, sugar, and salt. Stir in scalded milk; add vanilla. Add raisins and cooked rice. Pour into a 2-quart baking dish; set dish in pan of hot water (water should be 1 inch deep). Bake 45 to 50 minutes. Makes 6 servings.

CHOCOLATE BREAD PUDDING

3 c. milk
3 sqs. unsweetened chocolate
 $\frac{1}{2}$ c. sugar
 $\frac{1}{8}$ tsp. salt
2 eggs
1 tsp. vanilla
2 c. day-old bread cubes

Heat milk and chocolate together in double boiler until chocolate is melted. Beat sugar, salt, and eggs together just until blended; add vanilla. Pour chocolate mixture slowly into egg mixture, stirring constantly. Pour over bread cubes in greased 1½-quart baking dish. Let stand 20 minutes. Heat oven to 350° F. Stir pudding well; set dish in pan of hot water (water should be 1 inch deep). Bake 45 to 50 minutes. Makes 6 servings.

ORANGE CAKE-TOP PUDDING

$\frac{1}{4}$ c. sifted all-purpose flour
1 c. sugar
 $\frac{1}{4}$ tsp. salt
1 tbs. grated orange rind
 $\frac{1}{2}$ c. orange juice
2 egg yolks
 $\frac{3}{4}$ c. milk
2 egg whites

Heat oven to 350° F. Sift flour, sugar, and salt together. Stir in orange rind and juice, egg yolks, and milk; blend well. Beat egg whites until stiff, but not dry. Pour orange mixture onto beaten whites; fold gently to blend. Pour into greased 1-quart baking dish. Set dish in pan of hot water (water should be 1 inch deep). Bake 50 minutes. Makes 6 servings.
Lemon Cake-Top Pudding: Substitute $\frac{1}{4}$ cup lemon juice and 1 tablespoon lemon rind for orange juice and orange rind. Increase milk to 1 cup. Follow directions for Orange Cake-Top Pudding.

APPLE CRISP

6 c. diced, pared, and cored apples
 $\frac{3}{4}$ c. brown sugar, firmly packed
 $\frac{1}{3}$ c. sifted all-purpose flour
 $\frac{1}{2}$ c. rolled oats
 $\frac{1}{2}$ tsp. cinnamon
 $\frac{1}{4}$ tsp. ground nutmeg
 $\frac{1}{4}$ c. soft butter or margarine

Heat oven to 375° F. Put apples into 1½-quart baking dish or 8x8x2-inch pan. Mix sugar, flour, rolled oats, cinnamon, nutmeg, and butter or margarine until crumbly. Spread over apples. Bake 45 to 50 minutes or until apples are tender and topping is golden brown. Serve warm with cream or ice cream. Makes 6 servings. Note: If topping browns too rapidly, cover loosely with foil for the remainder of the baking time.

BAKED PRUNE WHIP

24 prunes, cooked, drained, cooled, and pitted
3 egg whites
 $\frac{1}{2}$ c. sugar
 $\frac{1}{4}$ tsp. salt
1 tbs. lemon juice
 $\frac{1}{4}$ c. chopped walnuts

Heat oven to 350° F. Cut up prunes (you should have 1 cup). Beat egg whites until foamy. Add prunes, sugar, and salt. Beat with rotary beater about 5 minutes or until stiff enough to hold shape. Fold in lemon juice and walnuts. Turn into 1½- to 2-quart baking dish. Set in pan of hot water (water should be 1 inch deep). Bake 30 to 35 minutes or until whip is puffed and a thin coating has formed on top. Makes 6 servings.

QUEEN'S PUDDING

2 eggs, beaten
2 egg yolks, beaten
 $\frac{1}{3}$ c. sugar
 $\frac{1}{4}$ tsp. salt
 $\frac{1}{4}$ tsp. cinnamon
2 tsp. vanilla
3 tbs. melted butter or margarine
1 qt. milk, scalded
2 c. day-old bread cubes
 $\frac{1}{2}$ c. tart jelly
2 egg whites
 $\frac{1}{4}$ c. sugar

Set oven at 350° F. Combine eggs, egg yolks, sugar, salt, cinnamon, vanilla, and butter or margarine. Add milk; blend. Pour over bread cubes in a 1½-quart casserole. Let stand 20 minutes for bread to soak up custard mixture; stir. Set in pan of hot water (water should be 1 inch deep). Bake 1 hour and 15 minutes or until knife inserted 1 inch from edge comes out clean. Remove from oven. Spread jelly over hot pudding. Beat egg whites until foamy; beat in sugar; beat until meringue stands in stiff peaks. Cover pudding with meringue. Bake 15 minutes or until meringue is golden. Cool. Makes 6 servings.

THE END

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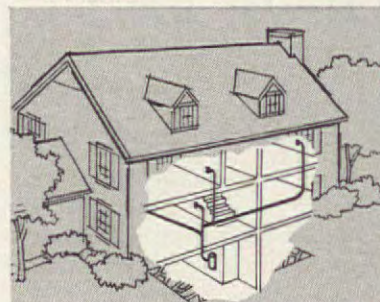
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GIVE A FRENCH CAFÉ PARTY

It's never too early to introduce your *almost* young lady to the joys of international living. Plan her next birthday as a fabulous lunch in a "French café." This party in Parisienne style can be enjoyed as much by those who plan it as by those who attend it.

Your invitations can be very French indeed—on one side announce a birthday luncheon at a "French café" with time and place, the other, a French menu. For example: compote fruits (fruit cocktail), Pasta Parisienne (spaghetti), gâteau de birthday au chocolat (chocolate birthday cake), and crème glacé (ice cream). For beverages: champagne (ginger ale), vin rosé (strawberry soda), or port vin (grape juice).

Decorate your dining room or patio like a French restaurant or café. Use the familiar red-and-white checked tablecloths and napkins to set the stage. Then hang posters of France (from a travel agency) along the walls, fill shelves with decorative cooking accesso-

ries, and supply each table with a basket of bread sticks. For floral centerpieces, keep the *tricolor* in mind. Make small bouquets of bright red and white carnations spiked with bachelor's buttons. A very festive touch!

After lunch, set up a little French sweet shop, complete with play cash register. Your shop should carry candy cigarettes, poppers, gum and balloons—and each item should wear a price tag. Make sure everyone has play money to make purchases. But, no dollars, please. Francs and centimes are the order of the day. Items bought are put in striped bags with sales slips stapled outside. Write each guest's name on the slip so there's no confusion when they're taking them home.

You probably won't be fooling anyone with your party decor, but the afternoon can be an entertaining consolation prize for those of you who just aren't going to make April in Paris *this* April.

THE END



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DISCOTHÈQUE FOR TEENS

One of the surest ways to know where your teeners and their friends are is to turn your living or family room into a Saturday night discothèque. Four hours of the Swim, Frug, Monkey, La Bostella or what have you will amaze you—but your teen-agers and their friends will love it. Roll back the carpet, circle the "dance floor" with small tables, add candles, and other little touches to transform the room into an intimate night club. Music and dancing will be the central theme; de-emphasize elaborate food. Stock up with a supply of records by the Beatles, Supremes, Beach Boys, Rolling Stones, and Animals, and have the guests take turns as the disc jockey (so they'll all have a chance to dance).

Skip the formality of invitations; these can be extended in person or by telephone—usually young people prefer to use the latter.

Your refreshments might include an ice-cream smorgasbord. This consists of vanilla ice cream in a

large paper bowl for each guest and a selection of toppings: chocolate, marshmallow, strawberry, and butterscotch, plus cherries, nuts, and whipped cream. Serve the ice cream with a cake made in the shape of a record player.

Make the base of the "phonograph" cake in a large, rectangular pan. Frost the outside and top blue, add chocolate creams to simulate knobs. Make the "arm" of the phonograph from a long piece of cake cut from an extra one baked at the same time as the larger one. The arm can be held up by two small cubes of cake, all frosted. Make the "records" from a regular, round cake; frost with chocolate icing, and score with a fork for authenticity. Use a fat candle for the "spindle."

At curfew time, have the disc jockey play a modern-day version of "Good Night Sweetheart." The guests will get the message, even though you may not be able to recognize the tune.

THE END

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PICK UP A BAG AT YOUR GARDEN STORE
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By Martin Sheridan

CLIPPING COUPONS FOR PROFIT

Being a thrifty New Englander, my wife has been an avid clipper of coupons from way back. Unfortunately, I don't mean the tiny coupons for interest payments attached to the bottom of engraved bonds and stock certificates.

I am referring to the coupons published regularly in many magazines and on newspaper food pages throughout the country. They offer either money off the store price of an article or refunds of varying amounts when requirements such as mailing a label or labels to a refund agency are met.

Couponing is one of the best known and most important ideas used in the highly competitive marketing field for introducing new foods, soaps, and related products, or stimulating the sales of existing ones.

In addition to the coupons published in periodicals, there are also mailings of various redemption offers addressed to "Occupant, 909 Main Street, Everytown, USA," and good for 5c to 25c off the price of a particular product.

The amazing thing about my Yankee frau is that besides being an active coupon clipper and user, she meticulously maintains a log of the dates she mails her letters and the amounts refunded for each deal.

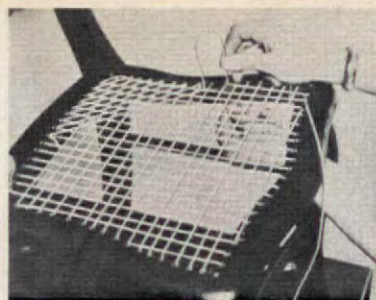
My wife's records indicate that she has obtained mailed cash refunds ranging from 25c to a hefty silver dollar. Not one has gone astray. Some companies send checks for amounts as low as 30c and ranging to more than a dollar.

Her refunds during 1964 totaled \$23.05 as the result of 64 mailings requiring \$3.20 in postage. Thus her net gain was \$19.85. Besides the cash she also received free merchandise such as garden seeds, stationery, a soup spoon for our daughter, hand puppets, and cat food.

In 1963 she profited to the tune of \$18.08 after deducting postage; in 1962 she hit a record refund of \$30.21.

Although the hobby of clipping coupons can provide the homemaker with modest savings during the course of a year, marketing statistics disclose that only from 5 to 7 percent of the published or mailed coupons are redeemed, with the success of the results depending on the specific product and the amount of the refund. In-store refunds are more successful, of course, than those which require addressing and mailing.

The individual refunds may seem like a pittance when they are received and that's probably why more women don't take advantage of coupon promotions. However, if you let the coins accumulate, and then count the pile at the end of the year, the \$20 that it is possible to receive for a minimum of effort can be rewarding. THE END

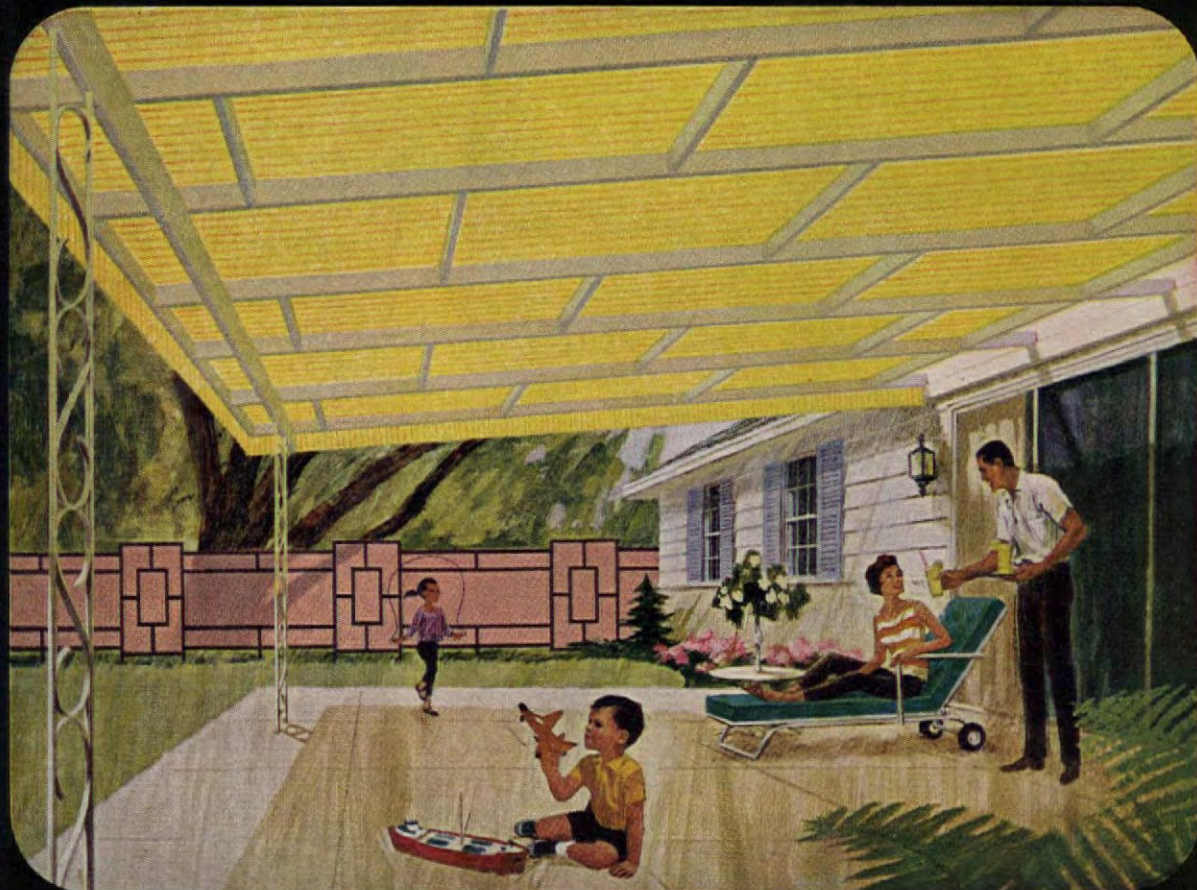


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A PLEA FOR BREVITY

The author, an award-winning novelist, is a professor of English at San Francisco State College. With an admittedly biased voice, he writes thoughtfully about today's trends.

Let us be brief. To be brief, we are seldom brief enough. We are overstocked. Inside and outside, our houses are overdecorated. On the road our automobiles are overpowered: we go too far. We are too loud: our airplanes, designed to reduce noise, deprive us also of our silence, piping aboard bad music before and after ascent. We are overdressed, overfed, and overprotected against subtleties we may yet learn to admire.

Once I served three years of a five-year term on the San Francisco Art Commission. It was the Commission's task to pass judgment on new construction. We were two factions. There were those of us who tended to think along lines of plainness and function, rejecting addition and adornment. It was a minority, and after I left I received a well-intended letter from a member of the majority, describing our deep friendship and lamenting my departure. It was odd, since our relationship had never been fundamental, and what had been wrong with it was summarized by his salute at the end of his letter—"cordially and sincerely." It was what I had always thought was wrong with his judgment: we cannot *say* what we are; we can only *be*.

In San Francisco we speak of improving things, especially property, by which we mean we shall erect something where nothing was. We put a house where there was only a hillside or we replace a small house with a larger house. Thus we improve, as if something were necessarily better than nothing, for in the language of the American unconscious *improve* seems to mean *bigger* or *more*. In our city we call a new complex of buildings a "western addition," though it may be only a subtraction, since what we gain in dwelling space we may be losing in living room.

At Candlestick Park an incoherent brass band erupts between innings as if noise were necessarily better than silence. Why can't we be let alone to feast our eyes upon the grass or upon the unlimbering players exchanging ins for outs? Why this haste to saturate our empty moments? Left alone, we might study things through. We might then not require from our newspapers the captions explaining the obvious photographs, nor from our bookstores the books superfluous by half. Let us go hungry a little, and sharpen our appetites.

Once I received a visit from a man

who thought my house was underdone. We met in my living room. There I had two light chairs, two straight-legged sofas, and one low, plain table with nothing on it. It was too little to suit him. The trouble was that he had come to write me up as some sort of success, but he could see no sign of it here. Was I camping out? No, not at all. Perhaps (he ventured) this was some sort of second-best house, my first being stunningly elsewhere. No, not at all, I said. From the start no conversation was possible. Beneath the same roof we were arguing from different premises.

At one time I gave private, neighborly lessons in English to a Japanese businessman. He was very sweet and no doubt he knew his business—he built naval tankers vast in capacity but not much to look at. The best of Japanese understatement was as much a mystery to him as English. I taught him phrases to assist his coming and going, his greeting and farewell, and in gratitude he gave me a well-shaped vase, unadorned except for flowers painted upon a portion of its surface. I took it home and turned the flowers to the wall, leaving exposed only that part of the surface which was plain and bare. I should have taught him also that most instructive full sentence of Mark Twain, "Eschew surplusage." God or Someone made the sky straight blue. If we could, we'd decorate it, for we are always adding to what was good enough—adding one line too many to our jokes, for fear they'll be missed; and smile besides for insurance. In the next electronic breath we bombard ourselves with the commercial at the root of it all, saying too much too loud, to sell us something we never needed. It's not just our blood that's tired but our brain numbed by superfluity. Our taste has been—in the language of television—"purified away."

Overdecorated. Overpowered. Overdone. Says Hamlet: "Suit the action to the word, the word to the action . . . Now this overdone, or come tardy off, though it make the unskillful laugh, cannot but make the judicious grieve." He says, too, "Be not too tame neither, but let your discretion be your tutor." If we are too brief or too judicious for a multitude trained by a heavy hand, so be it. We have brief, judicious company. Let us be snobs on the simple side, trusting our own discretion, that "I" which is the straightest word in the language, simplest, and most upright, inviting frequent use, directing us toward our own taste, our own identity, teaching us that enough is enough when "I" says Stop.

THE END



Decorating, remodeling ideas galore!



This 16 page color book shows how top designers use an exciting new kind of ceramic tile—American Olean's richly textured, luxurious looking Crystalline Tile—to bring new beauty to bathrooms, kitchens, other rooms. See how to add distinctive custom touches with colorful decorated tile inserts and smart scored designs. Special section shows glamorous new tile color schemes coordinated with bathroom fixture colors. Invaluable for anyone planning to build or remodel. Send for this idea-packed booklet today!

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Enclosed is 10c. Please send me your booklet "New Decorating Ideas with Ceramic Tile."

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BASKET HAPPY!

By Dorothy Lambert Brightbill

Yes we are! More or less 120 baskets in four rooms, the basement, and garage might seem like an overabundance, but they're really not obvious. Because there are many kinds in many sizes and all are useful as well as decorative, they blend into the background. So far no one has ever remarked, "My what a lot of baskets!" They are sized from scarcely more than a walnut shell (standing next to a wonderful figure called "The Garlic Man" presumably to hold his garlic) to a round one large enough to stand in. The big suitcase-type basket of woven willow permits the air to circulate through the stored clothing. Big airy round ones are useful for storing outdoor cushions and other summer accessories.

Flat-bottom baskets hold kindling, knitting, and embroidery. Dowry baskets from Formosa with several compartmented tiers store laces, ribbons, and other trimmings. A low, fat round one, very open in weave, holds pieces of bright silks which show through. Most decorative it is too.

Picnic baskets hold magazines, papers, patterns, and picnic supplies. Old Shaker lunch baskets hold wool yarns. A handsome Navaho one acts as a wastebasket. A fat rush one holds the Christmas tree and several hampers store the ornaments. We have bread baskets, wine baskets, cracker baskets. A delightful old Shaker basket designed to hold a ball of string is an exquisite bit of craftsmanship.

A three-tiered Chinese lunch basket, made of bamboo and latticed rattan, can double as a tote bag—ideal for carrying baby clothes too. A handsome, big hamper with wrought-iron handles and latch makes a perfect bedside table for a guest room and stores extra pillows and blankets. A long beach hamper at the foot of a bed does the same service in another room. Handkerchiefs are stored in a lovely old Pennsylvania Dutch betrothal basket strewn with woven lover's knots. This is a basket that a young man used to weave for his beloved to hold her precious gloves. Lacy baskets hold cosmetics and look pretty doing so. Another one holds hard-to-hide roller curlers on a vanity in good grace.

A big cat-carrying basket sprayed brilliant scarlet is used for waste paper in a bathroom; a tiny basket becomes an attractive flowerpot when sprayed patent-leather black and filled with red silk geraniums; wire baskets sprout ferns.

Big bunches of evergreens are placed in baskets outdoors. Indoors, shiny magnolia leaves stand in a tall handwoven basket—as beautiful as a fine vase. By the time you read this no doubt there will be several more baskets. I saw one at an antique show that will be just right for. . .

those horrid age spots*



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out
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the convenient postage
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between pages 44 and 45

WHICH OF THESE HANDSOME VACATION HOUSES DO YOU WANT TO BUILD?



Low-cost Prefab, shown in color on pages 42 and 43. By using our Home Study Plan you can follow the general design of this house, making adjustments and revisions to suit your own needs and site. For \$1 you receive scaled plans and elevations of the cabin and details of the roof truss and the drop-leaf panels that partition the interior and close up the exterior in winter.

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THERE'S A BETTER WASHDAY IN YOUR FUTURE...

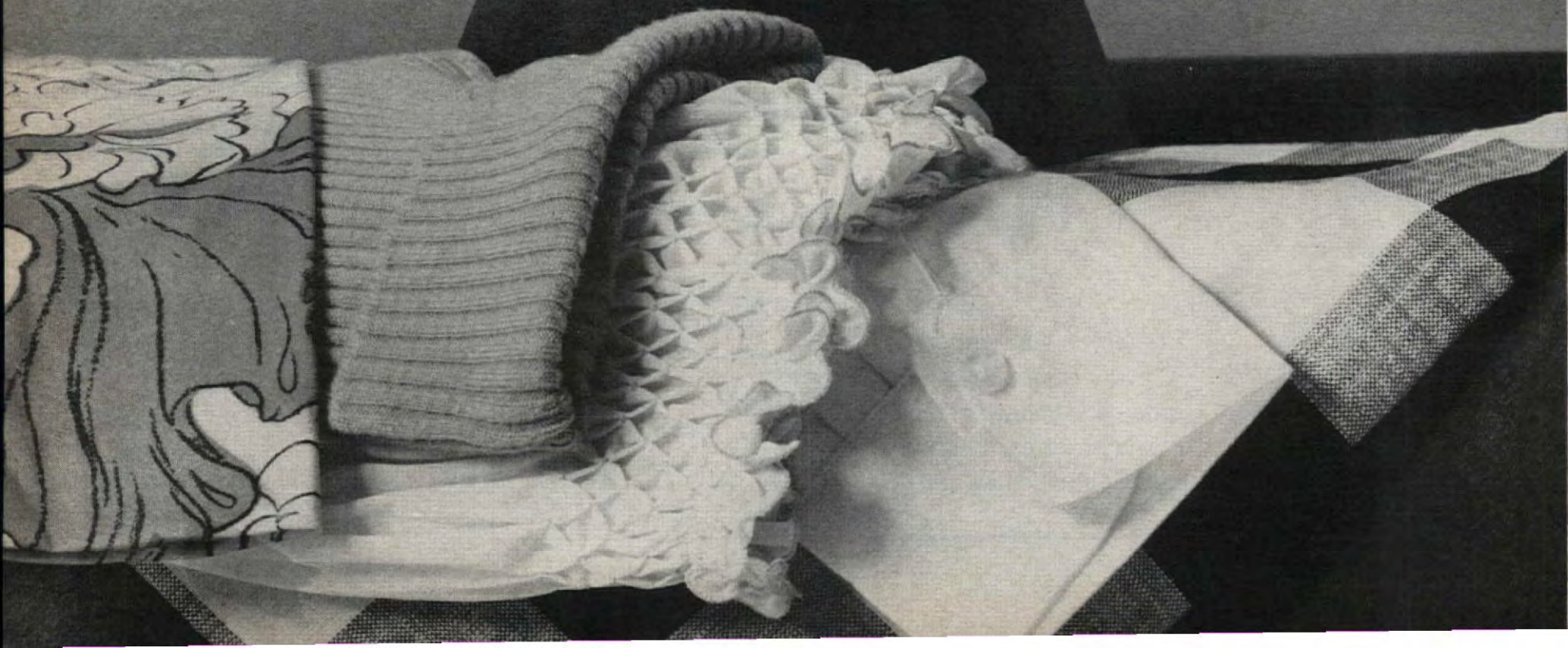
By Virginia T. Habeeb

... if you know your fabrics, the new washers, dryers, and combinations will do the rest

They may look intricate, these new mechanical marvels. So do the 1965 cars in comparison with the 1955 models. But both have one wonderful quality in common; they do more for you—automatically! Today's fabrics are the pivot around which all modern laundry equipment is designed. The typical family wash breaks down into six main loads: white cottons and linens; colorfast cottons and linens; noncolorfast or bright cottons and linens; wash and wear; delicate fabrics (normally hand-washed); woolens and knits.

Washers and dryers are designed to accommodate the special requirements of each of these loads. There are automatic settings for the correct temperatures of the wash water, the amount of water to be used, the length of the wash time, the speed of agitation, temperature of the rinse water, and speed of the spin. Many models have automatic dispensers for detergents, bleaches, and fabric conditioners that are introduced into the wash cycle at the proper time. Dryers automatically provide the proper drying conditions for any kind of load, have special features to measure moisture content and to turn off the machine to prevent overdrying. To find out more about new washers and dryers for the most up-to-date laundering, send for our Buyers' Guide.

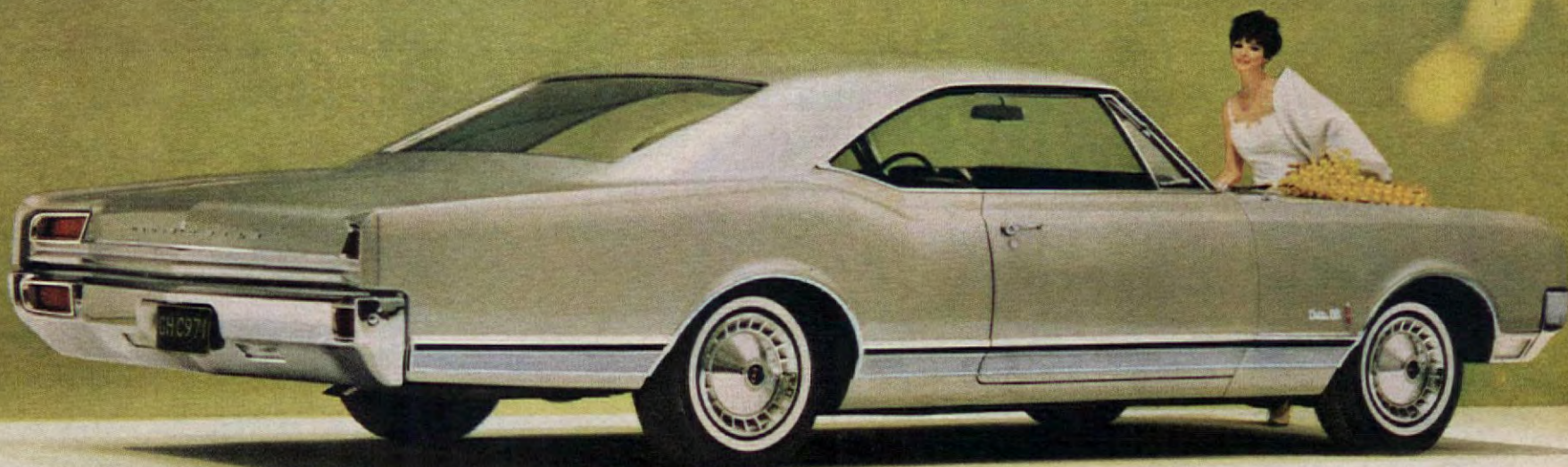
The American Home's 1965 Laundry Equipment Buyers' Guide tells you what to look for in a washer, dryer, or combination. It's a comprehensive listing of styles, types, and features each manufacturer is offering. Send 15c (no stamps please) to: The American Home, Reader Service Dept., BG-3, 641 Lexington Avenue, New York, N.Y. 10022.



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Other cars have a lot of catching up to do.

'65  OLDSMOBILE

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YOUNG CHILDREN IN THE FAMILY? HERE'S A HOUSE FOR YOU!

Traditional story-and-a-half house with Study Plans you can order

Our traditional house has a highly modern plan that works for all members of the family. The house is well zoned so the dining room and the sunken living room are not disturbed by traffic to other rooms. The most-used sections of the house can be reached easily from the front entrance or from the garage and service yard. The kitchen is conveniently between the family room (which has a built-in barbecue) and the utility and workroom with attached lavatory. The basement entry is also here, near the back door.

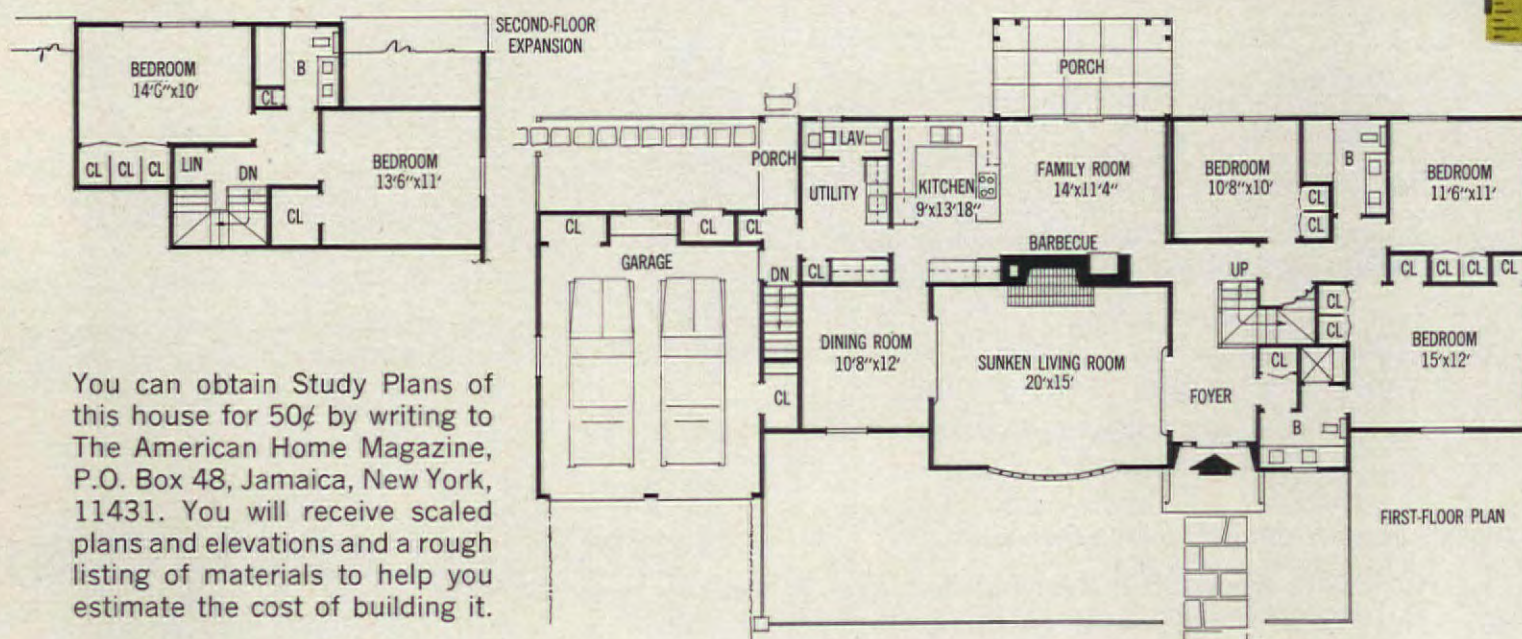
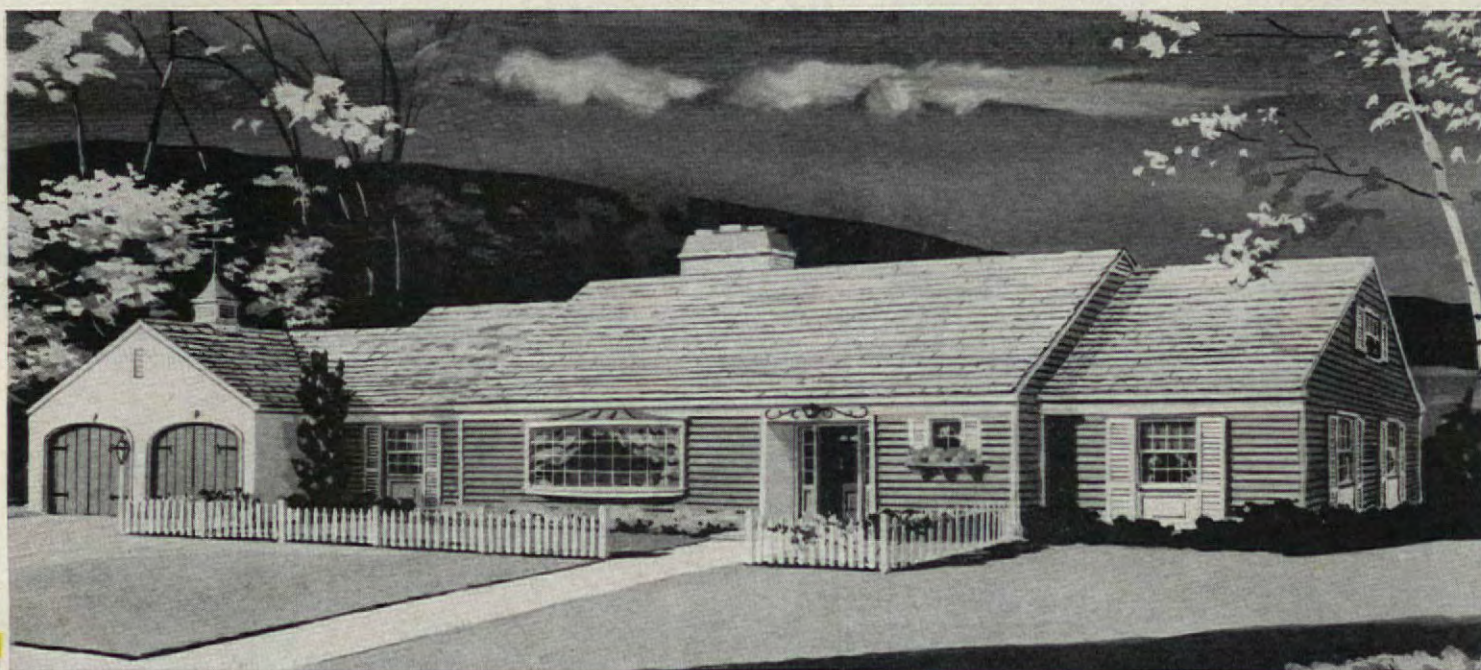
Three downstairs bedrooms are separated from the daytime rooms. A sound-resistant wall separates the family room and the bedroom next to it. The master bedroom

has its own bath which is accessible from the foyer and can double as a powder room for guests.

There's plenty of space on the first floor, but if you need more, or if the family grows, you can add two more bedrooms, a large bath, and plenty of closets on the second floor. The framing can be roughed in and the rooms finished as you need them.

There are 1782 square feet of space on the first floor, excluding the garage and porches. The second floor has 477 square feet. The house is 85 feet long, with garage.

If you're interested in more information on this house, you can order Study Plans by writing to address below.



You can obtain Study Plans of this house for 50¢ by writing to The American Home Magazine, P.O. Box 48, Jamaica, New York, 11431. You will receive scaled plans and elevations and a rough listing of materials to help you estimate the cost of building it.

READ THAT LABEL!

Of course you've noticed the labels and tags on virtually everything you buy that's in the textile field—clothing, floor coverings, draperies, upholstery, bedding, and all other household textile products. Government legislation requires these items be labeled properly to protect you, the consumer. There are good reasons for labeling, so perhaps you'd do well to know them.

To help you recognize what can be expected of a given fabric, fibers are divided according to their chemical composition and are given generic, or family names. There are four natural-fiber families: cotton, linen, silk, and wool; and 16 man-made fiber groups:

acetate	olefin
acrylic	polyester
modacrylic	rayon
azlon	rubber
glass	saran
metallic	spandex
nylon	vinal
nytril	vinylon

Since these family or generic names will be on all labels, you can become acquainted with the characteristics of the fibers by family. (You'll realize further how important it is to know the fiber content of your laundry basket when you read Buyers' Guide on laundry equipment on page 82.)

In general, all fibers within a generic group will have similar properties and uses. For example, cotton is the generic name for many fabrics, including batiste, chino, corduroy, denim, percale, poplin, and seersucker. In other words, these and several others are all in the cotton family, and if you know the general characteristics of cotton and how to care for it, this will apply to all the fabrics in the family. This is easier than trying to know the fabrics by their fiber trade names, for there are more than 1100 of these!

It is wise to know how to care for each fabric, because labeling on *performance* of fabrics is not mandatory. However, many manufacturers will include this information on their labels, or more often on hang tags, for your benefit. Performance includes such things as colorfastness to laundering, special-care instructions, and shrinkage control—very helpful facts to know! Read these labels or tags carefully when you buy the items and keep those you remove. This may save you trouble later when it's washing time.

When hang tags are removed from washable items, it's a good idea to have them on hand near your laundry area where you can easily refer to them when doing the wash. You might sew pockets into a piece of muslin, and hang it in the laundry area. As you accumulate tags from new garments, note on them what

items they belong to, and put them into the pockets. If you want to be even more efficient, put family names on the pockets (you might sew or mark them on) and file each person's tags separately.

Whatever your system, you'll find it well worth your while to know your fabrics, and to read those labels!

For more information on labeling, fabrics, and clothing care, including specific care of all types of fabrics, there is an excellent booklet called "The Shoppers' Handbook" you can send for. Send 25c to New York State College of Home Economics, Mailing Room, Stone Hall, Cornell University, Ithaca, New York. THE END



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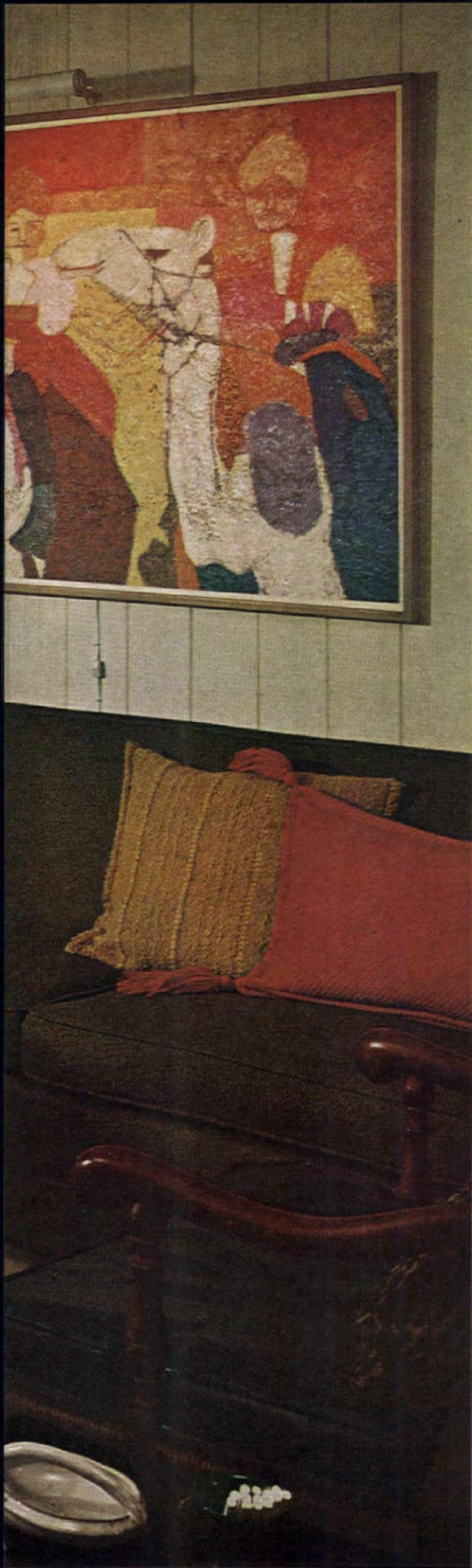
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HERE'S The Mediterranean look comes from
WHY many different places and periods.
YOU'LL "Mare nostrum" brings forth a touch of
LIKE French, Italian, Spanish—perhaps a bit
MEDITERRANEAN of English. This house is a series of rea-
sons why you'll like The Look . . . warm
yet coolly inviting . . . full of color . . .
old but new . . . fresh. A
livable fashion, not a fad.



WRITING CORNER in a guest room is proof the Mediterranean look stems from many nationalities. This French Provincial desk has for accessories a Victorian lamp, English Regency box, and Jacobean desk chair. Also note how wood and painted finishes are mixed with a strong, sure hand.

Information: Barbara Lenox Photographer: George deGennaro



HOSPITALITY is a typical Mediterranean characteristic and is very much in evidence in the Paul Ferrante home in Los Angeles. The family room, above, called a hospitality room by its owner, is close to the kitchen and terrace for easy entertaining. Olive green and gold (currently the most "in" fashion colors) of the furnishings are repeated throughout the house. Azalea pink accents are bright but unobtrusive. Groupings of paintings, massive lamp, and small objects on Spanish chest are worth studying and possibly adapting. Painting above sofa is by Albert Cramer.



MEDITERRANEAN as in the master bedroom means white walls, a repetition of the olive-gold color scheme, louvered shutters for light control and local color, a typically Spanish trestle table and chairs (bleached and pickled bone white for lightness). French doors leading to the sun deck are curtained in striped sailcloth. Above the table, a collection of wax molds is mounted on felt.



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Ask for K-V...

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Here's what can happen when the owners of a run-of-the-mill house decide to correct some of its faults. The house, owned by Mr. and Mrs. Clifford Platt, of Massapequa, New York, sat prominently on a corner lot, exposed on two sides, neither one a beauty to look at. There was wasted space in a too-small porch recessed in the main wall. By closing this in, the Platts enlarged their den. The main entrance was moved a few feet and now decisively faces the side street instead of trying to look at the front street while the walk leads to the side street.

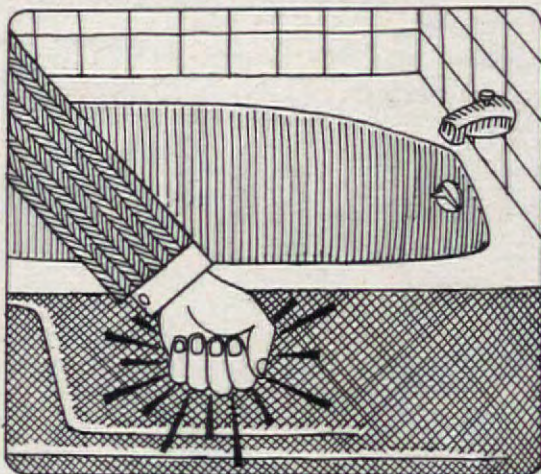
Moving this one exterior wall, repositioning some windows and doors, and adding a fresh coat of barn red paint gave the house its cheerful, individual look. Inside, the Platts added a fireplace and redecorated the downstairs. All of this cost under \$1500. Masonry work and plumbing accounted for half that amount. The rest was for materials. The Platts saved hundreds of dollars by doing most of the work themselves and by reclaiming a picket fence from a 150-year-old house and restoring it. The curved entrance walk used bricks from the same old house. Your own remodeling can be kept within budget bounds if you use careful planning and the do-it-yourself method!

Ernest Silva



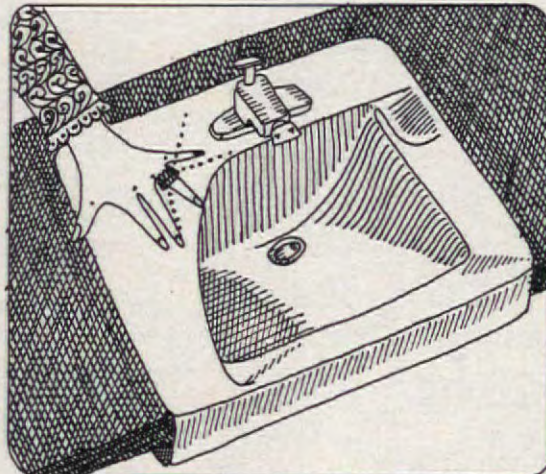
5 things to do (besides look) when you remodel or add a bathroom ...or visit a model home

1. Pound the tub



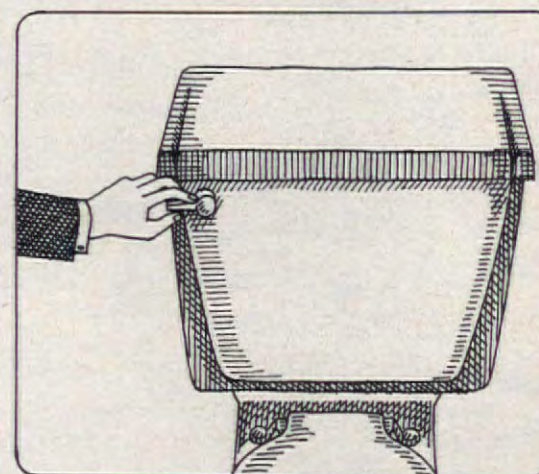
Good, solid thud what you get? Fine. That's just what you want—a sturdy cast iron tub deeply layered with enamel to protect against chipping and scratching. The solid thud is as good as a promise that your tub won't rattle like a snare drum when you turn the shower on. Won't flex underfoot when you step in. Will wear like—well, iron! There's no better buy for your money than a cast iron tub, made by American-Standard.

2. Tap the lavatory



Use your wedding ring—or a coin from your pocket—and listen for a clean, sharp "click." That's the sound of your two best buys in lavatories: solid vitreous china, or thick enamel on rigid cast iron. What makes them an even better buy is "big-bowl" styling from American-Standard—bowl areas *really* big enough to handle all jobs. Like light laundry, hair washing, or man-sized splashing. Moral: There's an American-Standard lavatory that will satisfy a familyful of needs—as long as your family needs it!

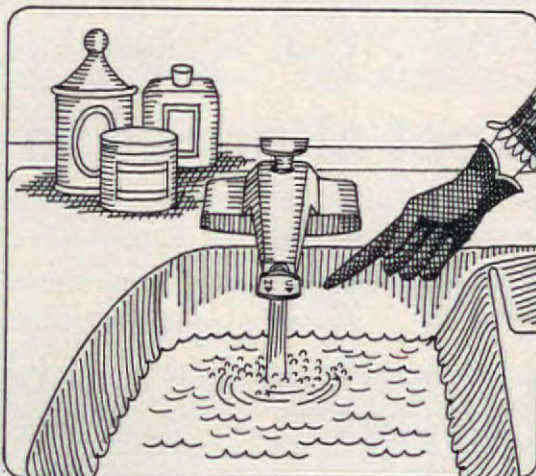
3. Flush the toilet



The water *should* run out at the rear of the bowl—away from you. That's called "reverse-trap" flushing action. Toilets with this kind of flushing action have a larger water capacity than cheaper models. They're more sanitary in use and easier to keep clean. American-Standard has been making, and improving, better toilets for over 50 years—to give *you* dependable operation, an end to handle jiggling, and repair bills. Our better toilets start at just \$3.00 more. Why settle for anything less?

4. Turn on the faucets

If it's a single-control American-Standard faucet, you'll notice you need only one hand. On to off. Hot to cold. What you won't notice in an American-Standard single-control faucet is the *washerless* Hy-seal* valve. It comes on all single-control faucets. The washerless valve in our two-handle faucets is called the Aqua-seal*. Either way, there's no washer to wear out, or drip, or need replacing.



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Mail the coupon or see your American-Standard Plumbing Contractor. He's listed in the Yellow Pages under "Plumbing Fixtures" or "Plumbing Supplies."

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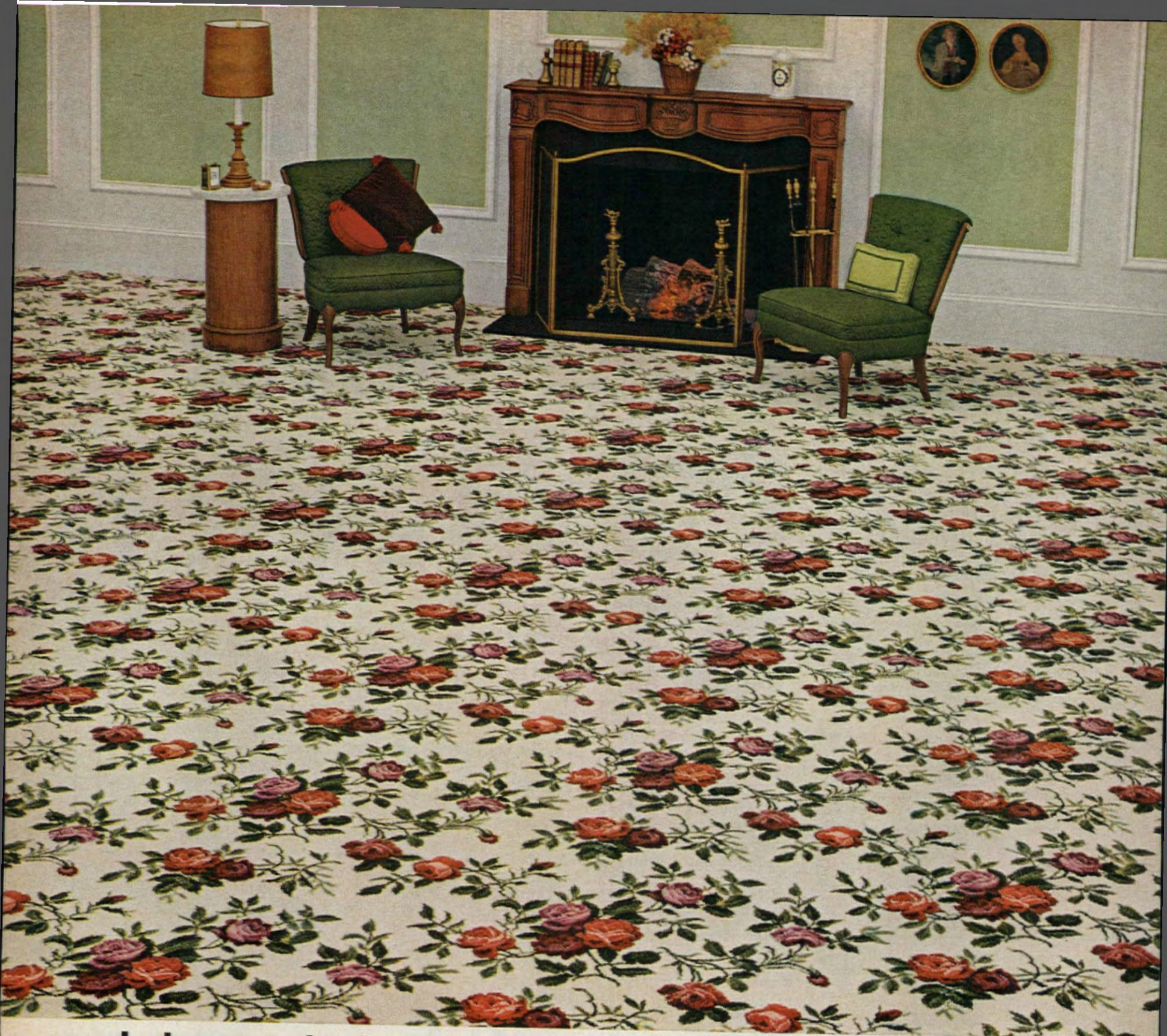
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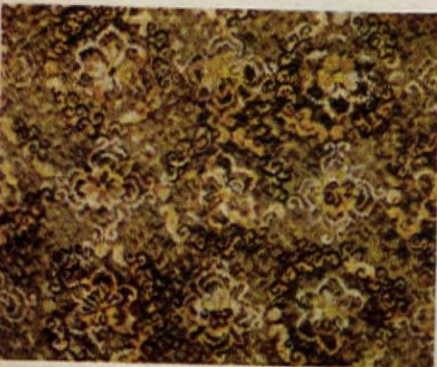
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Fayetteville.....GARDNER-McDONALD INC.
Fayetteville.....PURDIE'S FURNITURE
Hendersonville.....BRUNSON FURNITURE CO.
Raleigh.....BURTON COATS CARPETLAND

OKLAHOMA
Ardmore.....B. L. OWENS FURNITURE CO.

OKLAHOMA (Cont'd)
Bartlesville.....CARPET CITY
Bartlesville.....NELSON FURNITURE CO.
El Reno.....RAY SLIMP FLOOR COVERING
Enid.....CLINESMITH FURNITURE CO.
Oklahoma City.....DEL CITY CARPETS & DRAPRS.
Oklahoma City.....HARBOR-LONGMIRE
Oklahoma City.....WILSON'S DECOR. CTR., INC.
Okmulgee.....BUCK BEAVERSON HOME FURNGS.
Ponca City.....GLENN E. PARIS & SONS
Sapulpa.....GILLIAM FURNITURE COMPANY
Stillwater.....McCOLLUM FLOOR COVERINGS
Tulsa.....CARPET CITY

SOUTH CAROLINA
Charleston.....CONDON'S
Charleston.....HAVERTY FURNITURE
Charleston.....UTSEY'S
Columbia.....COLONY HOUSE FURN. CO.
Columbia.....HAVERTY FURNITURE CO.
Columbia.....PALMETTO CARPET CO.
Columbia.....STYLON FLOOR COVERING CO.
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Bristol.....HOOVER INTERIORS
Chattanooga.....MILLER BROTHERS
Clarksville.....CLARKVILLE FLOOR COVG. CO.
Dyersburg.....SANDERFER FURNITURE CO.
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Sherman.....J. D. McCALL SALES
Sulphur Springs.....TAPP FURNITURE CO.
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Waco.....ORIENTAL RUG CO.
West Columbia.....JENN'S FURNITURE CO.
Wichita Falls.....ROBERTSON FURNITURE

VIRGINIA
Hampton.....ROUNTREE FURN. CO.
Marion.....CENTER FURNITURE CO.
Norfolk.....FINCH-MASSENBURG CARPET SHOP
Parkington.....THE HECHT COMPANY
Winchester.....SWIMLEY'S

Packaged Creativity

(continued from page 15)

arranged on a background become vivid picture stories. Wooden picks, glued together in carefully designed patterns, become a sculpture that not only expresses the child's interests but also provides him with a technical and manipulative learning experience. And the old-fashioned mixture of newspaper strips and wheat paste can be used in any number of creative ways. Papier-mâché animals, for instance, are made by using a basic form of rolled newspaper held together with rubber bands. The paste mixture covers and rounds out the form. And here the creation of the animal—its shape, its size, its characteristics—is all up to the child. What he has absorbed through his senses, what he sees, what he knows, is communicated in the end product.

It is well to remember when viewing the creative work of a child that the finished piece may be totally unrelated to an adult's perception of a subject. If so, any evaluation should be given carefully and thoughtfully.

As Donald MacKinnon from the University of California at Berkeley said while lecturing on creativity under the auspices of the American Psychological Association: "The danger in all parental instruction, as in all academic instruction, is that new ideas and new possibilities of action are criticized too soon and too often." He hastens to point out that the importance of constructive criticism is widely recognized but "we should use caution in setting limits upon what those whom we are nurturing experience and express."

Another art class exercise which can be adapted for home use is to list simple words, asking children to depict with a minimum of detail whatever the words bring to mind. *Change* has produced drawings in my son's classroom of everything from baby booties to coins on a table; *distance* means a crayoned outline map of the U.S. or a picture of a track star coming across the finish line.

You can try this technique next time you go on a trip and want to relieve the long hours of travel. It makes an interesting game and you will be surprised at some of the associations and the topics for conversation and discussion these simple sketches provide.

That idea led to a word game which I use with our youngest whenever we have to wait in a doctor's or dentist's office. On a sheet of paper I list six to ten very general nouns; under each word I leave at least six blank spaces to be filled in with words that somehow relate to the noun headings. The mere listing of words such as bird, airplane, planet, etc., under the heading *sky* means nothing unless you can discuss the relationships. And here is where caution can be thrown to the winds. You need not set stringent rules for the work relationships. Let

them be far-fetched, fantastic, and fun. This exercise in imaginative play can be a great help in developing vocabulary. More valuable yet it creates a climate for the enjoyment of words and their meanings, which in turn stimulates good reading habits.

The basic skill of reading can be approached in creative ways too. While most school systems plan curriculum around graded texts and stories made up of graded words, a child's reading habits do not necessarily have to be forced into a certain mold. We as parents, along with the teachers, can encourage our children to try reading books with "big" words. The easy-to-read method provides instant success, but reading quickly becomes a boring pastime if it does not require some effort to go beyond what is already known.

Other media besides books help your child experiment with new words. Everyday objects such as billboards, street signs, comic strips, and popular magazines all have their place. You might also try "feeding" your youngsters the *outside* of a cereal box or food container as well as the inner contents. Phrases, sentences, pictures, are all over the things we buy from the grocer's shelves. New and useful words can be added to a child's vocabulary and many times without parental help because he can associate the words with the product or picture before him.

Just this fall I was reminded by a young mother in our neighborhood that even pretend games for children can turn out to be dull and therefore a neglected activity if imagination is boxed into a packaged plan. She went on to explain how her husband had purchased a "precut" playhouse and had waited expectantly while their boy and girl unwrapped and quickly assembled the bright yellow and blue pieces of cardboard. The sections of heavy corrugated paper, painted to resemble a shingled roof, were put into place; the window and door openings were made by punching out perforated areas. The four-sided construction was ready for occupancy in a matter of minutes. But was it really a shelter for pretend games or was it more like one of the "ticky tacky boxes" of the modern ballad?

The brother and sister did not take much time to decide. Before long they were on their way across the street where they spent several hours with friends who lived in a house that resembled an antique shop and the backyard resembled a junk artist's dreamland.

A gift of a large unadulterated carton, some leftover rolls of wallpaper, scraps of material, a few tacks and nails were the answer next day to the question "What can we do now, Mom?" These materials were the ingredients for a challenging and imaginative play period—and they were also the ingredients for an architectural wonder! In addition, that particular backyard now boasts a two-story tree house (continued)



*I started
feeling cool,
clean,
fresh
early this year*

*Last summer, that's
all Tampax seemed to be saying
"Feel cool, clean, fresh."*

Cool, clean, fresh.

*But I hesitated, I sweltered
through summer.*

Now I'm a Tampax® user.

*I'm feeling cool, clean,
fresh early this year.*

*After all, I can bathe now—
wearing Tampax.
I'll swim later.*

Tampax Incorporated, Palmer, Mass.



(continued) made of old scrap lumber—a more permanent home for dreaming and pretending.

There is a trend in some areas of the country to replace the tree house and nature's gift to children—the tree—with manufactured substitutes. One such item is the Umbrella Tree, a maze of steel rods and poles with a plastic cover. Designed for climbing, it does give a child a chance to use his limbs and muscles, but the exercise in perception, which is just as important to the development of a creative person, is missing. The experience of feeling the bark, of inhaling the smell of the acorns or fruit, of observing the myriad patterns on the leaves can only be a part of this natural childhood activity when the solid oak or gnarled apple tree is within reach.

From the simple, yet literal, struggle to the top, to more complex ways of learning, we need to give our children opportunities for growth and exploration if they are to be ready for a complicated world. "What we need to remember," says James C. Zeder, past president of Chrysler Institute of Engineering, is that "in man's nature there is a spark that ignites his creative energies and makes him a useful, responsible, and effective person." We need to ignite that spark in the home and in the schools. In the sixth-grade classes my husband teaches he has found that children will readily accept responsibilities and go beyond mere competence if they are allowed to use their ingenuity as much as possible. Whether it is planning a bulletin board or participating in a student council meeting, they learn that if an experience is to be truly creative, it requires more than an "absolute" plan presented by an adult. Says Mr. Zeder, "The education of the 20th-century man must awaken and develop his intellectual and spiritual powers . . . it must give him receptivity to new and changing ideas. . . it must encourage him to extend himself. . ."

We are living in a time when most anything is possible and probable in the lifetime of our children. And it is highly probable that we as parents will get lost in our children's space dust. Nevertheless, we all feel that our offspring deserve the best that we can possibly provide in preparation and guidance for adult living. If we are careful to keep challenges before our children and help them to make that extra effort instead of depending entirely on "packaged creativity," they will take their place as productive adults and contribute to the growth of the nation. THE END



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Your Health Insurance

(continued from page 13)

another \$100 a month if completely disabled, and half that much if partly disabled, might cost him from \$50 to \$80 a year, depending on his age when he took out the policy, and how generous are the policy's terms. In disability insurance the variety of benefits, costs, and restrictions is staggering. Some policies seem like bargains. But upon closer examination, they may turn out to have a long waiting period before benefit payments begin (as much as three months), a very short benefit period (two years is not uncommon), and a long list of exclusions and limitations. Most important distinction is whether or not the policy is guaranteed non-cancelable and renewable. It may cost about a third more if it is, but it's well worth it. Bargain policies can be the solution for someone with very limited funds for insurance premiums, but he should know what he is—and is not—getting. Another word of caution: Be sure the company you deal with is licensed in your state and that the agent is a permanent resident of your community. When buying health insurance you are going to want service and advice eventually, so it pays to do business with a man who'll be there when you really need him.

Assuming that Jim decided to invest \$50 a year in a modest disability policy, and had another \$150 a year to spend on health insurance, what would be his best bet?

You would have a hard time finding an experienced insurance man that would give you any answer other than: *Major Medical*. The wonder is that this type of coverage wasn't really widely available until 10 or 15 years ago. Its principle is simple: Protecting not against the "first dollar" expenses, as do basic plans of insurance companies and Blue Cross-Blue Shield organizations, but against "top dollars." In other words, Major Medical works on the assumption that families can usually manage the first few hundred dollars of expense when illness strikes, or have a basic plan to take care of hospital room and board, surgeons' fees, and the like. Eliminating the first rank of expenses is accomplished by using a deductible similar to the well-established usage in auto collision insurance. You pay that amount (or in some types of Major Medical, collect it from your basic plan). From there on in, with few exceptions, the insurance company pays 75 or 80 percent of all covered expenses, and that includes medicines, home-nursing care, just about anything prescribed by a physician for a patient's well-being. In spite of their broad, deep coverage, the cost of Major Medical policies is kept within bounds by the deductible, which blocks out the great bulk of minor—but administratively expensive—claims, and by the 75 percent/

25 percent (or 80 percent/20 percent) co-insurance feature. Since the insured still has to pay at least a fifth of every bill, he has a very practical reason for helping to keep expenses within reason. And yet, because the greatest share of the bills is paid by the insurance company—to a maximum ranging from \$10,000 to \$25,000, depending on the company and the type of policy—patients can afford the best care that modern science has devised, without putting a bad strain on the family's finances.

How would a Major Medical policy have affected the Harris family's situation when Jim was hospitalized with hepatitis? Assuming that the policy had a \$200 "tunnel deductible" (which means that the insured has to pay the first \$200 over and above the benefits received under the basic plan before receiving any Major Medical payments), here is what would have happened:

\$2705 (balance not paid by basic plan)
- 200 deductible
\$2505
x 80% co-insurance
\$2004 paid by Major Medical
\$2705 (balance)
-2004 (Major Medical payment)
\$ 701 net amount paid by Harris

In sum, then, between the two insurance plans—the group basic coverage and the individually purchased Major Medical policy—the Harris'

total costs would have amounted to just \$701 out of a total of \$4155 of hospital and medical bills.

So far we've been assuming that the Harris family could count on Jim's company benefits for at least part of their health insurance needs. But what if there were no group coverages to serve as a base?

We would propose the identical sequence, only more so! The first health insurance policy the Harris family should buy, therefore, would be a disability or income continuation policy for a more realistic amount.

The second purchase, once again, should be the best Major Medical policy the family could afford. As an even stronger alternative, we would suggest a *comprehensive policy*—essentially a combination of Major Medical with a hospital-surgical-medical base policy.

If only a small sum were available to pay health insurance premiums, the irreducible minimum, in our opinion, would be Major Medical policy, even if it had to have a \$1000 deductible. That way, the family would at least be protected against the financial disaster that would otherwise follow a major illness.

Once that danger has been dealt with, there would always be time to add "first dollar" protection, either through a Blue Cross-Blue Shield plan or one of the many similar health policies sold by insurance companies.

THE END

COMING IN MAY

Summer is just around the corner and May's the month to get ready for it. In next month's issue you'll find ideas galore to enjoy your season in the sun.

50 WAYS TO SUMMERIZE YOUR HOME

Ideas for indoors and out . . . how to put your rooms in summer dress . . . what to look for in everything from air conditioners to attic fans to shade trees.

POOLS, POOLS, POOLS

How to make your pool beautiful and functional. What you should know about zoning regulations, water supply, fencing, poolside plantings.

CLOUD-NINE DESSERTS

Light, airy, fluffy desserts—everything from chiffon pies to Bavarian creams. New and different ways with veal . . . wonderful things to do with a can of meat.

AND MORE

Beautiful rhododendrons . . . new china and glass for summer table settings . . . news in outdoor cooking equipment . . . how to buy bedding.

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Pretty pier cabinet is only 27 inches wide, comes in maple or painted finishes, Tory red with white trim, or bottle green with gold; has interior light and a reversible back panel (paint or wallpaper). By Thomasville, about \$210.



Another almost-miniature, this one a new addition to Baumritter's Ethan Allen collection. The solid cherry curio cabinet has grilled glass doors and the graceful lines of American Traditional styling. Lady's desk and chair are equally dainty; both in solid cherry. Retail price for the cabinet is about \$199, \$159 for the desk, \$49 for the chair.

Temper Tantrums

(continued from page 36)

make mountains out of mole-hills, become overanxious about difficulties and over-protective in an effort to avoid them. Accepting the inevitability of an occasional tantrum should help such parents relax and do the analyzing suggested above in a reasonably objective manner. The purpose is not to assess blame but to seek constructive solutions, to change what can be changed and learn to live with what cannot. Certainly the child should not hear his problem under discussion. If he absorbs parental over-concern he may become frightened himself and place too rigid a control on his emotions. If, on the other hand, all the talk makes him feel important, if he senses in either parent a covert pride in his triumphant tyranny—well, the world has its ways of dealing with little Caesars but few parents would choose that kind of future for their young.

Provide the youngster with positive outlets for physical energy and emotional tension. Make sure he has no problem of health; see that he gets sufficient rest and enough of the right things to eat at the times when he needs them. Don't permit him to rule the roost but be reasonable in setting standards of performance and in adjusting menus and routines. Listen to what he tries to tell you—by his actions if not his words. (Remember Mary Jane and her pudding. Was it the pudding that caused the eruption? Or was it the obtuseness, however loving, of her parents, plus the realization, however fuzzy that she could never "get across" to them?)

4. Be alert for warning signs—and keep yourself out of the act! If you know your child and the kinds of situations that are likely to upset him, you will know how to spot the symptoms of trouble on the way. Just as you have learned to recognize the first signs of a cold and, without panic, to do what's required, you can—with time—learn to anticipate and head off tantrums. When you see irritation, fretfulness, frustration, or resistance beginning to mount in your child, resist the very human reaction of responding in kind. Most particularly avoid the attitudes that lead to a battle of wills: the uncertainty, vacillation, or timid meekness that all but invite attack, or the overbearing manner that demands—from any self-respect-

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ing child—at least an effort at defiance.

5. Remember, you're the grown-up. Everything affecting you, in one way or another, affects your child and the relationship you share. As we've said, attributing all tantrums to "temper" suggests a limited view. The child with "a short fuse" or "a low boiling point"

is not necessarily any more of a problem, basically, than one with another set of characteristics. Despite the commotion his sound and fury may cause, in certain situations it is preferable to cold, withdrawn anger, the self-blaming anxiety, or the silent fear with which some children respond to similar provocations.

As the grown-up, it is your job to help your child see the world as it is—a world that sets requirements and makes demands but also offers the opportunity for freedom, fun, and reassuring human closeness—the rewards that make the responsibilities worthwhile and tantrums unnecessary.

THE END

USE YOUR EYES TO CLEAN HOUSE

We know a lot of houses that are clean. As clean as an antiseptic operating room and just about as appealing.

And then we know some homes with that elusive ESP—extra-special perfection. Maybe they're not quite as hygienic but they're a lot prettier and more pleasant to be in. A good friend of ours runs just such a charmer. We decided to find out how she gives her home the ESP that makes it such a

special place. Since she's a full-time wife, mother, and working girl, a commuter and weekends-only hausfrau, it can't be time alone that makes the difference. Here are her capsule comments on ESP and how to apply it to your own home:

"I have a visual approach to house-keeping; I'm concerned with how things look—and I'm willing to try something new—to adapt ideas. I've tried to teach myself to keep house with a minimum of effort so that I've got energy left for the grace notes. I've learned to use my eyes. The children call me 'X-ray eyes' but no fingerprint or cobweb escapes me any longer. Getting to know my house—where and how it gets dirty—is one of the greatest timesavers I know. So is a vacuum cleaner on every floor. I'd rather have a good vacuum cleaner than a cleaning woman. A vacuum doesn't develop strange viruses or acid stomach as cleaning women are apt to do.

"Another 'tool' I love is the sponge. Nothing looks as messy as a wet cleaning rag. I prefer a nice, neat sponge in the kitchen and the bathrooms and they are available in many pretty colors.

"Trays are great helpers too. Instead of moving a lot of little things when I dust or polish the top of the coffee table, out comes the tray, everything is loaded on it, and away we go. I have trays, tiny ones, to organize the usual nightstand clutter and we always keep a special tray in the kitchen ready to go to table with a selection of mustards, sauces, and condiments. My collection of salad-dressing ingredients has a permanent tray of its own, keeping any oil drips or salt grains in one easy-to-clean area.

"Wastebaskets virtually amount to a passion with me. I have placed one—a big one—in every single room of the house.

"Big ashtrays help keep the house neat too. First of all, you need fewer of them if they're really large. I hate having a lot of little ones around and the big ones don't have to be emptied as often during an evening; also they don't overflow like the so-called dainty ones do. Small, intensely practical note: I always empty ashtrays (cigars excepted) into the toilet bowl, flush quickly, and have less lingering tobacco odors.

"I try each day to see my oh-so-familiar house as if I were looking at it for the first time. This helps me not to accept the status quo. I experiment constantly with my possessions. Cleaning becomes creative when I rearrange furniture or reorganize the medicine cabinet. Of course, my family may not always be sure of what they'll find when they come home, but they like my not too big surprises. They feel the house stays alive and interesting this way.

"Like most people I work best under pressure; when I have all day ahead of me, I'll spend all day doing housework. If I didn't have a job, I'd take up tatting or become a den mother or

study Gaelic. But I'd always watch out to be sure I am in control of the house. I believe in day-to-day upkeep, in the long haul rather than the complete overhaul. I want my house to look its best all the time, not just on special occasions. Instead of cleaning in massive doses like my mother's spring cleaning ritual, I like to keep ahead of the game. Each week as I clean I do one extra chore. I do a kitchen-cabinet shelf or two at a time and I find that discoveries along the way inspire me. There's that ironstone pitcher I'd almost forgotten. It's perfect for the daffodils.

"Since I can't (and don't want to) keep after my family all the time, I pick up as I walk through the house. I close closet doors, push bureau drawers shut, straighten window shades, and gather up magazines and books to go back to their rightful places. All this is as automatic—and as easy—as powdering my nose.

"Our house provides for personal habits and preferences. My husband is a confirmed newspaper hoarder so he now has a huge basket near his pet chair where he can happily keep a week's worth of papers at HIS hand and out of MY way. Saturday morning the whole bundle is thrown out and the collection starts all over again. (See page 22 for another way of dealing with the piled-up papers.)

"For some reason bathrooms can look worse faster than any other room in the house. I've developed a quick way of dealing with them. After I've done the daily cleaning, I fold each towel in half, being careful to keep the label inside, pull the bottom hems straight, and fling them over the towel bars. Soap dishes develop an unpleasant slime unless you groom them like a race horse. But the local variety store carries a small plastic ring with little spikes to hold soap and keep it dry. After providing as much cabinet space as possible, I limit jars and bottles *outside* to a minimum.

"My linen closet may not look like the ones they show in ads, but it is reasonably pretty now that I've learned to pile towels, sheets, and pillowcases with their center fold lined up along the shelf edges. Napkins, washcloths, even handkerchiefs are folded in squares and face right.

"We have a firm policy about flowers and plants around our house. The former must be fresh, in fresh water (I use those tablets from the florist to keep flowers fresh longer); the latter must be healthy. Nothing makes a room come alive like color and greenery, nothing makes it look worse than a vase of decaying flowers.

"My clean-up time is no longer than any woman's—though perhaps it accomplishes more because the house has the equipment to help me—waxer and polisher, a hand vacuum, a small hand buffer for waxing table tops. And I do watch for new cleaning aids as they come on the market. But my greatest aid is what I mentioned first—my eyes, my personal visual approach to cleaning." THE END

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AUTUMN HARVEST

Write For Descriptive Brochure

THE TAYLOR, SMITH & TAYLOR CO.
East Liverpool, Ohio

THERE'S NO PLACE LIKE HOME— FOR TAKING GOOD PICTURES

Where or when do you take the most pictures? On the family's scenic vacation, a picnic, or when everybody goes out to the ball game? Fine, say we. But we also think there's no place like home to snap pictures you'll treasure in the years to come. Mostly because you're concentrating more on people and less on the scenery. Won't a shot of your five-year-old feeding the family pet have more lasting appeal than the one posed in front of the Washington Monument? (Or was it the leaning tower of Pisa?)

Snapshot and motion-picture situations abound at home, every day of the year, regardless of weather conditions. Children at play, resting, studying, getting into mischief, are just one example. The whole family can get into the act.

When taking indoor pictures, decide first what you want the picture to show: The expression on a person's face? What a group is doing? Or something they are looking at?

Then when you decide which is to be the story, make that point the center of interest. Do it by subject arrangement (composition), by point of view, by lighting, and by selective focusing of your lens.

Light up the center of interest, play down everything else with subdued lighting. Photos that say something are interesting, not only to you and your family, but to everyone. Also, the best pictures are the ones that catch the subject engrossed in some activity, too preoccupied to be aware of the camera.

Subjects should be placed so that the center of interest will be emphasized. This is particularly important when using a single flash on the camera, so place the main subject where it will get the most light.

Remember that light falls off with distance, and make this work for you. For example, if you want to avoid a black background, place the subject near a light-toned wall or drapery to pick up a good share of the light from the flash. To get even lighting with flash on camera, remember that the subjects must be at nearly equal distances from the camera.

Choosing your shooting position is also important. To minimize sharp, black shadows behind the subject, place yourself so that the background is at an oblique angle to the camera, rather than at 90 degrees. Another trick is to have the subject in actual contact with the background, then use the flash holder above the camera.

When taking pictures indoors, it is important to watch for reflections from shiny objects such as windows, mirrors, highly polished furniture, and other glossy objects. You can

avoid having reflections show in the picture by shooting at an oblique angle to the reflecting surface.

A common misconception about indoor picture taking is that it is too complicated and requires expensive equipment. This may have been true years ago, but not now.

With many of today's cameras, both still and motion picture, automation provides the utmost in ease of opera-

tion. You simply aim and shoot. In the less expensive line of equipment, there are easy-to-load, easy-to-operate cameras with built-in flash units and drop-in film cartridge loading. Cameras of this type take either black-and-white or color pictures, and can be used outdoors, as well as indoors.

Another factor that has helped make indoor picture taking easier is advanced technology in film making.

Improved quality and faster speeds of new films have done much to simplify indoor shooting and produce sharper, clearer, better-than-ever home motion pictures you'll be proud to show.

So if you own a camera, don't let it gather dust on a shelf. When the weather permits, snap some pictures outdoors. When it won't, remember that photo opportunities are all around you—right inside your home.



Practically everything a man can wear
is a better buy in a famous brand.

What do you pay for a well-known label? Nothing when you consider what you get. Better materials. Better workmanship. Better styling. Better fit. Better wear. All-around better value. Brand manufacturers are proud of the value they offer. That's why they sign their name to the products they produce. Next time, buy a famous brand. **Brand Names Foundation, Inc.**



AUTOMATIC RESPONSE

FORWARD OR REVERSE!



UNIQUE *REO-MATIC* DRIVE on new REO Lawn Skiff!

Bold new styling! Bold new performance features! Revolutionary new automatic drive! One test-ride will convince you. There's absolutely no riding mower like the Reo Lawn Skiff... easiest way to mow a sea of grass. Choose from two speed ranges. Step down on the Reo-Matic Drive pedal for instant response, either forward or reverse. Full 32" mower floats over rough terrain without scalping. Automotive-type, fully-gear-steering makes it so easy to handle. Fun for ladies and teenagers, too. Big, smooth-muscle 6-H.P. engine gives all the power you'll ever need. Starts electrically at the turn of a key. Soft, upholstered bucket seat with backrest makes the Lawn Skiff a joy to ride. Safety parking brake holds it securely, even on steep slopes.

See the big selection of Reo Reliables—riding mowers, as well as rotaries and reels—now on display. Write for name of your nearby Reo dealer and for free, full-color brochure. Wheel Horse Products, Inc., 406 W. Ireland Road, South Bend, Indiana.



REO RELIABLES...the powerful performers

By Roger C. Whitman
WITH TODAY'S
MIRACLE ADHESIVES

YOU CAN MEND ANYTHING

When the molded hinge on a plastic freezer-compartment door breaks, it's a problem. If it's in the refrigerator of your rented vacation cottage, when the outgoing tenants forgot to mention it to you, and the next vacationing family is due tomorrow, you have real trouble.

Well, it happened to us when my wife, Hope, was alone in our rented cottage on a delightful, exasperating, beautiful island. It was just a silly little hinge, actually part of a plastic door that guarded the ice-cube trays and a few other treasures. The door had been allowed to snap shut so hard half the hinge broke off leaving nothing to hold the hinge pin. "A new door? Yes, we can order it from the mainland. Fix it on the island? Take the thing off and bring it over so we can see it."

Well, what about it? They guessed they could fix it. A new cylindrical form would have to be molded over the broken-off part, with a hole punched through for the hinge pin.

"Fix it now? ... Today? Oh, no! Can't get to it for three, four days; too much work piled up."

"So," reported Hope, "I returned with a tube of plastic aluminum. I squeezed out a blob on the edge of the door and with the help of a nail file I shaped it into a cylinder over what was left of the broken part. The cylinder I built up fitted nicely between the rest of the hinge. I ran a long, thin nail through one post, through the cylinder of plastic metal, and then through the hole in the other post. Except for occasionally rotating the nail so it wouldn't stick to the plastic aluminum while it was hardening, I kept hands off for a few hours until my repair was actually hard.

"Result? The hinge performed nobly. By the time the next tenants arrived, the unit had been thoroughly defrosted, turned on again; the freezer door was working and the trays were filled with ice cubes."

Sounds easy? Well, it is—now.

But resourceful as she is, Hope couldn't have made that repair a few years ago.

Today, repairs are all coming up roses. With the wide variety of near-magic adhesives you can get everywhere, you can fix, join, hang or support anything around the house.

Another example? Hope was fixing dinner a year ago, with three couples due in half an hour. I was getting the bar and table ready.

Suddenly an anguished yell burst from the kitchen. I ran in and found a small Niagara gushing from the bottom of the sink cabinet, spreading itself generously on the floor. A fast look underneath showed what had happened. The bottom of the kitchen-sink drain no longer fitted tightly over the top of the drain pipe because the lead sleeve which firmly closed this joint had let go. Old age, no doubt. So every time water drained from the sink, there was a quarter-inch-wide gap where it could pour down outside the drain pipe.

I had a small kit of the handy patch type of mender in my workshop. This repairer-of-almost-anything-within-reason couldn't be easier to use. You simply soak a piece of special fabric in its liquid activator and apply it where needed. I trimmed off a piece of fabric large enough to fit comfortably around the bottom of the sink drain and the top of the drain pipe. Next I immersed it three or four seconds in a saucer where I poured the liquid activator. Then I wrapped the saturated fabric tightly around the joint. That's all. Total time, maybe three minutes. Total cost, about 27c.

P.S. I haven't had any plumber come over to sweat on a new lead sleeve, either. Why should I? That three-minute repair is still perfectly strong and very tight. I should add that plastic steel could also have been used. But the method I used was considerably faster.

The point I'm making here is that these were not unusual deeds at all. Commonplace, in fact, thanks to the unlimited jobs possible with Adhesives 1965. Some of these are even stronger than nailing. Some joints, in fact, are actually stronger than the wood being joined.

The new adhesives the aircraft industry has developed form the basic ingredients we now use to make solid repairs in wood, plastic, metals, paper, leather, ceramics, china, glass, vinyl, cork, rubber, fabrics, and just about any other material you can name. It doesn't require joining like material to like, such as wood to wood or steel to steel. There are types which can join anything to anything, implausible as some joints may seem.

Perhaps the most dramatic single ingredient in this modern breakthrough of new super-strength adhesives is the type containing epoxy. This adds enormous holding power

to any formula. It's so strong in fact, that many manufacturers have abandoned mechanical fasteners and adopted epoxy adhesives in regular production stages.

As far as home owners are concerned one of the nicest things is that all of these wonderfully handy and effective new adhesives are usually no farther away than our nearest hardware store, supermarket, or auto supply shop.

To give you an idea of the things you can easily tackle, let's touch some of the high spots:

Is the handle of a favorite pan so loose you risk spilling some dinner where it's not wanted? Fix the pan yourself in minutes by smoothing a little plastic steel over the joint between handle and pan. Let it harden for a few hours or overnight. Your shaky old favorite will promptly become an old reliable again.

Tragedy with the handle of a wedding-present cup? If it broke off in one piece, near-transparent epoxy glue can stick it on again as tight as it ever was.

A gash in a vinyl chair cover? You can do a beautiful patch, especially if you find a small piece of matching plastic material. If not, get the closest match possible. Work it under the tear, carefully draw the edges as close together as possible. Then cover all contact surfaces with an adhesive which is appropriately designated Plastic Mender.

This same mender can give new life to plastic bathtub toys, ripped plastic tablecloths, or torn fishing waders. If the waders are rubber, there's plastic rubber to make the repair. It comes in a tube, like so many of these adhesives.

Same treatment works for leaky rubber overshoes, boots, or a tear in a raincoat. Simply cut out a patch of inner tube or similar soft rubber, oversize. Roughen the area with steel wool or fine sandpaper. After wiping clean, fasten the patch to the tear with plastic rubber.

Did an airport's Vice President In Charge of Aging Travelers' Luggage scuff your good leather suitcase? Did Junior do likewise on the toes of his brand-new shoes? Just smooth the edges down again with either plastic mender or fabric mender. When this dries, it will be a tough, nearly invisible repair.

If manhandling punched a hole or a rip in a suitcase, use the handy patch method. As described earlier, you cut a patch of special cloth, somewhat larger than the damaged area. After saturating it for three or four seconds in a dish where you poured the special liquid activator, press it over the wound. When it dries in a few minutes, that hole (or rip) will be firmly mended. Do this carefully from the underside—drawing all edges together tightly—and the result will be an all but invisible repair.

Do skiddy throw rugs make your home life a kind of Russian roulette? Squeeze plastic rubber from a tube and spread it on a rug's underside. You'll get no more skids.

Ever drop a good watering can on a sharp stone? I did and it punched a fair-sized hole in the bottom. But once again, a blob of plastic aluminum took care of the problem.

Recently I tripped over a footstool and hit the corner of the bookshelf. It caught the eyeglasses in my shirt pocket just right (just wrong, really) and they broke across the bridge. A single drip of epoxy glue to weld those broken surfaces, gentle pressure between two solid books for a couple of hours, and those glasses were as tight as ever.

Did a dishwashing accident separate the top of a goblet from its stem? Let a dab of epoxy glue join them again. Most of the time this repair will work amazingly well. Not always, of course, but often enough to make the effort (what effort, really?) well worthwhile.

This all probably sounds as though I'm a booster for any adhesive—metallic or nonmetallic—that contains epoxy. I am.

Don't overlook the great adhesive qualities of so many other types of household cements, all-purpose glues, ceramic and tile cements and adhesives. Many are transparent, waterproof, flexible, and strong when they're used according to their simple directions that accompany them. Some may cost a little less too.

However, cost should be ignored in favor of getting the best adhesive for the particular job. The repair you're making with a few squeezes of adhesive means saving the useful life of articles and equipment worth many, many times the cost of the "assistant." Ask for the kind of adhesive which will do your particular repair job best.

Just for the record, here are some of the things you can do with the adhesives containing epoxy: Repair aluminum doors, window frames, railings, furniture; strengthen tottering antique furniture; reassemble broken objets d'art of wood, metal, leather, china, ivory, you name it; reset ceramic tile; tighten loose drawer pulls and picture frames; make repairs in fiber glass in all forms, mend broken pottery, china, all types of glassware; make wood joints stronger than the wood itself; seal leaks in pipes, radiators, air conditioning units, car batteries, washing machines, heaters, tanks, boilers; fill dents in metal, sculpt pieces to replace broken metal parts (where machine tolerances aren't required, of course); hang objects such as pictures, towel bars, mobiles.

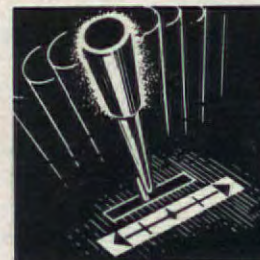
With all these great modern adhesives now so readily available on the market—made for any fix-it—there's not a job you can't approach with confidence. You can, too; try it yourself and see! Your house and your ego will thank you. THE END

CHANGES SPEED

AND DIRECTION

INSTANTLY...

AUTOMATICALLY



REVOLUTIONARY NEW

Wheel-a-Matic DRIVE

by Wheel Horse

Smooth... powerful... agile! Thoroughbred lines and looks. This is the new Wheel Horse lawn/garden tractor with Wheel-a-Matic Drive. Gives instant speed changes—forward or reverse—without shifting gears. Gives unmatched smoothness and full power at any speed. A 4-season power horse with 36 attaching tools. Mows up to 42" with rotary mower and a 5 foot swath with 3-gang mower. Plows, hauls, tills, removes snow! Easier to maneuver—more comfortable to ride thanks to automotive-type steering and wider Turf-Saver tires. Famous Wheel Horse quality guarantee—strongest in the industry—makes it a steed worth owning.

Get a horse! Wheel Horse, of course! Pick your winner from the complete stable of 6 to 10-H.P. models now at your Wheel Horse dealer. He's listed in the Yellow Pages. See him soon or write for free, full-color brochure to Wheel Horse Products, Inc., 523 W. Ireland Road, South Bend, Indiana.



Wheel Horse



SIGN OF THE LEADER IN LAWN/GARDEN POWER EQUIPMENT

RAIN
stays OUT
while these
windows
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OPEN



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



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 Please send free illustrated details on PELLA WOOD MULTI-PURPOSE WINDOWS.

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PELLA MAKES QUALITY WOOD WINDOWS, WOOD FOLDING DOORS AND PARTITIONS AND WOOD SLIDING GLASS DOORS

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STOPS ITCH — RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing 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.

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NO BRUSHES!



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 Soluble PLANT FOOD Complete
 Grows Better Plants in Soil, Sand or Water
 Preferred by millions of users for over 20 years.
 Simply dissolve and water your house plants, garden flowers, vegetables, shrubs and lawn. Clean! Odorless! Feeds instantly. If dealer can't supply, send \$1 for 10-oz. can, postpaid. Makes 60 gallons.

HYDROPONIC CHEMICAL CO., Copley 21, Ohio, U.S.A.

The Human Voice

(continued from page 29)

a dear friend or your own family as a rare and so-right gift for this Easter season?

Personal Choice, read by Alec Guinness. Here are 18 selections from great English-speaking authors, read by the actor you may think of as a comedian (and rightly), a dramatic actor (and rightly). Here you'll hear a voice that sings as it speaks. It's a poetic experience that will move the most prosaic soul, appealing to the ear, the mind, the heart. Included is the *Henry V* soliloquy, Ogden Nash's *Serviette in a Lovely Home*, Robert Graves's *Through Nightmare*, the sad, lovely *Strange Meeting* by Wilfred Owen and four short poems by e.e. cummings.

I Can Hear It Now (Columbia), a timely re-release of the famous album that contains authorized recordings of Sir Winston Churchill's actual speeches—and here again you discover the incredible power of the human voice, coupled with the gift of words and the strength of conviction. Where Guinness's voice moves men to reverie, Churchill's blunt, even harsh tones moved men to action, to resolution, to courage, and to deeds beyond all reasonable estimates of endurance. With the voices of Franklin Roosevelt, Dwight Eisenhower, and Neville Chamberlain (all finely edited by Edward R. Murrow and Fred W. Friendly) plus 12 pages about Sir Winston, this album is a rich slice of history, a thrilling proof of the magnificence of the skillfully used human voice. **THE END**

Spanish Embroidery Kits Order Form

(pictured in color on page 6)

Fill out coupon, enclosing check or money order (no stamps, please). New York City residents add 4 percent sales tax. Sorry, we are unable to handle Canadian, foreign, or C.O.D. orders. Please allow about three weeks for handling and mailing.

THE AMERICAN HOME, Dept. AEA,
 P. O. Box 76, New York, N.Y. 10046.

Please send me the following items, for which I enclose \$_____

- Spanish Place Mat and Napkin Kit(s), AEA-125. \$1.00
- Five-Piece Tea Set Kit(s), 45" square tablecloth and four 15" napkins, AEA-126. \$5.98
- Tablecloth Kit(s) 70" x 90" (no napkins) AEA-127. \$14.98
- Napkin Kit(s) for tablecloth. Each kit contains two 17" square napkins, AEA-128. \$1.00

PLEASE CIRCLE COLOR EMBROIDERY FLOSS DESIRED:
 Black; Ecru; Delft Blue; Wine Red.
 — Color Catalog of Best-Selling Needlework and Sewing Kits 25¢

 Please Print Name

 Print Address

City _____ State _____ Zip Code _____



FEET HURT?

Here's Fast Relief

Calluses on bottom of feet, or tired, aching feet are symptoms of weak, fallen arch. Dr. Scholl's Arch Supports and exercise quickly relieve these conditions. Choice of metal, leather, foam rubber, or plastic. \$2 pair up. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort® Shops.

Dr. Scholl's ARCH SUPPORTS

BOYS!

BOYS!



NEED BASEBALL EQUIPMENT?

Hundreds of boys have earned prizes just like this dandy fielder's glove selling copies of *The Saturday Evening POST*. You can earn cash and your choice of countless prizes, including this beautiful bicycle pictured below, by building up a route of regular customers right in your own neighborhood. A couple of hours of your spare time can mean fun and profit too! Fill in the coupon below and mail it today!

NEED A BIKE?



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FIRST NAME _____
 LAST NAME _____ AGE _____
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 CITY _____ STATE _____

WRAPPING PACKAGES

When planning to tie a package, wrap a basket, or tie back curtains with a lovely length of ribbon, keep the lush freshness unmarred with needless creases by using a string or old ribbon stand-in first. The practice piece will determine the exact length you need, just where to tie the bow, and how long to make the bow loops. No chopping off first one end and then the other to even up bow ends. With *one* handling, ribbon is creaseless and crisp.

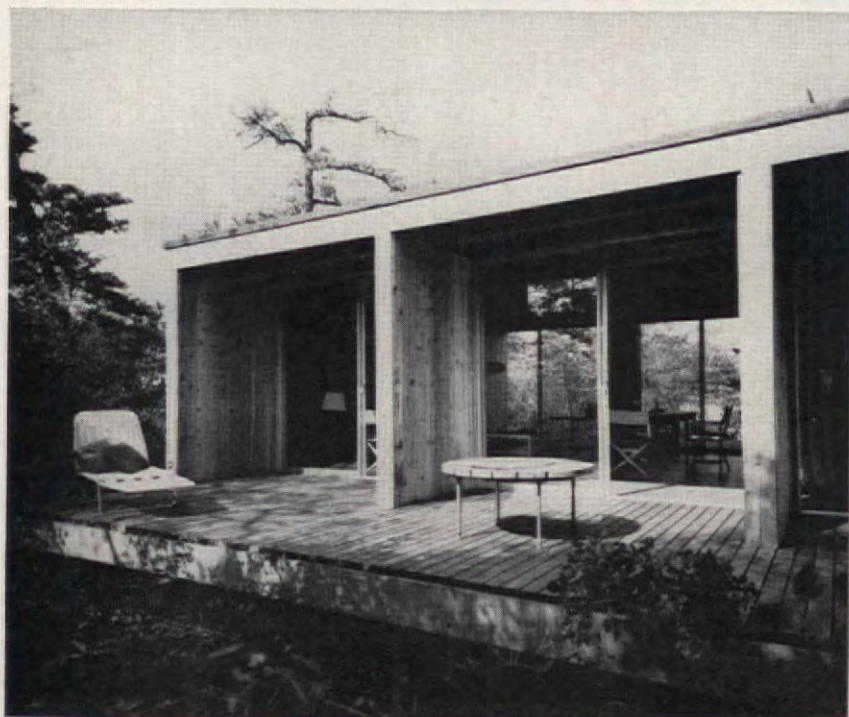
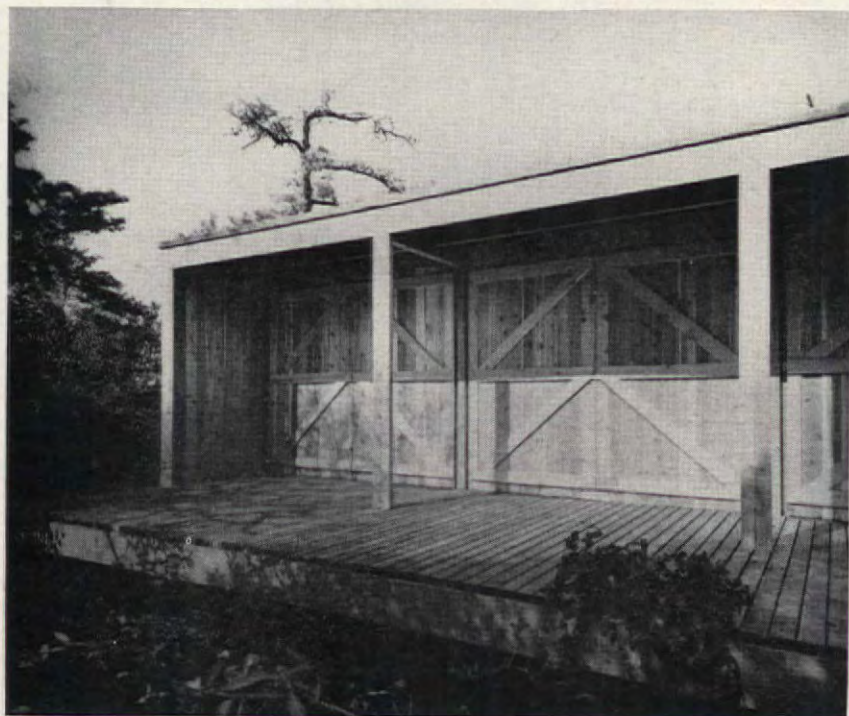
When wrapping packages, professionals always use only just enough paper to cover the box without excessive lapping. This saves paper and makes a neater package. When measuring paper for cutting size, allow a half inch for lapover of seam. Cut ends so when they are folded into points the points do not go beyond bottom of package. Tape center seam together with short lengths of cellophane tape at middle of package and at each end. Fold points down to bottom of package and secure with short lengths of cellophane tape.

Make glamorous package decorations using less than the conventional amount of ribbon by running a handsome ribbon just one way around the box, at one side, or smack down the center. Fasten one end near top of package with cellophane tape. Then cut the other end of the ribbon one and a half inches longer than the taped end. Snip end into a single or a double point. Glue a gold medallion, flower, gold seal, emblem, small gift, tiny kitchen gadget, toy, almost anything you like, where the ribbon meets, leaving pointed end as a loose flap.

Packages for mailing should have very sturdy paper. Cut lapover seam one inch larger than package. Tape securely with cellophane tape. Fold bottom ends up to top of package, then crease top ends, fold to a point, and fasten securely at bottom of package but do not bring point over on bottom of package. Paper should be cut short enough so folded point is on bottom of each end. Next, with strong cord like heavy fish line or butcher cord, tie across package from front to back, two inches in from each side. If package is large use a piece of cord around middle too. If very large use four pieces of cord, evenly spaced. Repeat from side to side across top and bottom in the same way. Now—and this is the insurance—wrap additional lengths evenly spaced around sides two or three times if necessary. Knot all ends securely and trim ends evenly. Then tie every point where the cord meets. Knot securely, trim ends. This forms a protective cage around the package. Address with waterproof ink. Unless your package is going by first-class mail, remove cellophane tape. A package wrapped as neatly and securely as this receives gentler handling en route. **THE END**

ANOTHER SMART VACATION IDEA

When Marjorie Dell closes up her vacation home in Fire Island, New York, she does it alone and in about five minutes—from start to finish. Whether it be for a week or for the season, the task is simple; the method, practical. And it costs little to achieve in construction dollars. The secret is in the way the designer, Horace Gifford, of New York City, integrated large, hinged panels into the total design of the house to protect the sliding glass doors when the house isn't being used. The panels are shut and locked from the inside except for the last one to be closed, which is then locked from the outside with lock and key. Panels are kept fixed in the open position by standard garage-door sliding bolts at the bottom. With the panels open, the large decks on both sides of the house become an extension of the living areas inside, shaded by the roof overhang. Sliding doors are used throughout the house as windows.



Photographer: Matis Ezra Stoller Assoc.

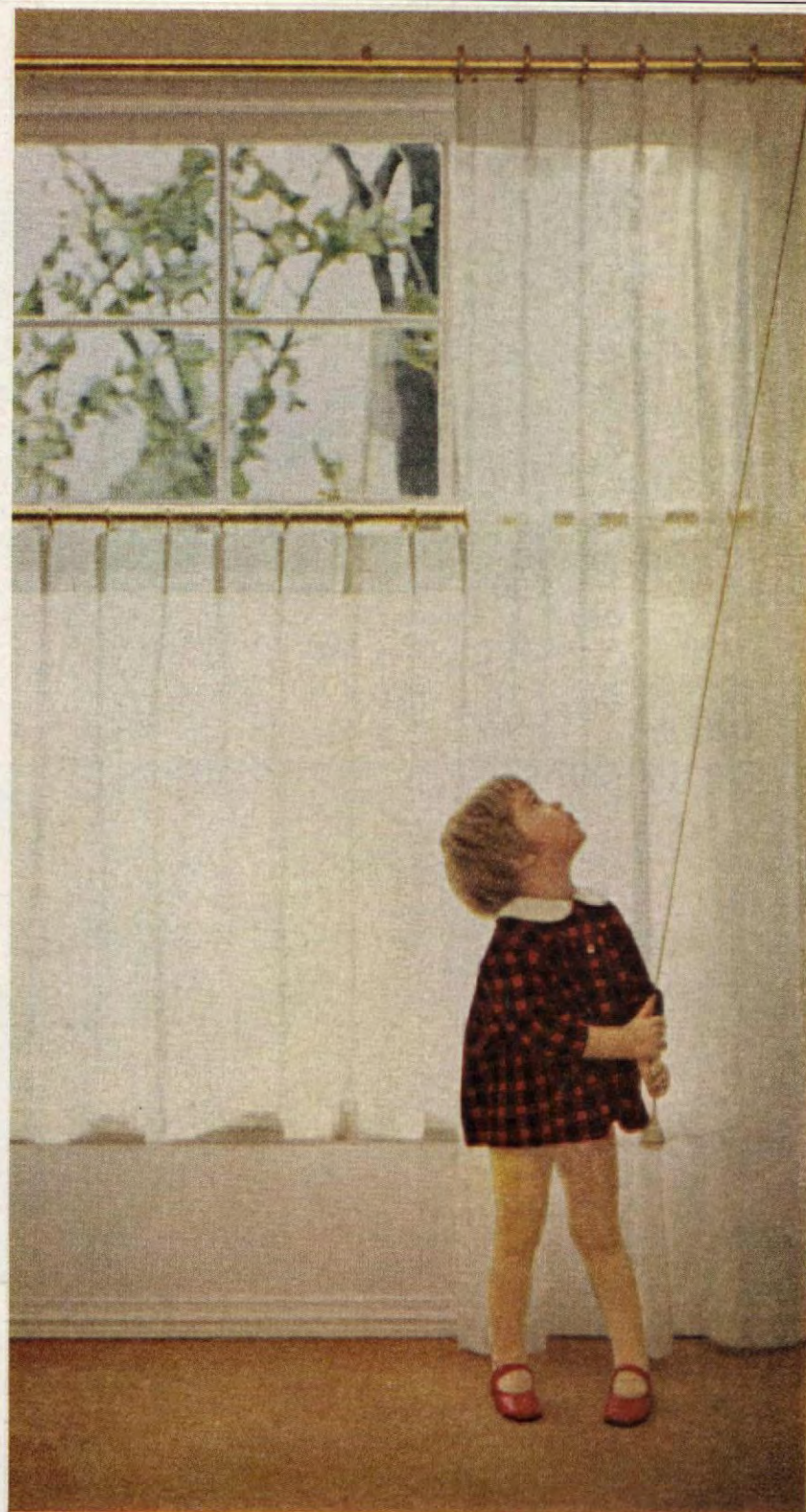
SHOPPING INFORMATION

FLOOR COVERING, Page 50: Pillows, wooden finials—Luten-Clary-Stern. Page 51 (top): Wastebasket—Bonniers. Desk accessories—Mediterranean Shop. (Top right): Large glass vase—Design Research. "Leaf" wall hanging—Unika-Vaev. Tray, coffee cups, pot, napkin—Bonniers. Page 52 (center): Wall hanging—George Tanier. Wooden table setting—Bonniers. Page 53: Wastebasket—Bonniers. WALL SYSTEM, Page 57: Table setting—Georg Jensen. Page 58 (top): "Arietta" rug—Bigelow Sanford. Green glass compotes—Design Research. Pottery casseroles, wooden

candlesticks, round wooden tray, glass bottles, gold-enamelled plate—America House. Duck, spoons, wine basket—Georg Jensen. Beads—Beadangles. (Bottom left): Rug—Stark Carpet. Spread—Nettle Creek. Chairs—Lord & Taylor. (Bottom right): Pillows, doll, painted box—Herman Miller Inc. Other accessories—Scarabaeus.

TAKE A JAR OF MAYONNAISE OR SALAD DRESSING, Pages 60, 61: Green leaf dishes—Spanish Trading Center.

NEW ORLEANS COOKERY, Page 63: Cake stand—Spanish Trading Center.



It doesn't take much pull to be a Kirsch operator.

Ever have a traverse rod fight you to a draw? Tug and tug and nothing moves?

Get Kirsch next time. For years we've been making traverse rods that even a child can work, effortlessly. Among other things, you'll find oversize pulley wheels, self-lubricating slides and coated edges (for rust resistance) behind every Kirsch traverse rod you buy. (Items that not only make our rods work easier, but make them *last longer*, too. You'll also find we put fiberglass cores inside our draw 'cords for greater strength. And use specially formulated finishes that keep a gleam in your eye for years on end.)

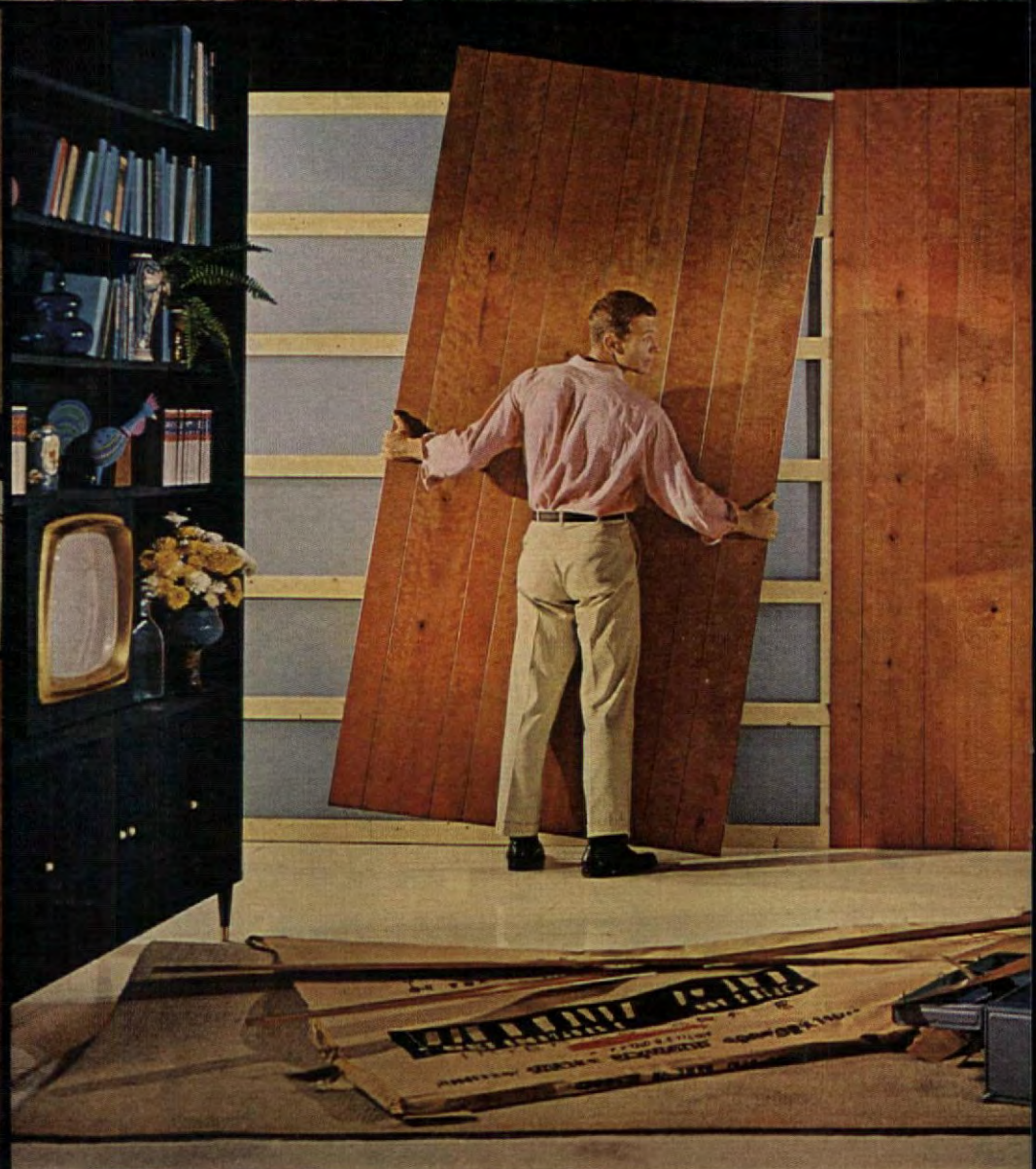
All of which poses a question: Do you buy Kirsch traverse rods because they work easier? Or because they just plain last longer and look better to boot? Don't you wish all of life's little dilemmas were as delightful?



Kirsch
DRAPERY HARDWARE

You may
already have
won a prize
in the

\$500,000



Dream Home Sweepstakes

Don't miss this wonderful chance to make your dream home come true—prize winners take a shopping spree through the advertising pages of American Home!

10 FIRST PRIZES

\$25,000 in cash to refurnish, redecorate, build or remodel—spend it as you wish to make your "Dream Home" come true!

25 SECOND PRIZES

Spend \$5,000 on your home—inside or out!

100 THIRD PRIZES

\$1,000 to spend as you wish to give your home a new look!

Bonus Prizes!

In addition to the first, second and third main prizes, there are bonus prizes—\$15,000 of each participating advertiser's product. These winning numbers are displayed only in the participating stores carrying the various participating advertised products.



4242345

HOW TO FIND OUT IF YOU'RE A WINNER!

1. Take your "Dream Home" Sweepstakes number to a store that carries products of any participating advertiser listed below. You will find on display a complete list of "Dream Home" Sweepstakes winning numbers—plus an additional list of "Bonus Prize" winning numbers displayed at the stores which carry the advertiser's products. The more dealers you visit, the better chance you have of winning a valuable prize.
2. If you hold a winning number, forward this numbered page from American Home, the name of the retail dealer where you found your winning number, the name of the specific (below listed) advertised product for which you were shopping and your name and address, via registered mail to the contest judging firm, D. L. Blair Corporation, 38 East 29th Street, New York, N.Y. 10016. Upon verification, you will be notified regarding arrangements for your prize. Winning claims must be postmarked by May 1, 1965 and received by May 15, 1965.
3. Winning numbers have been selected at random by an electronic computer under supervision of D. L. Blair Corporation, an independent judging organization, and their decisions are final.
4. This offer is restricted to persons 18 years of age or older, living in the U.S.A. Void in the states of Wisconsin and Nebraska and wherever prohibited by law.
5. Personnel of The Curtis Publishing Company, sponsoring companies, their dealers and contest agents and their families are not eligible.

PARTICIPATING ADVERTISERS—AND THE BONUS PRIZES THEY OFFER:

ALEXANDER SMITH—60 Bonus Prizes of 12' x 15' Alexander Smith patterned carpets as advertised in American Home, plus Smith Cushion padding.

BRUCE FLOORS AND WALLS—30 \$500 Bonus Prizes of either Bruce PlyWall Paneling or Bruce Hardwood Floors.



FRIGIDAIRE—75 Custom Imperial Dishmobiles, the all-new answer to dishwashing's 4 greatest problems, with powerful Super-Surge Washing Action!

MASONITE—Charming and practical Royalcote wood-grained paneling. 172 prizes (each enough to do an 10' x 12' room). Choice of 10 beautiful colors in six different grains.

REYNOLDS—SIDING MADE OF REYNOLDS ALUMINUM practically pays for itself in maintenance savings and increased value. 30 Bonus Prizes: \$500 toward residing your home. See page 10.

U.S. PLYWOOD—150 beautiful Weldwood paneled walls (\$100 value). Choose from a wide assortment of light or dark real woods. Installation extra.

200 BONUS PRIZES OF WEYERHAEUSER HARDWOOD PANELING! Each Weyerhaeuser winner receives four 4' by 8' panels of genuine pre-finished Forestglow Hardwood Paneling in a choice of exotic species and decorator colors. See name of dealer nearest you on page 16.

NEWS



NOTES

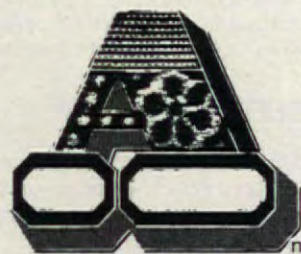


We've just returned from the recent Housewares Show and a finer array of laborsaving and chore-releasing products we have never seen!

New on the scene, and for the first time as far as we know, are two **portable clothes dryers** for on-the-spot drying of certain items. One from Arvin is fully automatic with a timer that shuts off automatically. A wall bracket carrying case, which mounts on the wall and plugs into the outlet, jets "drying" air (130° F.) into a garment bag, which is attached to the wall unit by a hanger. The entire bag folds into control unit cabinet. Cabinet measures 12½x10x9", weighs 11 pounds, and sells for about \$39.95 (without automatic timer it is \$34.95).

The other portable dryer comes from Udico and also sells for around \$40. It looks like a salon-type hair dryer—is on a pedestal which can be set on a table or adjusted to floor height. A rotating cylinder holds two pounds of clothes and tumbles them in fan-circulated "drying" air. Portable for use anywhere in the house.

Here's a new team of **home-cleaning tools** from Bissell . . . a dry rug cleaning powder and applicator. The applicator resembles a small carpet sweeper. As it rolls about on the carpet or rug, it dispenses the powder smoothly and evenly. After covering the area to be cleaned, you wait a short time, then vacuum the carpet or rug. It's available in housewares departments, variety, hardware, and grocery stores. One 2½-pound box of powder (enough for a 9x12' rug) and an applicator will sell for \$9.98.



An amazing innovation for forming fancy cookies, "**Dial-A-Cooky**" **cooky press**, comes from Mirro. With just a twist of the wrist you can turn out pretty party cookies by dialing any one of four attractive cooky designs on each of three different plates. It is made of stain-resisting anodized aluminum with copper-tone accents and sells for around \$3.

Westclox displayed a new **battery-operated alarm clock** for around \$15. It operates on a C battery, has a buzzer alarm, and a built-in battery-life indicator.

West Bend has just introduced a new **mixing bowl** of stainless steel called Grip-'n' Whip. It has quart graduation marks for measuring and a handy pouring lip. A safe-grip handle makes it easy to maneuver with an electric mixer. It looks very convenient to work with and to pour from, and sells for under \$3.50.

A new houseware item introduced by Moeller Manufacturing Company holds slippery items for quick and easy slicing. Called **Slice-A-Bit**, it is a miniature cutting board with four tines that are especially useful for holding small pieces of meat, cheese, fruit, or vegetables for cutting. Sells for 98¢.

Took a good, close look at this year's **improved ironing board** called Rid-Jid, by the J. R. Clark Company. We liked what we saw because it will indeed make ironing more convenient. Their top model has a "Spred-Wing"



feature with "wings" that fan out at the tapered end, making the ironing board a full rectangular table. It adjusts for sit-down ironing, has a new toe-touch foot lever to adjust to uneven floors, and a pullout iron rest and small clothes caddy. The top model sells for \$18.95.

Magla has a new **Sponge Cleaning Mitt** (fits on the hand like a mitten) with a plastic foam palm designed with dozens of sponge "fingers" for strong cleaning power. The back of the mitt is soft terry cloth in a rose pattern. Looked mighty easy to use and sells for 79¢.

From Quaker Oats Company comes new Aunt Jemima **Easy-Pour Pancake Mix**. It is free-flowing and easy to pour, measure, and mix right from the container—the first pancake mix of this type. No caking, lumps, or flour dust. Comes in one- and two-pound packages and sells for 27¢ and 47¢.

Kelvinator takes an exciting giant step with their new **decorator concept** in kitchen appliances. For the first time you'll be able to select from 33 original designs and decorative motifs for the fronts and doors of refrigerators, ranges, and dishwashers! Available this month.

A new "clean-cut" **hygienic can opener** and knife sharpener designed with a stainless-steel cutting wheel never touches contents of a can. A powerful motor drives the cutting wheel. Colors: white, yellow, turquoise, pink. Price: \$29.95, from Sunbeam.

Campbell's Soup has added something to several of the Swanson "TV" Frozen Dinners. The special touch is a Pepperidge Farm corn muffin with the new ham dinner and a baking powder biscuit with the filet of haddock dinner.

More thought applied to entertaining with ease! The John Oster Mfg. Co. has a new idea in **automatic coffee makers**. A ten-cup electric percolator and warming unit with an automatic preset temperature control now has attractive heat-retaining double wall thermo-insulation. It comes in either an ivory or a very light green shade. When the coffee maker is unplugged and taken to the dining table or buffet for service, the coffee will stay hot and fresh for hours. Sells for \$24.95.

A new kind of **vacuum cleaner** from Westinghouse, called the All-purpose Converto Vac, is first an upright but with the click of a switch converts to a canister-type cleaner. A flip of the locking lever allows upright handle to be removed for true canister convenience. When using the upright position, a toe release allows handle to be positioned at levels . . . low for getting under furniture, middle for normal cleaning, and straight up for storage. It has a five-year guarantee. Two models—\$79.95 and \$99.95. (Attachments are optional.)



Making cracker crumbs? Place crisp crackers in a clean, large plastic bag, fill it about two-thirds full and leave end open (to let air escape). Lay bag of crackers on a solid flat surface and crush with a rolling pin.

If you have no cedar chests in which to store woolens during the summer (or if you have no room for extra storage) use aluminum foil to make a **moth-tight storage compartment** out of one of your dresser drawers. From your roll, tear off sheets of foil and line the drawer, joining the strips long enough to come together at the top. After the foil is sealed tightly all around into a complete lining, stack your clean woolens into the drawer, scatter some moth crystals through the layers, and seal the foil with a double fold at the top.

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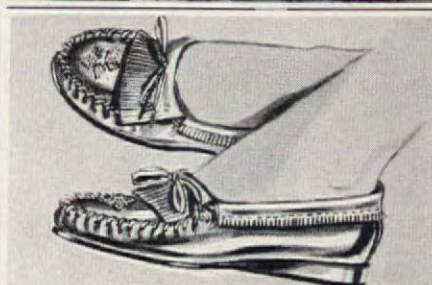
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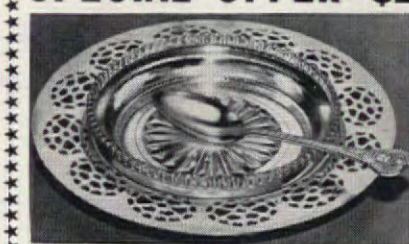
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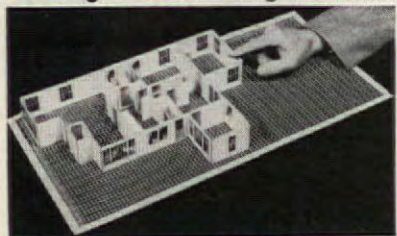
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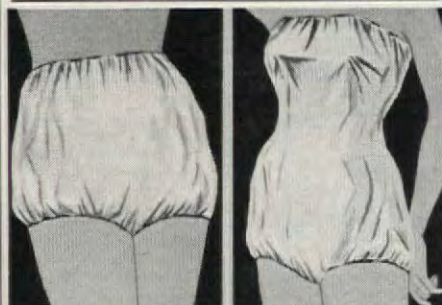
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SHADE TREES & FLOWERING TREES

CHINESE ELM: 2 1/2 to 4 ft. tall... 19	CHINESE ELM: 5 1/2 to 7 ft. tall... 229
GINKGO TREE: 1 to 2 ft. tall... 59	GINKGO TREE: 3 1/2 to 5 ft. tall... 169
LOMBARDY POPLAR: 3 1/2 to 5 ft. tall... 39	LOMBARDY POPLAR: 5 1/2 to 7 ft. tall... 79
SILVER MAPLE: 1 1/2 ft. tall... 19	SILVER MAPLE: 5 1/2 to 7 ft. tall... 229
SILVER MAPLE: 5 1/2 to 7 ft. tall... 169	SYCAMORE: 3 1/2 to 5 ft. tall... 59
WEeping WILLOW: 4 1/2 to 6 ft. tall... 198	*BED BUD: 5 1/2 to 7 ft. tall... 229
PINK FL. MIMOSA: 2 1/2 to 4 ft. tall... 39	PINK FL. MIMOSA: 4 1/2 to 6 ft. tall... 79
PINK FL. MIMOSA: 4 1/2 to 6 ft. tall... 229	*WHITE FL. DOGWOOD: 2 1/2 to 4 ft. tall... 79
PINK FL. DOGWOOD: 1 to 2 ft. tall... 198	RED FLOW. PEACH: 2 1/2 to 4 ft. tall... 259
RED FLOW. PEACH: 2 1/2 to 4 ft. tall... 259	*TULIP TREE: 3 1/2 to 5 ft. tall... 59
*TULIP TREE: 3 1/2 to 5 ft. tall... 59	GOLDEN RAIN TREE: 1 to 2 ft. tall... 229
*TREE OF HEAVEN: 3 1/2 to 5 ft. tall... 169	PURPLE LEAF PLUM: 2 1/2 to 4 ft. tall... 259

(All above TREES 1 or 2 yrs. old)

FRUIT TREES

PEACHES: Varieties: Elberta, J. H. Hale, Red Haven, Golden Jubilee, Belle Georgia, Hale Haven, Dixie Red. Prices: 1/2 to 1 ft. — 29¢ ea.; 1 to 2 ft. — 39¢ ea.; 2 to 3 ft. — 49¢ ea.; 3 1/2 to 5 ft. — 89¢ ea.

PLUMS: Varieties: Burbank, Marianna, American, Golden. Prices: 1/2 to 1 ft. — 39¢ ea.; 1 to 2 ft. — 49¢ ea.; 2 to 3 ft. — 79¢ ea.; 3 1/2 to 5 ft. — 98¢ ea.

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

PEARs: Varieties: Kieffer, Bartlett. Prices: 1 to 2 ft. — 69¢ ea.; 2 to 3 ft. — 98¢ ea.; 3 1/2 to 5 ft. — \$1.29 ea.

APRICOT TREES: Varieties: Early Golden, Moorpark. Prices: 2 to 3 ft. — 79¢ ea.; 3 1/2 to 5 ft. — \$1.39 ea.

CHERRY TREES: Variety: Montmorency. Prices: 1 to 2 ft. — 69¢ ea.; 2 to 3 ft. — 98¢ ea.; 3 1/2 to 5 ft. — \$1.49 ea.

HARDY PEACH: 1/2 to 1 ft. — 69¢ ea.; 1 to 2 ft. — 98¢ ea. (All above TREES 1 or 2 yrs. old)

GRAPES: Varieties: Concord, Carmen, Fredonia. Prices: 1 yr., 1/2 to 1 ft. tall — 59¢ ea.

BLACKBERRY: 1 yr. plants, 1/2 to 1 ft. — 16¢ ea.

DEWBERRY: 1 yr. plants, 1/2 to 1 ft. — 16¢ ea.

FIGS: Magnolia, 1 yr., 1 to 2 ft. — 98¢ ea.

RASPBERRY: 1 yr., red or black — 29¢ ea.

BOYSENBERRY: 1 yr. — 19¢ ea.

ALL OUR PLANTS are nursery grown from seeds, cuttings or budded stock, never transplanted, except those marked with (*). Asterisks, which means those are collected from the wild state. All plants inspected by Texas Dept. of Agriculture.

OUR GUARANTEE: If you are not entirely satisfied on arrival, return within 10 days and we will replace or refund your money, including postage.

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WHAT DOES IT MEAN?

ART NOUVEAU

According to Webster, Art Nouveau is a late 19th-century and early 20th-century Belgian and French decorative style characterized by organic foliate forms, sinuous lines, and non-geometric curves. BUT Art Nouveau is now a new word around town. Fashion copywriters at your favorite store love it madly. "Smashing Art Nouveau prints—fresh from Florence" they coo. But you've also seen it on the women's page of your local paper and right here in *The American Home* too. There are Art Nouveau wallpapers and drapery fabrics, Art Nouveau carpets for your floor (see page 49). There's "My Fair Lady" with 120 minutes of pure Art Nouveau designed by Cecil Beaton. The antique shop down the block has a window full of funny lampshades just like the ones your grandaunt Maud used to have. But watch those price tags because they're Art Nouveau too. Everyone's going Art Nouveau. It's a fad—a fashion maybe, but where did it start? What does it mean to you and how do you recognize it when you run across it?

Translate Art Nouveau from French into English and you get New Art. The New Art, the revolutionary art that pulled the hairpins out of neat Victorian buns and yanked the laces out of tight Victorian corsets at the turn of the century. Symbolically, artists of the time liked to show women in loosely flowing gowns with rivers of hair streaming down their backs, though fashionable Edwardian ladies still preferred hobble skirts and monumental hats. Don't be misled by turn of the century. There was nothing weak or decadent about Art Nouveau. It had all the thrust and vigor of an historical style. Short-lived though it was, it reigned supreme from about 1890 to 1911.

Art Nouveau was not the first attack against Victorianism. William Morris (of Morris chair fame) fought


Victorian mass production. He crusaded for the Arts and Crafts movement but as a designer he worked in the medieval style. However, his crafts-approach strongly influenced Art Nouveau designers, providing a meeting ground for our own growing appreciation of all the crafts.

Art Nouveau got its name from the interior design establishment "l'Art Nouveau" of S. Bing in Paris. Its German name "Jugendstil" from a popular magazine "Die Jugend" or "Youth" may explain its current popularity. We too are vitally interested in all aspects of the youth movement. Art Nouveau was a truly creative movement, its designers were innovators, not copyists.

Webster notwithstanding, it was completely international in scope. Gaudi in Barcelona, Guimard and Gallé in France, Tiffany in New York, Hoffman in Vienna, and Horta in Brussels—they all "spoke" the Esperanto of Art Nouveau and used this international language whether they were designing an apartment house or a flower vase.


In its heyday Art Nouveau was all pervasive. Everything designed between 1890 and 1911 bears its imprint: subway entrances (the Paris Métro), wine glasses, graphics, advertising art, furniture, jewelry, fabrics, book illustrations, carpet design. Everywhere you look you'll see the famous whip-lash—or limp spaghetti—depending upon whether you like it or not—ornament which frames this story. It was organic in the slow sweep of its curve as were many of the other Art Nouveau motifs such as the iris and the chrysanthemum. Art Nouveau with its return to natural forms was a reaction against Victorian sentimentalism and eclecticism. We, on the other hand, may be reviving Art Nouveau as a reaction against clinical modern as well as our own eclecticism.

THE END



Now that's a beautiful
floor down there.
What kind is it?

It's a wise choice, take it from me
... Pebbled Onyx in Azrock
vinyl asbestos tile. Made with fine
chips of actual marble encased
in translucent vinyl. And it's subtly
textured to help conceal heel and
scuff marks.

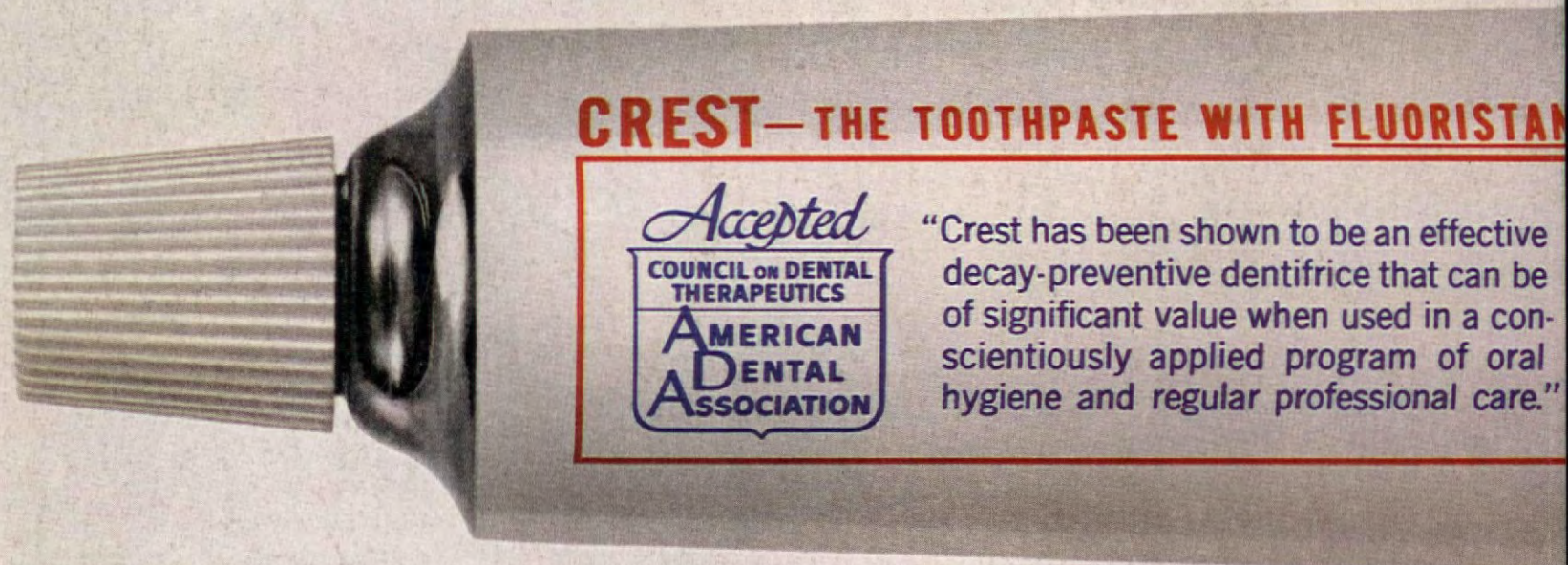


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good! Better rush over to
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