

American Home

JANUARY 35¢

POLLUTION-FREE LIVING

How 7 young families
found The Better Life

Your 10 best buys in trees

AMERICAN TREASURY:

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Hot and hearty

ONE-DISH MEALS

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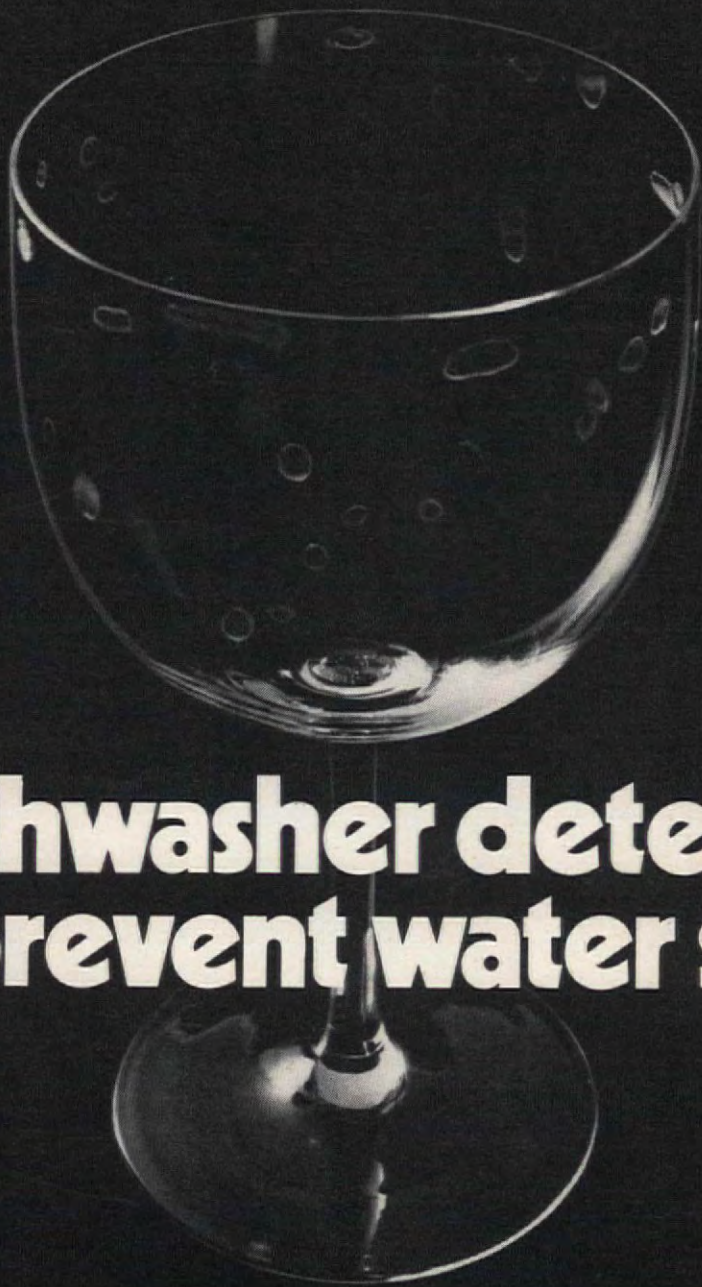
5 Tbsp. butter or margarine 5 Tbsp. flour
1 tsp. salt 1½ cups milk
¾ cup grated Parmesan cheese 6 egg yolks
¼ lb. fresh mushrooms, finely chopped
8 egg whites ¼ tsp. cream of tartar Reynolds Wrap

Fold a length of Reynolds Wrap to make a 3" foil collar. Shape around 1½ quart soufflé dish, letting collar extend 2" above rim. Secure with paper clips. Oil inside surface of foil collar and dish.

Preheat oven to 375°. Melt butter. Add flour and salt. Stir until bubbly. Add milk gradually, stirring continually till smooth and thick. Add Parmesan. Mix in beaten egg yolks and mushrooms. Beat egg whites and cream of tartar until stiff. Mix about ¼ beaten egg whites into cheese mixture. Fold cheese mixture into remaining egg whites. Pour into soufflé dish. Bake 50 minutes. Serve at once. Serves 6.

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Jet-Dry Water Spot Remover.

I ate my way through eleven countries. Then I lost 80 pounds.

By Helga Heckel — as told to Ruth L. McCarthy

WHEN you are married to an Air Force man, you can be pretty sure of one thing: moving around. And if you like food the way I do, the whole world turns into a smorgasbord. Bratwurst in Germany. Soufflés in France. Meat pies in England. It was eat . . . eat . . . eat from one country to the next, until we finally came home to Safford, Arizona. Then I took a look at the one ugly souvenir I had brought back: my fat. I was 197 pounds! And I knew I had to lose a part of me.

I am German by birth and I was used to good, solid food always. Yet at my marriage (after the Berlin Air-Lift), I weighed only 110 pounds. It was not until my first daughter was born that my weight really went up. Then it seemed there was no stop to it.

Every country we went to, I picked up new recipes as I added dimples to my elbows and another course to our meals. Dinners in our house got so long, my husband had to have two cigarette breaks just to get through them. I don't know how he ever stayed slim. For I just got fatter and fatter. The last dress I remember buying for myself was size 18½. After that, I made my clothes and I went as high as a 42 pattern.

All those "pasties" I used to make certainly didn't help. Maybe you never heard of them. They are like turnovers, filled with diced beef, carrots, potatoes and seasoning. It's an old recipe which came from Cornwall, England to the Finns of northern Michigan where my husband was raised. The copper miners used to take "pasties" with them underground for lunch, because they taste delicious cold. But I like them hot better.

Such eating as this pushed me so close to 200 pounds on the scale that finally I knew I must do something to reduce.

I had been reading stories in magazines about those ladies who lost weight with the Ayds® Plan, and I thought I should buy a box of these reducing plan candies. We have to drive about 125 miles to a shopping center, so on one trip I went to the drug section and got the chocolate fudge-type Ayds. The caramel kind was too chewy for me and they didn't have the butterscotch fudge then.

I had never tried a reducing prod-



I weighed close to 197 lbs. in this picture, taken during a sight-seeing trip through Arizona.

Can you believe I now weigh 117 lbs.? And my new slimness has helped me lose my shyness.



uct before. Just some exercise. And once a carrot diet that turned me so yellow, I was afraid. I also tried to control my appetite by myself, but that was too hard. I needed something to help me and Ayds did, when I took them like it says. And the directions say they contain no harmful drugs. With Ayds I really was able to eat less. I even started to cook less. I made meals of meat and vegetables and fruit, without eating any bread or potatoes. And I began to lose pounds on the Ayds Plan.

At first I thought that if I lost weight, maybe I would lose my strength and get weak. But I did not. I did all my own housework and gardening without getting tired at all. I can still even tear a big catalog, like a telephone book, right in half. I saw a man do that on television once and I practiced until I learned it also.

My husband says now that I am down to 117 pounds that we get better mileage on our sports car. I don't know whether he is teasing me or not, but

this much I surely do know: he likes me slim again.

And now, please, I would like to say just one more thing to anybody who is reading this and wondering if this Ayds Candy can really help. I say to you that the hardest part of reducing is to start. It's like going to the dentist. You know you must do it, even if you are afraid. But once you make up your mind, it immediately becomes easier. That's how it was at first for me on the Ayds Plan. But once I had lost 17 pounds, I knew I could go down as much as I wanted. Look at my pictures. See what I mean?

Before and After Measurements

	Before	After
Height	5' 3½"	5' 3½"
Weight	197 lbs.	117 lbs.
Bust	45½"	34½"
Waist	36"	26"
Hips	43"	33¼"
Dress • Pattern size 42 • Store size 8		

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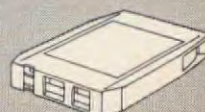


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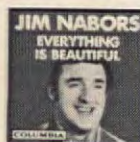


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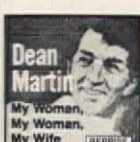
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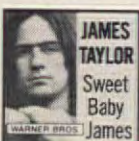
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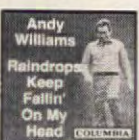
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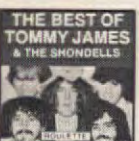
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Volume 74
1971

American Home

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COVER: Apple pie, America's No. 1 dessert favorite, launches a foolproof guide to the perfect pie crust—one-crust, two-crust and lattice top—beginning on page 54. Photographer: Irwin Horowitz.

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THIS MONTH IN AMERICAN HOME



The Graysons make cider from their pesticide-free Virginia orchard.

We recently received a letter—you'll find it on page 81—from Mrs. Robert S. Barry, a reader from New Orleans, who writes: "Instead of sparking public reaction to our environmental dilemma, today's magazines are boring the public to death." She certainly has a point. The strident shrieks of "too late, too late," which set the tone of most newspaper and magazine reports on our threatened environment, are so frequent that if they do not bore you with repetitiveness they frustrate you with despair.

What about the positive side of the ecological picture? We constantly search for The Better Life as we look for stories for *AH*, and never in our memory have families across the land been so involved, so concerned, so actively at work to improve the quality of their home place. This first-of-the-year issue is a tribute to that spirit. Our lead story is a words-and-pictures essay on a new community called Sunriver. We call it "Pollution-Free Paradise" (page 33), and while it is located in the beautiful and remote interior of Oregon, the care behind its plan, its building, its lifestyle should inspire communities everywhere to look at their own natural resources with a more thoughtful eye.

If you have been led to think, as so many have, that Earth-Day-type movers and marchers are either hippy escapists or political or business profiteers, take a look at the families who people this issue. They should reinforce your pride in America. On page 8 you find the Harvey Sloanes of Louisville who are at work improving the life of a crumbling downtown core; following them, on page 12, are the Lee Kellys, who left the city to reclaim a used-up farm in Oregon. Cliff Humphrey (page 41) is a gentle ecology crusader in California; the William Graysons (above and on page 40) are saving the wood duck from becoming extinct in Virginia. There are many more like them in this issue and millions more across the country.

What can you do? Well, you could plant a tree. The 10 best buys for this most helpful of nature's gifts appear on pages 43-45. Or you could have your own Ecological Day. Jeanne Lamb O'Neill tells how on page 26 in "The Housewife's Dilemma," or how to use the washing machine with a clear conscience.

Julia Smith

Editor

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**In Louisville,
a doctor and his wife are
devoted city-savers.**

Lifestyle



Kathy and Harvey Sloane are determined cities will survive. They have chosen Louisville, Ky., as the place to prove their point. Says Harvey, "The problems here—housing, health care, air and water pollution—can still be solved."

In his summers off from Yale, Harvey, now a 34-year-old physician, had traveled across the land, harvesting celery with migrant Mexicans in California and picking strawberries with the Indians in Oregon. He shoed horses in Wyoming, bored for oil in Texas and worked with construction gangs in Canada. After medical school, he joined the U.S. Public Health Service and spent two years doctoring Kentucky's Appalachian poor. Moving on, he spent two months as a volunteer M.D. in Vietnam, visited health facilities in Russia and Peru, joined a nutritional survey team in Malaysia and climbed Tanganyika's Mt. Kilimanjaro somewhere along the way. That's when he decided to settle down. Explains Harvey, "I had some *unsettling* to do. What I had seen convinced me that the redevelopment of our cities is the greatest challenge we face today."

As a beginning, Harvey shook loose enough local funds to found the Park-DuValle Neighborhood Health Center in downtown Louisville, an impressive medical facility for the urban poor. He is now director. He also became chairman of Citizens for Clean Air, thus earning himself a power berth with the county Air Pollution Control Board.

Good-looking Kathy Sloane whisked into her husband's whirlwind after their marriage a year and a half ago. She has become as active as Harvey, stuffing her head and house with files of data for urban cure. Kathy also works at the Health Center's Parent-Child Center, at a drug addiction halfway house and also finds time to help raise funds for the Actors Theatre of Louisville.

As further proof of their commitment to the inner city, the Sloanes bought a house in Belgravia Court, a cluster of Victorian town houses in the center of a deteriorating downtown neighborhood. "You can't work in the heat of the city," says Harvey, "and go home to the suburban shade." Just after they had moved into their house, Kathy and Harvey and their neighbors found themselves up against a new highway proposal that would have destroyed the court. Another battle later and they had won a bend in the road.

"We love the involvement of city life," says Kathy. "For us, it is the community effort to rebuild that gives meaning to our private lives. In Louisville, we think that we've made a start." That's one city down, several thousand more to go.

Harvey and Kathy Sloane (above left) play audience to a performance by Bathsbeba, their German shepherd, near their downtown Louisville home. An antiques showcase, the Sloanes' Victorian house serves as a genial inn for the many visitors who come to see Harvey's "model" Health Center.

Kathy (left) spends much of her time at the Health Center's Parent-Child Center. Here she huddles with a group of 4- and 5-year-olds to organize the morning's playtime agenda.



Stephen Green-Armytage

continued

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In Oregon, a family replants America the beautiful, from sod to seedling fir.

Bonnie and Lee Kelly and their children, **Kassandra** and **Jason**, have made friends with the earth. Eight years ago, they bought five acres of tired but rolling hills in Oregon City, Ore., an hour's drive south of Portland. The region had once been thick with Douglas fir, but early settlers, impatient to farm, indiscriminately cleared all the land. When the Kellys came, the land was so spent that only four trees grew near the farmhouse that came with the property. On the advice of a biologist friend, they trucked in tons of new topsoil and added bark dust and manure. Slowly the land awoke, and the Kellys set to planting: 1,800 Douglas fir, some pine, a grape arbor and a garden of organically grown fruits and vegetables.

"Most people turn to chemical gardening because it is easier and takes less time," says Bonnie. "Instead of pesticides, I use garlic, onion and hot pepper, crushed and made into a liquid spray. Last year we hatched thousands of eggs from praying mantises—they're great for eating bugs."

Bonnie and Lee patched the roof on the farmhouse, painted it with a fresh coat of white but otherwise chose to leave their modest home alone. Today, along with two dogs, two cats and a couple of peacocks, the Kellys' farmyard includes a horse, a donkey, a turkey gobbler, some pheasant and a waddle of ducks. From a cage of fryers comes each Sunday's supper and their laying hens supply enough fresh eggs for everyone. The family is cutting down on red meat, and may decide to eliminate it entirely from their diet. "If you're going to change your way of life, it must be slow and gradual," says Bonnie, "otherwise it's truly not effective."

Lee, a successful sculptor who works with metal, converted the barn into a studio while Bonnie remade the garage as her own studio for painting. Other outbuildings have been turned into work and living space for three visiting artists in residence.

This Oregon soil, once gone sour, now feeds them all. What they can't consume, they give back to the land. "It takes a month to load up one garbage can, and it is mostly filled with plastic," says Lee. "We salvage tin and glass for redemption and all the other waste either goes into compost piles or is used for land fill."

The Kellys are not the only ones concerned with restoring the ecological balance. In 1970, Oregon state nurseries sold more than 8.2 million trees for private reforestation. The Kellys may have only five acres on this earth, but that's a mighty start.

The Kellys all pitch in for the farmyard chores. Above, Bonnie and Lee provide youngsters Jason and Kassandra with some feeding-time pointers.

Jason and his parents (below) harvest a patch of squash. The Kellys' fruits and vegetables, organically grown, are sprayed with Bonnie's own home-grown formula.

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Barbara Mayall is a stockbroker, and Wall Street is her turf, where the big city can be rough on a girl's complexion.



THE GOOD-LOOKING
HOMEMAKER
By Constance Bartel

PROTECT YOUR SKIN FROM THE UNFRIENDLY AIR

Barbara Mayall is a Manhattan homemaker and working wife. Each morning she hops a subway downtown to Wall Street where she starts her active day as a stockbroker. Her beauty philosophy is simple: "Look natural." But the natural look in New York City—where the air is often at odds with a healthy skin—requires more than a little help.

Depending on where you live, your skin is assaulted daily by sulphur dioxide and carbon monoxide fumes. Pollution is a constant skin hazard.

So, as you might expect, "ecology" has become as much a watchword to cosmetic makers as to everyone else. Skin-care routines are now determined by skin type *plus* the particular environment you live in. This means any skin analysis must take into account where you live and how you live.

There is a new emphasis on balance, with the objective of redressing environmental wrongs and restoring the natural chemical equilibrium of your skin. Special attention is given to the pH factor, the measurement of the acidity or alkaline level of the skin. Healthy skin is a bit on the acid side, so the new skin-care preparations strive to restore this acidity with a favorable pH. There has also been an increase in the use of allergy-tested products. Once used primarily by women with special skin sensitivities, they are now the domain of every woman. The reason: With so many substances polluting the air, the more protection you have, the better.

As a first step in a survival program for your skin, look into the many new environment-oriented skin-care and makeup products. Which is just what Barbara Mayall did.

Concerned about the effect of big-city fallout on her skin, she visited the Elizabeth Arden salon for help. After a skin analysis, makeup specialist Roy Karrell recommended a basic treatment and makeup program using Elizabeth Arden's new Directionale line of skin-care and makeup preparations.

Directionale, Clinique from Clinique Laboratories, Coty's Equasion and Max Factor's Swedish Formula Facial Collection are among the cosmetic lines formulated to restore the skin to the health nature intended and protect it against environmental pollutants. The makeup, like the treatment products,

is formulated to counteract unfriendly air and give you the look you want.

After Barbara's skin treatment with Directionale's Equalizing Treatment Bar No. 1, a cleanser for oily skin, and Equalizing Lotion No. 1, an astringent used to tighten and minimize enlarged pores, Roy Karrell applied Moisture Shield, a light moisturizer to protect the skin. The treatment complete, next came a Color Control Cream Foundation (Rose No. 4), Colorless Equalizing Powder to set it, Color Control Blusher/Toner to heighten her cheek bones. For her eyes: Willow Green Soft Tone Eyelid Color on the lid, Fawn Soft Tone in the crease, Magnolia Soft Tone on the brow—all to make the eyes stand out. And as a final touch: Moistening Lip Color, Pink No. 7, on the lips. The result is a healthy, natural look, and long-term protection, too.

Once you've selected the right skin-care and makeup products for *your* environmental needs, your overall strategy should be the following:

- 1) Clean your skin thoroughly, and in high-pollution areas this could mean three times a day—morning, night and possibly right after lunch.
- 2) Prevent dryness with nonstop moisturizing. Every time you cleanse, moisturize immediately afterward—and apply extra moisturizer between times to areas that seem extra dry. You can use a moisturizer alone, a moisturizer under a foundation or a foundation containing a moisturizer. Use nondrying makeup, lipstick and eye makeup.
- 3) Fight indoor dryness with a humidifier. Or put shallow pans of water on your radiators.
- 4) Protect against extremes of weather by moisturizing even more heavily with products that contain special anti-irritating, anti-chapping ingredients.
- 5) Wear a sunscreen whenever the sun can reach you. Remember, sunlight can penetrate smog.
- 6) Your hands, arms, legs and your hair are also exposed to the environment, so cleanse, moisturize, condition and protect them, too.
- 7) Give your skin a big boost by some intelligent discipline in matters of general health. You know the rules—the right diet, decent rest, enough water to drink, fewer pills and as much serenity as you can muster.

END



Memories are made of this

Pre-Sifted

**Gold
MEDAL**

ENRICHED FLOUR

Aunt Mary's Hand Cookies

$\frac{1}{2}$ cup shortening (half butter or margarine, softened) $\frac{1}{2}$ tsp baking powder
1 cup sugar $\frac{1}{2}$ tsp. soda
1 egg $\frac{1}{4}$ tsp. salt
1 tsp vanilla $\frac{1}{2}$ cup dairy sour cream
2 $\frac{3}{4}$ cups GOLD MEDAL FLOUR* $\frac{1}{4}$ tsp nutmeg
Heat oven to 425°. Mix shortening, sugar, egg and vanilla. Blend in remaining ingredients. Divide dough into 3 parts. Roll each part $\frac{1}{4}$ " thick on floured board. Trace around hand with pastry wheel. Cut remaining dough into desired shapes. Bake 6 to 8 min. Cool. Decorate as desired. About 6 hand cookies and 1 doz. 2" cookies.

CHOCOLATE COOKIES: To 1 part dough, mix in 1 oz unsweetened chocolate, melted and cooled.

PEANUT BUTTER COOKIES: To 1 part dough, mix in 1 tbsp creamy peanut butter.

* If using GOLD MEDAL Self-Rising Flour, omit baking powder, soda and salt.


Memories are made of this

A child's favorite memories are of Mother baking something special, just for her. The best baking memories of all start with Gold Medal® Flour. And because Gold Medal is the flour that gives you a margin for error, you'll create a luscious memory for your child, even if little things go wrong when you bake.

And from Gold Medal, a special offer. Get the solid brass, wood-handled pastry wheel pictured above. Just send 75¢ with your name and address to Cookie Offer, General Mills, Inc., Box 60-259, Minneapolis, Minn. 55460.

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Cylinders, \$9 set of 3,
Terrestris.

Silvery pottery bottle,
\$13, Bonniers.

Cocktail carafes, small, medium,
large (not shown), \$4 a set, Terrestris.

Battery jar, \$4.50,
Terrestris.

Flower garden vase
\$10, Bonniers.

By Alexandra Walker

STYLE AND THE SINGLE STEM

The single perfect flower, or a tiny cluster, can often be more expressive than cliché dozens of blooms that cost much more. So for sudden gift urges (or to give your own decorating a lift), why not stock up on these vases designed to hold a few flowers only? Moderately priced at the New York shops mentioned, they are fashioned to flatter the most delicate blossoms. The Gerbera (top left), the Pink Perfection Lily (center) and the tufted Allium (top right) are imported rarities. Put just one in the right container and the effect is luxurious. A half dozen of the others—asters, roses and daisies—won't batter the bankroll. And in these vases they take on a new perspective.

Ignis laboratory beaker,
\$8, Georg Jensen.



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Stylishly long,
tastefully cool.

LADY BE COOL



By Dorothy Lambert Brightbill

EMBROIDER AN HERB-CHART SAMPLER

Now you can have an herb "garden" in your kitchen with this colorful, alphabetized sampler. We consulted Adelmia Grenier Simmons of Capriland Herb Farm in Coventry, Conn., for expert advice on the best selections and color of blooms. We also added a printed, alphabetized chart (to be kept in the handy pocket at bottom right) which lists the uses for each variety shown.

The sampler design is stamped on creamy-white 100 percent linen, with a finished size of 14 by 18½ inches. The kit includes a stitch chart, color guide and easy-to-follow instructions. The blue frame, with an inner edge of gold, is also available. To order, see the cut-out coupon at left.

Fill out coupon and enclose check or money order. Florida residents please add sales tax. Allow 4 weeks for handling and mailing. (Sorry, we are unable to handle Canadian or Foreign orders.) To avoid delays please indicate your zip code.

American Home Dept. 4167

4500 N.W. 135th Street, Miami, Florida 33054

Check item(s) desired:

___ Kit 61286 Herb-Chart Sampler @ \$4.98 ea. (plus .25 postage) \$

___ Kit 61287 Frame for Herb-Chart Sampler @ \$4.98 ea. (plus .50 postage) ___

___ Special offer: Save \$1. Frame and embroidery for \$8.96 (plus .50 postage) ___

___ 61014 Catalog of other kits @ .25 ea. ___

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Return the Lucky Number Card bound in next to this page to see if you have already won \$5,000 in cash...a sporty new car or \$3,000 in cash, whichever you prefer...a pair of GE Roam & Home TV sets (one color set, one b&w portable)...a Reader's Digest Stereo 8 Tape Player or any other of the 36,045 prizes in the Reader's Digest 9th Annual \$400,000 Sweepstakes. There are 2 numbers on the card. So you may already have won 2 prizes. And all 36,045 prizes will be given away. (Mailing the card could also win you one of the unclaimed prizes in a special supplementary drawing.) It costs nothing to enter. What's more, we would like to send you a handsome Condensed Book Club volume free—and let you decide if you would like to receive more. Unless you cancel, you will receive future quarterly volumes. We will also send you a free "Surprise Package of Mystery Gifts." (You can say, "No, I don't want a free book and free gifts" and still have two chances to win all prizes—but maybe you'll be sorry afterwards.)

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Of course, you can say "No" now by checking the special box on your card. You will still have two chances to win all prizes but you won't receive your free gifts and you'll be depriving yourself of your beautiful Condensed Books volume.

It contains five outstanding books, including *Love Story* by Erich Segal, *One Life* by Christian Barnard, *A Place in the Woods* by Helen Hoover, *The Secret Woman* by Victoria Holt, *The Homecoming* by Earl Hamner, Jr., all condensed into a permanent luxurious volume. These are the books that people have been reading and discussing: you won't want to miss getting them free.

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free "sample" you'll want to go on and receive future volumes, but the choice is completely yours. Condensed Books bring you America's great best sellers at only a fraction of their original prices. Every three months, 5 or 6 of the best current novels, biographies, and other important books are skillfully condensed into a single volume of at least 576 pages (none of these condensations ever appears in *Reader's Digest*). The books in each volume would cost you \$20 to \$30 if bought in publishers' editions. But you get them all in condensed form for only \$3.63, plus shipping.

So won't you reply right away! A \$5,000.00 check may be waiting for you right now. And if you don't send your numbers back, you haven't a chance to win. It's as simple as that. So please do return your Lucky Number Card today. Maybe you're already a big winner and we'd hate to think you missed out on your prize because you forgot to mail back your Lucky Number Card.



This kit of eight fine Belgian linen napkins will enhance your table as well as your appreciation of Americana. They are stamped with familiar wild flowers from a cross-section of the United States. Embroidery threads and directions are included. The choice

EMBROIDER WILD-FLOWER NAPKINS

By Dorothy Lambert Brightbill

of edging is up to you (ours is a narrow lace). Flowers are, clockwise from left: poppy, California; goldenrod, Kentucky, Nebraska; Cherokee rose, Georgia; violet, Rhode Island, Illinois, New Jersey, Wisconsin; mountain laurel, Pennsylvania, Connecticut; clover, Vermont; bluebonnet, Texas; hawthorn, Missouri.



Regional wild-flower bouquets created with blooms from all over America, each representing a different area, were the inspiration for these handsome wild-flower napkins.



Fill out coupon and enclose check or money order. Florida residents please add sales tax. Allow 4 weeks for handling and mailing. (Sorry, we are unable to handle Canadian or foreign orders.) To avoid delays please indicate your zip code.

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Please add .25 postage for each kit ordered \$

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American Home Dept. 4636
4500 N. W. 135th Street,
Miami, Florida 33054

please print name

address

city

state

zip code

DECORATING Q's & A's

Our living room is paneled in dark, inexpensive wood. With only one door to let in daylight, I find it exceedingly dreary. I would like to paint the paneling white but my neighbors say I would spoil the warmth. What do you think?

Your neighbors are hung up in their grandmothers' era when ugly, dark-stained wood was supposed to give a feeling of solidity. Good for you for thinking like today.

Living in Texas, I've found that fresh flowers for the dining table are seasonal and florists' prices are outrageous. What can you suggest for a longer-lasting centerpiece?

A variety of small, dime-store plants removed from their plastic containers and put in clay pots will look fresh all year round. Choose the more unusual plants—tiny palms, English ivy and the speckled green and white dieffenbachia—in a range of sizes and set them in a shallow tray of white marble chips.

The hand-me-down headboard in our bedroom is in poor shape and out of style. What can I do to bring it up to date? I would like an upholstered one but don't wish to spend the money.

You could upholster the headboard yourself. Wrap it with a layer of foam rubber, about 2 inches thick, and cover this in an upholstery fabric, attaching the fabric to the edges of the headboard with a staple gun. Cover the staples with round-headed nails, which come in a variety of colors or in brass or chrome.

Our bathroom linoleum is badly worn, but beneath it is a wood floor in good condition. Must I tile the floor or can I get away with a stained or painted finish?

Staining or painting is often an expensive way to revive a floor's attractiveness. To make it practical, the final coat should be a polyurethane or clear-plastic finish. This will preserve the floor without waxing or the need to worry about dampness.

Direct your decorating questions to: Decorating Q's & A's, American Home, 641 Lexington Ave., New York, N.Y. 10022. Letters submitted will be selected for an answer on the basis of their general interest. Sorry, we are unable to send personal replies.

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CLARK

FROM HOME BASE

Is that repair call necessary?

You'd think it would be obvious—if your appliance won't work, it's broken, right? Perhaps not. It is estimated that \$50,000,000 worth of service calls—that's 30 to 40 percent of all service calls—are unnecessary. But how, short of taking engineering courses, can you tell when your appliance needs fixing?

First, make sure that the plug is pushed all the way in and that no fuse has blown. If those aren't the troubles, perhaps you haven't pushed the proper buttons in all the way or set control dials correctly.

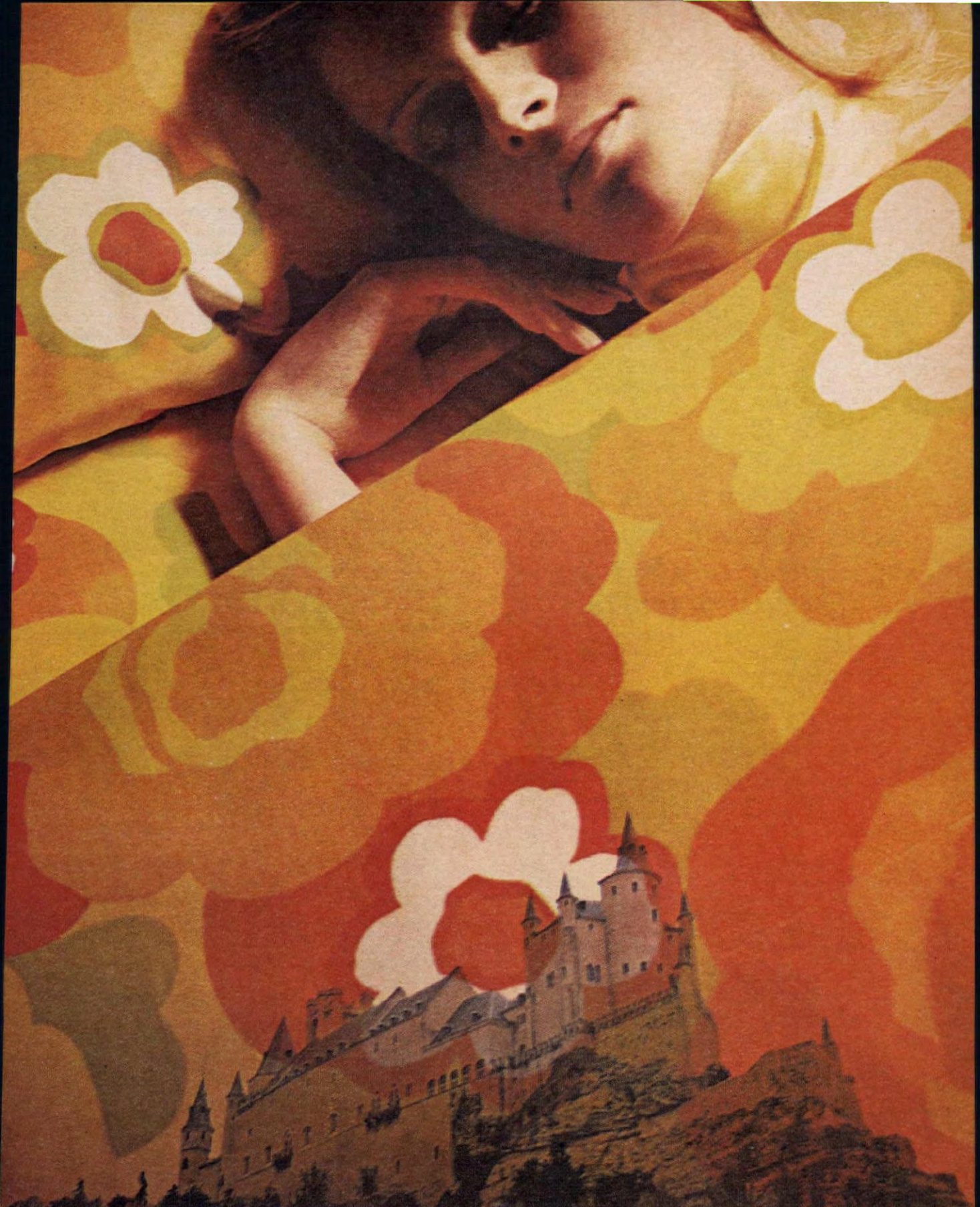
Read the instruction book that came with the appliance. New models often incorporate new features on which you should brush up. Operating manuals also list possible problems you may encounter, so look for the "What to do if. . ." section of the booklet.

Once you're sure that you are operating the appliance properly, unplug the unit and clean the exterior thoroughly. Do not fiddle with motors and inner workings but do clean those parts you can see. Gas burners won't light, for example, when grease builds up on the jets. Refrigerators don't work as efficiently with dust on the coils.

If all else fails, call the serviceman—preferably the one authorized to repair models made by the manufacturer of your appliance. If you are lucky, you'll get good, prompt attention within 24 hours. But remember, more than one-third of a serviceman's time is spent answering unnecessary calls. So you may have to wait. In fairness to yourself and the serviceman, ask what his rates are before he comes. There are basic charges for driving out to see the appliance, others for taking the appliance into the shop. Once he diagnoses the problem, he can estimate the cost of labor and parts. Remember, you are also paying for his training and experience as well as for the mileage on his service truck, an inventory of repair parts, his tools, wages and insurance.

If despite the repairs, you still aren't satisfied, write the Major Appliance Consumer Action Panel, 20 North Wacker Drive, Chicago, Ill. 60606. They will send your problem to the appliance manufacturer and follow it up.

For small appliances, write the manufacturer's president, giving all the details. You'll be amazed at how fast you get action. —Maidee Kerr Spencer.



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stop feminine odor
where it starts.*

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Germs inside you every day cause *internal* odor—an odor different from the one on the outer vaginal area. So even regular bathing or feminine sprays won't solve the problem. They can't get inside to give protection *internally* where this problem starts. And many doctors say you shouldn't douche daily.

Is there any solution?

Yes. Norforms...the internal deodorant. Just insert! These tiny suppositories spread an antiseptic germ-killing film to stop odor internally where it starts. And they're so safe, you can use Norforms as often as necessary to feel fresh and secure.

Make your second deodorant, Norforms, the internal deodorant.



FREE... 12-page booklet, "Answers to Questions Women Ask Most Often." Send coupon to: The Norwich Pharmacal Company, Dept. AH-01, Norwich, New York 13815.

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The Norwich Pharmacal Company

By Jeanne Lamb O'Neill

THE HOUSEWIFE'S DILEMMA

**What to do for the home environment
when everything is either
immoral, ill-advised . . . or polluting.**

Some years it doesn't pay to get out of bed. Like now—the era of Galloping Ecology. All of a sudden everything we do is wrong. We're wrong when the wash comes out too white. We're wrong when we spray the roses with pesticides. We're wrong when we use disposable diapers for the baby, incinerate the garbage, run the vacuum, chauffeur the kids on their endless rounds and collapse at the end of the day, curled up with a cigarette on our bear-skin rug in front of a cozy coal fire.

Do we get any medals for producing a healthy, happy brood of youngsters? No, we get dirty looks and a nagging conscience for overpopulating the earth. Chief cook, bottle-washer and polluter of the world's environment—that's the housewife of today. Did I say bottle-washer? Now there's an old-timey, pre-ecological expression. Most of us haven't washed a bottle in years. We've been brought up to believe that handy disposables are for disposing of and throwaways are for throwing away—and we couldn't imagine life without paper napkins and paper plates.

"What's a poor housewife to do?" troubled women are asking all over the country. We want to fight pollution, but we don't want to go back to the Dark Ages. We're concerned but not committed to marching in parades, getting up petitions or camping on our Congressman's doorstep. Maybe we're just not ready to trade in the washer-dryer for a washboard and a bar of yellow soap. Isn't there something an ordinary, nonmilitant, everyday housewife can do to help save the environment—and, at the same time, her self-respect?

Yes, there is. It's amazing how many little ecological tricks you can practice around the house day by day. Let's say you decide to have an Ecological Day tomorrow. The routine might go something like this: First thing, you'll skip your morning shower. Sure, showers are quicker than a loll in the tub, but think of all that water down the drain. After your husband and kids are gone, you can take a peaceful, leisurely tub—half-full. Later, you might sweet-talk them into cutting down on their showering time—without yelling, no matter what. There's enough noise pollution around the house with radio, TV, dishwasher, vacuum cleaner, kitchen-exhaust fan and low-flying jets.

You'll squeeze fresh orange juice for the family today. (The rinds, added to the compost heap, make first-rate mulch for the garden.) The children's lunches? Each will go in its own trim lunch box, instead of a flimsy paper bag. And today is the day that you actually will get that leaky faucet fixed. Honest!

Eventually, the coast will be clear—your husband off to the station via car pool or bike, your children off on their school bus. Tidying up the kitchen, you'll empty the cooking fat and coffee grounds in the garbage, *not* down the drain. And why not check your outside garbage cans—made of quiet, heavy- (continued on page 80)

Crazy Daisies from Lady Scott®

Pick a Crazy Daisy... pink, green,
gold or blue, in new decorator boxes, too. And
Lady Scott makes Crazy Daisies by
the roll to match. So you
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WHICH OF THESE BOOKS HAVE YOU



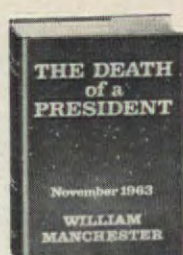
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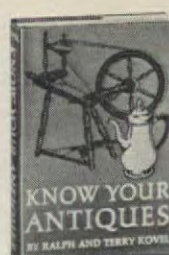
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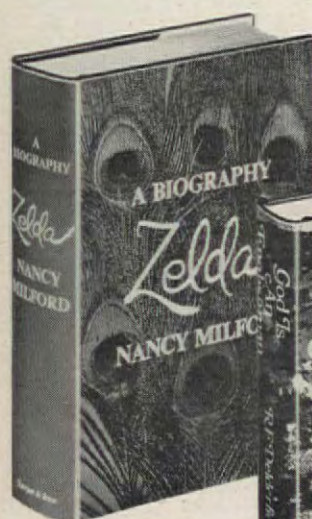
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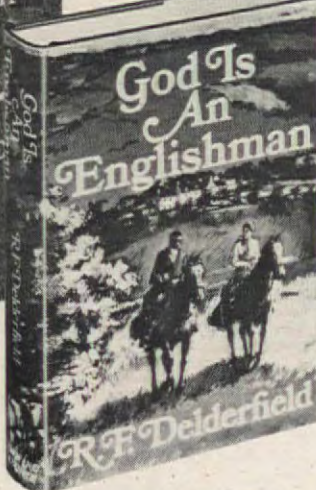


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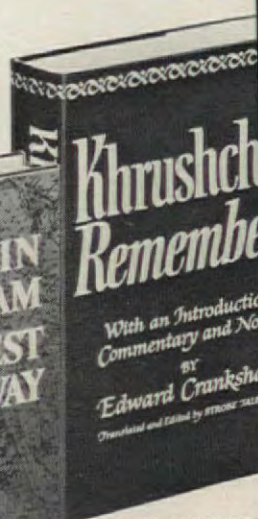
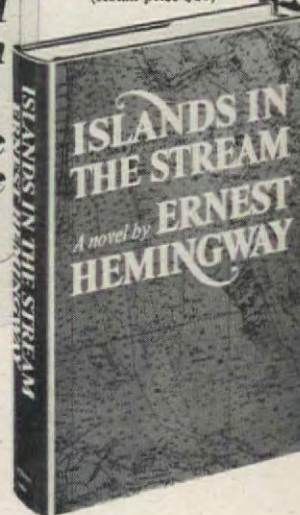
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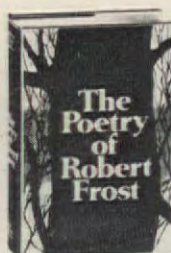


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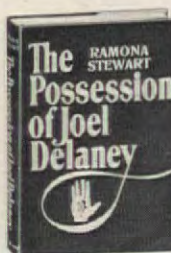
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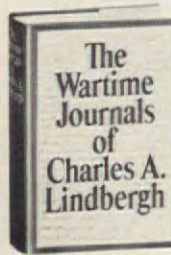
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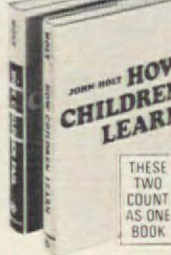
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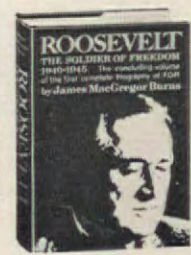
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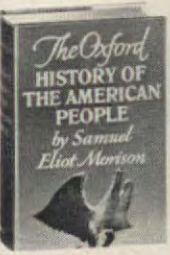
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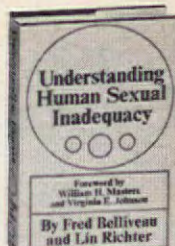
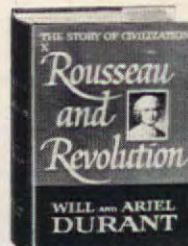
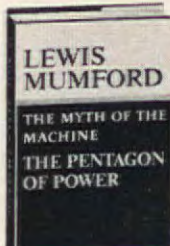
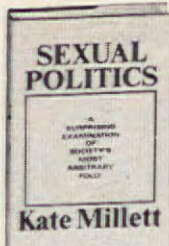
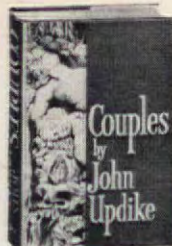


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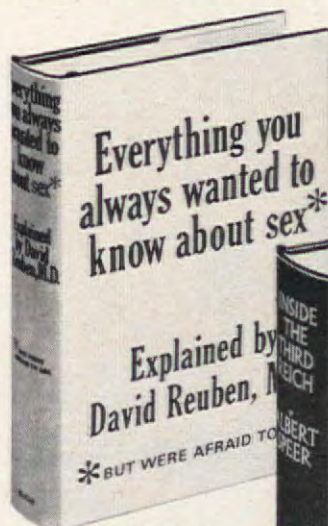
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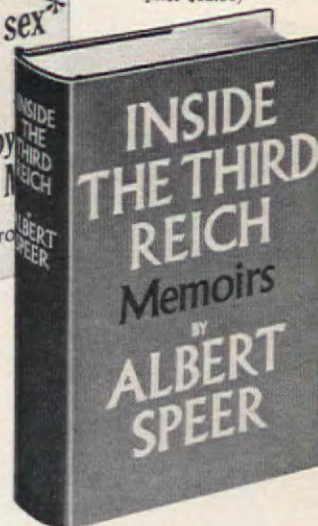
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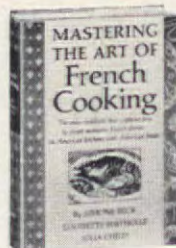


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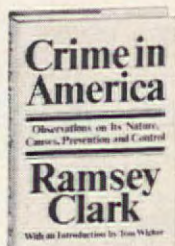
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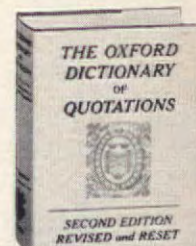
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BOOK-OF-THE-MONTH CLUB, INC., 280 Park Ave., New York, N.Y. 10017



The background of the advertisement is a photograph of a man and a woman in an antique shop. The woman, with blonde hair, is wearing a white blouse and a green patterned scarf. The man, with dark hair, is wearing a light blue sweater and dark trousers. They are both looking at a large, ornate, multi-colored bowl that sits on a wooden cart with large spoked wheels. The shop is filled with various antique items, including a large clock on the right, a bell, and a sign that reads "THE SWAN" at the top. Other signs in the background include "ASHTON & PARSON" and "THOMAS".



In the bottom left corner, there are two packs of Viceroy cigarettes. The pack on the left is white with a red band and a gold medallion logo. The pack on the right is also white with a red band and a gold medallion logo. Both packs are labeled "VICEROY" and "FILTER LONGS".

They want an authentic
Rose Medallion bowl.
And they can't be fooled.
They'll stop in every
little offbeat antique shop
until they find it.
Their cigarette? Viceroy.
They won't settle for less.
It's a matter of taste.

Viceroy gives you all the taste, all the time.

AMERICAN HOME
January, 1971

Nestled in pines,
a cluster of Sunriver
condominiums, their
pitched roofs and
stair-step design echoing
the nearby Cascade Range,
reposes at the
golf course edge.



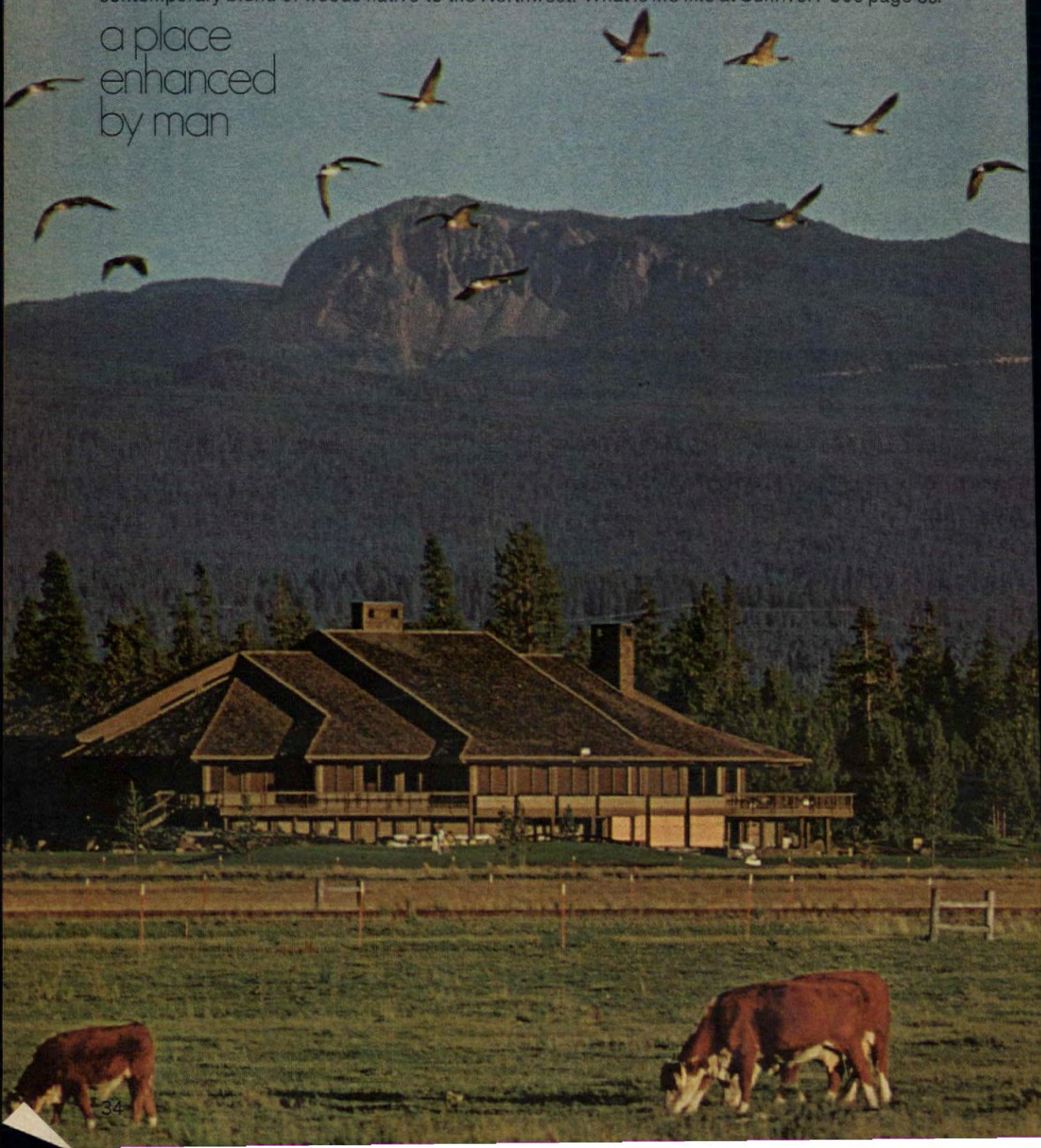
POLLUTION— FREE PARADISE

The flutter of wings overhead; the dewy fragrance of pine, meadow, morning flowers; the vibrant colors of a land awakening to the sun—this is the Sunriver experience, shared proudly by members of an Oregon community who have found in a quality environment the better life. Following, we look at the Sunriver plan and its architecture; we meet its people and the men who have made it so special. Sunriver is unique, but its spirit is everywhere, as the families on pages 40–41 should convince you. Environmental doers, they are forerunners of a movement that is spreading coast to coast. Want to join it? This issue is full of ideas that will help you bring a little of Sunriver to your town.

By Barbara Plumb

Sunriver's 5,500 acres, laced by 8½ miles of Oregon's rambling Deschutes River, is an environmentalist's dream, a community that should forever remain unpolluted in a landscape that will always remain unspoiled. The men behind it, Oregonians John Gray and Don McCallum and a staff of planners and ecologists, came before the people came to assure that the wildlife would not be driven out or the beauty destroyed by bulldozers. Today Sunriver is a recreational paradise near Bend, reposing in the shadows of the Cascade Range. Tomorrow it will be a self-supporting small town, one where nature is not subdued but enhanced. Even when there are 5,000 families in residence, there will be only one family per acre instead of the three or four found in the average suburb. The river banks, valuable as potential developer lots, are not to be built on but are to be kept for the wildlife and the residents—as are the meadows, the marshes, half the land. All utilities are underground; the sewage system is superb; and the bicycle is far more popular than the automobile. The architecture of lodges, condominiums and houses is a contemporary blend of woods native to the Northwest. What is life like at Sunriver? See page 39.

a place
enhanced
by man



PHOTOGRAPHS BY
JOHN ZIMMERMAN

Geese (left) catch the setting sun as they fly over the 600-acre meadow adjoining Sunriver Lodge. Designed by George T. Rockrise and Associates, the lodge is a Northwest-Orient blend of native lava stone and wood.

The Deschutes River (top right) belongs to the local wildlife and to all for fishing and canoeing. No building is allowed along its winding banks.

Housing is clustered (bottom right) and kept in the timberline with green belts or the golf course acting as buffer zones between the dwellings and the wild areas. Roads are narrow and curved to slow traffic, minimize the use of cars. Bike paths are the shortest routes across the acreage.



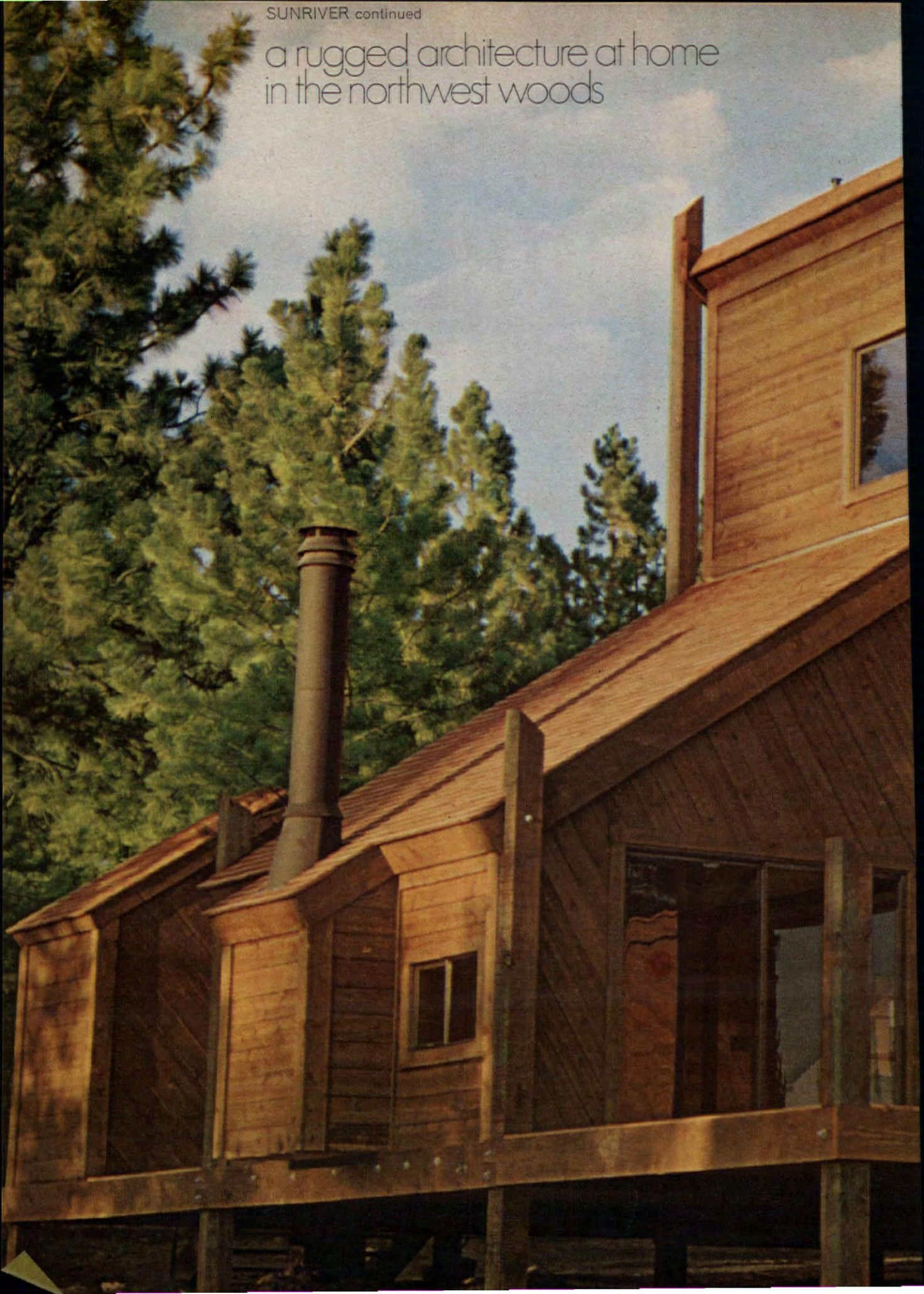
Don Moss



continued

SUNRIVER continued

a rugged architecture at home
in the northwest woods



The Pole House condominiums are among Sunriver's most popular dwellings. The pitched roof, the shingles, the emphatic use of support posts give this Church and Shiels design its strong character. One bedroom is basic; four more are optional, as is the two-level sleeping loft (inset, right), a favorite with children. There are 30 units so far, sharing 9 acres of joint recreational land. The price is \$28,000-\$34,000.

continued



clean-lined
exteriors of
natural wood



Fairway Island town houses (above), many with rear decks, overlook Sunriver's 18-hole golf course. They are built with one to three bedrooms and range in price from \$31,000 to \$46,000, including land. The architects are Zaik and Miller of Portland.



Redwood cabins (above), by Boise Cascade, consist of two connected modules, are precut for on-site assembly. Living-kitchen-dining areas are neatly arranged in one module (right); the other has two to four bedrooms, depending on model. The least expensive of Sunriver's houses, they start at \$15,000.



A passionate concern for the perfect environment is making Sunriver **THE HEALTHIEST NEW TOWN IN AMERICA**

By Dolly Connelly

Do you suppose it can happen? That a sophisticated Oregon real-estate development can survive on the premise that what's good for the red-shafted flickers and the Deschutes River otters is also good for Sunriver residents? And, more crassly, for business? It sounds like a utopian dream—that is, until you talk with Sunriver's ecologist-in-residence, Jim Anderson (shown with friend "Owl" and Sunriverites below during one of his twice-weekly nature talks), or sit in on a Sunriver discussion ranging from the reproductive rate of the Gambusia guppy (used for mosquito control) to the healthy incidence of twin fawns among the mule deer of surrounding Deschutes National Forest.

Guiding spirits of Sunriver, a community development of private homes and condominiums keyed to environmental living, are two Oregonians who have maintained an abiding determination that their state continue to dwell in beauty. Donald V. McCallum, former head of the Portland Title and Trust Co., is president of Sunriver Properties, Inc. Chairman of the Board is John Gray, president of a saw-chain manufacturing company with plants worldwide. Constantly

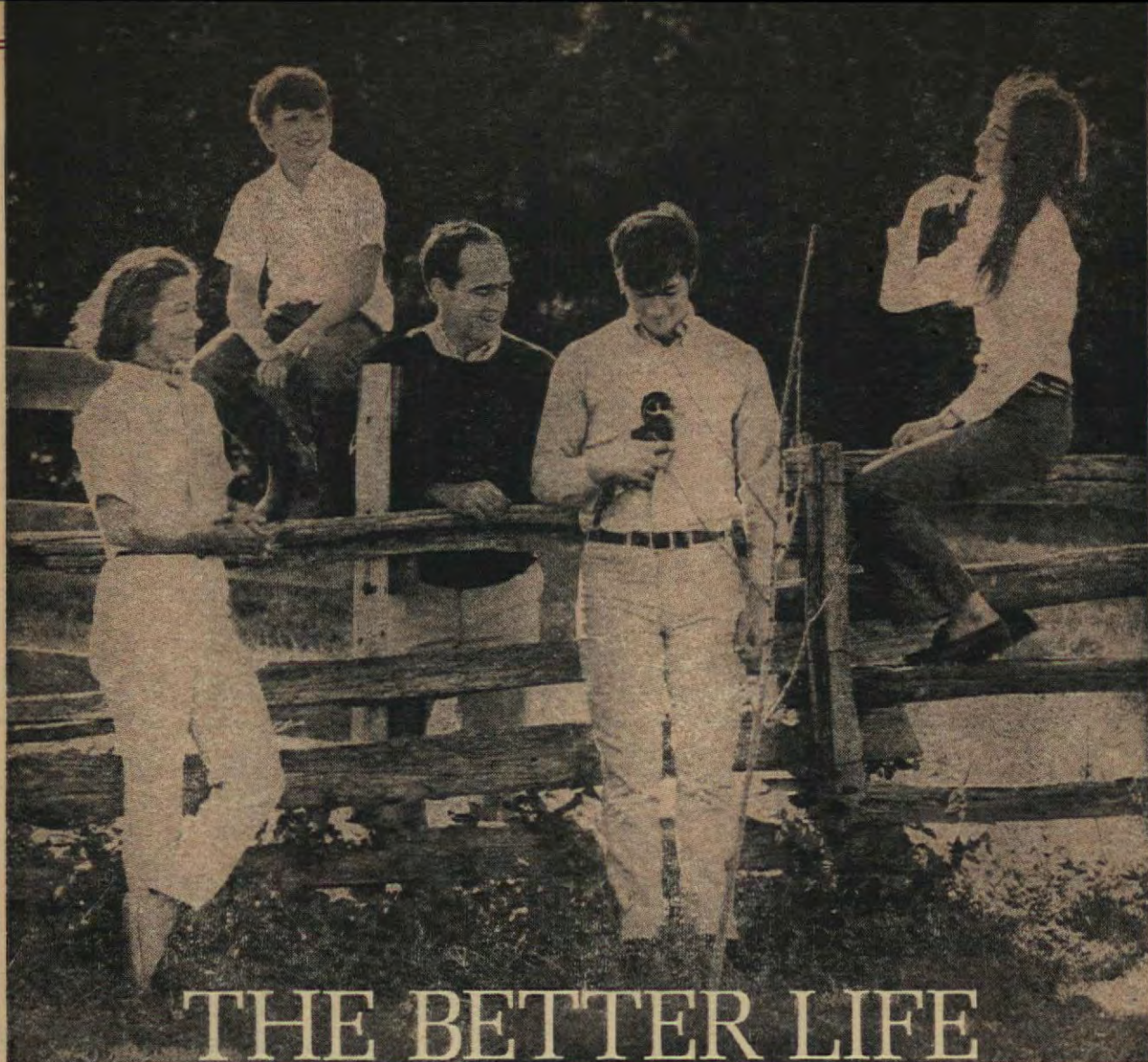
on the go internationally, Gray still knows his home state with a backpacker's familiarity. He is known best to Oregonians as the creator of their gem resort on the coast, Salishan, a vibrant example of Gray's resolve "to use this land better, to set an example."

The two visionaries came together over McCallum's search for a secluded location for a fishing cabin. He turned up the 5-by-2½-mile Sunriver site, used during World War II as a training base for the Army Corp of Engineers. McCallum knew that he'd found a good deal more than a fishing hole. He took color slides and maps to Gray, who saw the lyrically lovely land as a new challenge, as a fresh possibility for "an exciting mode of life."

Sunriver—5,500 acres of sun-washed subalpine meadow necklaced with 8½ miles of the meandering Deschutes River—is a geologic accident, a lake basin formed some 2,000 years ago in the wake of an immense lava flow that spilled from Lava Butte, a 5,016-foot cinder cone a few miles south of Bend in central Oregon. Indians camped in the ancient lake basin, and eventually trappers, explorers, hunters and stockmen came to this (continued on page 76)

Jim Anderson, Sunriver's ecologist-in-residence, gives regular nature talks to overflow audiences. Friend "Owl" is a frequent spellbinder.





Stephen Green-Armytage

THE BETTER LIFE

At their Virginia farm, the Grayson family (top) admires one of their favorite guests, a

home-grown wood duck. Katherine and her dad (right) put up one of the nesting boxes they designed for the ducks.



By Barbara Plumb

Everyone talks about the environment but, unlike the weather, many are doing something about it. These environmental activists are a species unlikely to be found on the endangered list because they are multiplying at such a phenomenal rate. You've met the Harvey Sloanes (page 8), the Lee Kellys (page 12) and Jim Anderson (page 39). Now meet some others.

Janet and William Grayson thrill at the sight of ducks in flight but bristle at the thought of airborne pesticides. Janet, the mother of three, works as a volunteer for Concern, Inc., a Washington, D.C., group that keeps consumers abreast of environmentally damaging products. William is chairman of the Audubon Naturalists Society. Says Janet, "Much of today's pesticide trouble is caused by people who spray their whole garden. It's like taking penicillin before you have a cold." The Graysons began their own save-the-wildlife program 17 years ago on their farm near Middleburg, Va. With the clearing away of hollow nesting trees, local wood ducks were becoming extinct. The family has raised more than 500, nesting them in homemade boxes until they can fly off on their own.

John Cole lives with his wife, Jean, and their children in a farmhouse near Brunswick, Me. A former New York public relations man, John is the co-founder of *The Maine Times*, a newspaper in which he hammers hard at saving the state's environment. Maine has 2,500 miles of coastline and only a million people—the makings, John feels, of a perfect environmental sanctuary. "The state isn't being polluted by industry," he says, "as much as it is by tourists and developers." His proposal: Make nonpollution as economically productive as the polluters. For example, he points out, the state could double its lobster production by cultivating its underwater areas. Jean's environmentalist roots go back a generation—her parents were organic farmers. As for the Coles' children, with their 15-acre classroom they take ecology in stride.

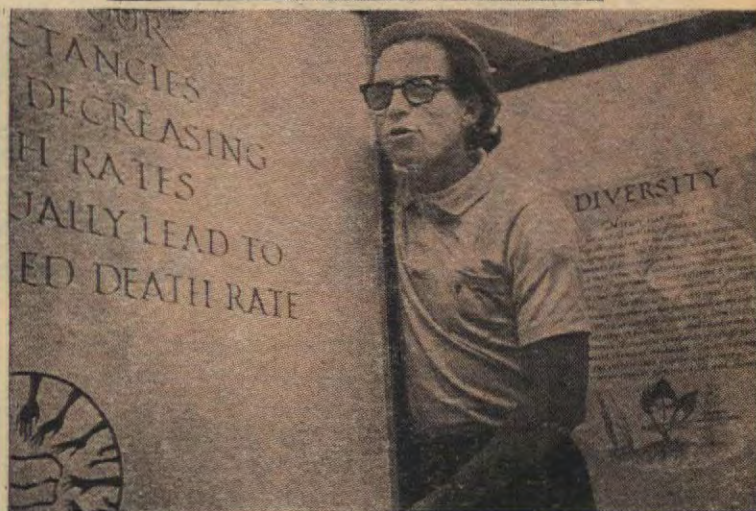
Mitzi Staley, who lives in San Anselmo, Calif., took on the environment in 1960 after reading Rachel Carson's *The Sea Around Us*. Her husband, Earl, then a biology student, helped her wage the offensive. Today Mitzi is still hard at her task and says of her husband, now with the Bay Area Rapid Transit, "He's doing his bit, too—phasing out the car in town." The mother of two, Mitzi helped found the Marin Ecology Center, where she collects glass, cans and paper for recycling. Three days a week she works for Friends of the Earth, one of the Earth Day sponsors. At home, she can be found stockpiling plastic bags for reuse. She also insists that her dairy use bottles and take back egg cartons. "I bug everybody," Mitzi says.

John and Jean Cole (right) direct their "Save Maine" activities from 19th-century farmhouse.

Clifford Humphrey is an activist's activator. As a writer, ecologist, lecturer, teacher and co-founder of Ecology Action, an organization whose aim is to bring about environmental change, he has had a strong impact on others. Cliff, his wife Mary and their 6-year-old son live in Modesto, Calif., a town whose problems are typical ("If something works here, it will work elsewhere"). Cliff's interest in ecology began while he was a student at Merritt Junior College in Oakland. "Our professors would tell us about all the horrible problems," he explains, "and then go home to their moneyed suburbs. They made little attempt to involve themselves." Since then, he has organized workshops, exhibits and marches, all under the banner of Ecology Action. With more than 100 letters from all over the world pouring in each day and a phone that never stops ringing, they must be reaching someone.



Chuck Ashley



Ecology Action's Clifford Humphrey (above) readies an exhibition in California on "The Survival Crisis."

Mitzi Staley hangs a plastic bag out to dry. Instead of throwing them away, she washes them for reuse.



Ailene Rogers (above) and a group of junior ecologists examine a lichen-

laden piece of bark at a pond near her home. Her husband, Lee (left), totes a tuckered daughter Helen after a day's hike in the woods.



Lee and Ailene Rogers, who live with their youngsters in Stony Brook, N.Y., are fighting for the environment on two fronts—public and private. Lee is General Counsel for the Environmental Defense Fund, an organization that brings the issues of environmental quality to court. Ailene is a biology buff who delights in taking local children on nature walks. "The more they know," she says, "the more of a chance we have to save what we want." Lee left his native Oregon to attend law school in the east, where he met urban problems head on. Since then, he has been trying to find answers to the problems of the nature-technology mix. Although he loves the outdoors as much as Ailene, Lee is no back-to-nature escapist. "It's far more important to come up with solutions to our problems than merely to be against things," he insists.

By Lawrence V. Power

Columbus discovered a land of trees and Indians. Americans quickly transplanted or eradicated the Indians but, despite our best efforts, the trees persist. We've burned our forests, imported beetles, bugs and fungi to blight them, decimated them for lumber and choked them with a polluted atmosphere. Yet still they grow. Noble trees—reaching for the heavens, supplying the very oxygen we breathe, screening out noise, moderating temperatures, providing the materials for paper, for shelter, for warmth, giving a home to animals and birds, enriching the human spirit. The form, the shape, the movement, the sound of trees have inspired man through the ages. We value them for the beauty of pale, budding leaves in spring, the coolness of full-leaved summer shade, the brilliance of fall foliage, the starkness of textured bark against a winter sky.

The early settlers valued trees in terms of personal survival, and our early economy was based largely on the by-products of the forests. The great eastern pines were much coveted by the British Admiralty for ships' masts. Pine also provided much of the shingles and clapboard on early American houses as well as a wide range of interior furnishings.

Since then we have spent almost 200 years brutaliz-

ing our timberland. Today, however, our forests prosper, thanks to the enlightened conservation programs of both government and industry. There are currently 758,865,000 acres of woodlands in America and approximately 865 distinct species of trees.

Although our timberland is by no means endangered, trees of the backyard variety have definitely seen better days. The homeowner who was once proud of his spreading chestnut or stately American elm must, due to environmental blight, look for replacements. Huge housing tracts and instant communities, their bulldozers ravaging every tree in sight, have made the new homeowner treeless and therefore tree-conscious. Specimens which may have taken 50 or more years to grow are felled by unthinking builders in a matter of minutes. In addition, the air in our cities has allowed only the hardiest trees to survive.

To aid both suburbanite and city gardener in choosing trees that are easy to grow and relatively disease-resistant, we've selected ten trees which have varieties that thrive in most parts of the country. Each has proven capable of handling the extremes of our violent climates and most of them will flourish even under the adversity of pollution. Given time, all are worth the growing—fast or slow—and any will add lasting beauty and living value to any landscape.

THE OAK is historically the symbol of strength, permanence and endurance. The ancients associated it with worship of the gods, and poets have celebrated it as

"Jove's" own tree. Its symmetrically spreading branches can attain a height of 75-100 feet. Of the 80 species which grow in the U.S., there's bound to be one just right for you.



TEN TREES:

Plant a sapling for the land's sake.

BEST BUYS

Most of these varieties cost under \$10.



CRABAPPLE trees, the flowering varieties, are among the most beautiful of the ornamentals. Almost immediately after planting they produce fragrant flowers in spring and yellow-red fruit in fall. They grow to a height of 15-25 feet and acquire the look of maturity in just a few years. The Japanese flowering variety has twisted branches and a weeping silhouette which makes it a delight in the winter landscape.



HAWTHORN trees, low and wide-spreading, grow to a height of 20 feet, can be clipped to make a medium-size hedge. The Washington hawthorn is one of the best and fastest-growing varieties. It bears masses of white flowers in late spring and clusters of bright orange-red fruit which last through the winter.



PINE trees are most effective when planted in groups. They are used widely as screens or windbreaks or as backdrops for landscaping large properties. They will grow two feet a year and can reach a height of 80-150 feet. The white pine is used extensively for reforestation projects in the northeast and in the Great Lakes states. There are pines for every kind of climate and exposure in this country.



GINKGO, sometimes called the maidenhair tree, has been around for 10 million years. It seems to have outlived its enemies and is remarkably hardy in adverse city conditions. It grows to about 15 feet in 10 years; a sapling may cost \$15. Buy only male trees—the females bear ill-smelling fruit.



FLOWERING DOGWOOD

trees and their western counterparts, the Pacific dogwoods, are grown for their lavish spring flowers. However, their summer red berries and brilliant fall foliage make them assets most any time of year. They grow rapidly, but seldom exceed a height of 40 feet. The dogwoods will not do well in areas colder than southern Massachusetts.



MAPLE trees, particularly the brilliant sugar maple and the swamp maple, are noted for their fall colors. They grow vigorously and will reach a height of 50-75 feet in a wide variety of soil conditions. However, their fall coloration is enhanced by soil acidity.

HOLLY trees may be slow growing but they are definitely worth the wait. The shiny green leaves and the brilliant-red berries of the female add interest to any landscape. Although most varieties can't stand severe



winters, they are steady growers when the conditions are right. The American holly, which is native to eastern and southern states, can grow to a height of 40 feet.



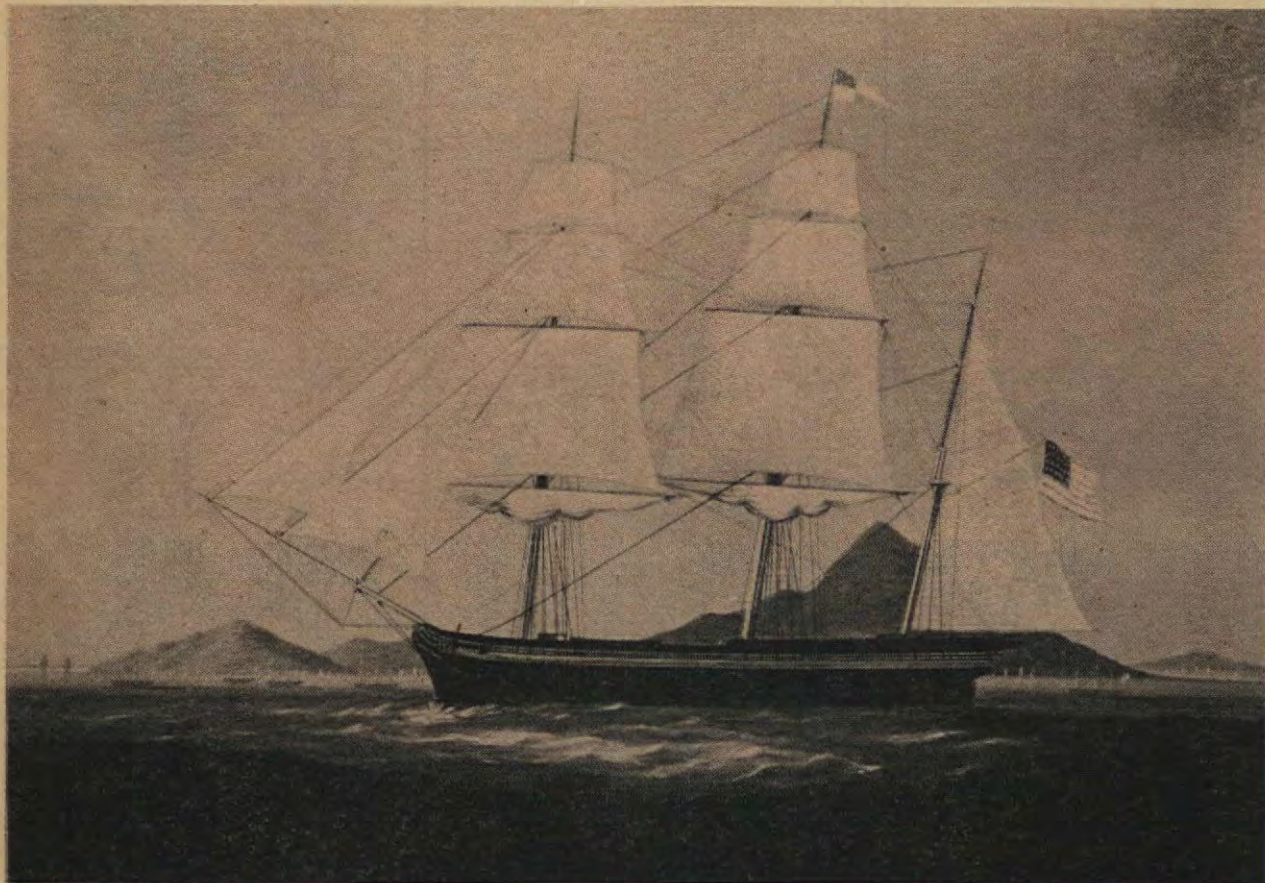
HONEY LOCUST in the seedless, thornless variety is probably the best tree for city planting. Large specimens which grow to 90 feet are being used to replace the fast-dying American elm. The locust is an excellent tree in every way: It is disease-free, grows rapidly, has a lovely, graceful shape and delicate, lacy leaves.



ASH is a fast-growing, shapely tree with varieties that are among the most vigorous and adaptable of shade trees. It is prized for its shapely, oval crown. The green ash, which will grow more than 25 feet in 10 years, is the most widely planted variety. The Modesto ash is excellent for planting in arid, desert regions.

Like many ships in the China trade, the bark *Cynthia* (below) sailed out of Salem to ply the Oriental trade routes, returning with riches like those shown opposite. Derby

Wharf (bottom) was a typical mooring. In this painting from Salem's Peabody Museum—the work of Sunqua, a famous port artist of the day—she is pictured off Lintin Island, China.



CARGOES OF SPLENDOR

AN AMERICAN TREASURY



By Vera D. Hahn and Mary Evans

The China trade was one of the greatest American adventures. It began at the end of the Revolutionary War, when our country was new, ambitious and eager to prove itself to the rest of the world. Our small, swift ships quested for the riches of the Orient, picking up from lands along the way whatever could enrich the pocket and the mind, filling our homes with exquisite examples of Far Eastern workmanship, giving us a foothold in the Pacific Northwest and Hawaii. Part of a spirited impulse that was taking prairie schooners westward, the China trade gave us tea and silk and porcelain—and a sense of world destiny.


Salem, at the start of the adventure a Massachusetts village of only 8,000 people, was not the only east-coast

port to engage in the trade. New York sent the very first ship, the *Empress of China*, in 1784, and Boston, Providence, Philadelphia and Baltimore all in time became centers of the trade. But Salem was a smaller community, where the impact of the trade affected all and brought about a cosmopolitan style of living.

Salem captains and merchants who were members of the East India Marine Society kept detailed journals meant to be preserved. They also agreed to bring back whatever curiosities they came upon for the Society's ethnological-maritime collection, first started in 1799. The collection is enshrined in Salem's Peabody Museum, named for George Peabody a London banker and philanthropist born near Salem, who endowed it in 1867.

(continued on page 78)

PHOTOGRAPHS BY RICHARD MEEK



Oriental household treasures like these were common cargo aboard China-trade ships returning to America's eastern wharves. The exotic beauty of lacquerware and delicate porcelain graced many early 19th-century homes. The rare lacquered screen and gaming table, the white Celadon dinner service and the intricately ornamented vase and silverware are part of the prestigious collection preserved in the China Trade Museum in Milton, Mass.

a spreading fascination with oriental workmanship



Snug bachelor quarters (far left) bear witness to owner's China-trade ancestors. The paintings are of family-owned ships, the *Zotoff* (over mantel) and *Mary E. Dana*. The flag that flew from their ships hangs on wall. Key near fireplace was to a warehouse on the family's wharf in Salem.

Drafting desk (left), used by Nathaniel Bowditch, the famous Salem navigator, was inherited by his great granddaughter, the last owner of the Capt. R. B. Forbes house (today the China Trade Museum). The ship's candlesticks are of the China-trade period.



Ornate silver tea set in Chinese design (far left) was made in 19th-century London. The service is displayed in its original trunk, set against a background of silk-on-silk embroidered Canton draperies.

China Trade Museum library (left) has its walls restored to their original deep-plum color, a fitting contrast to the blue and white Chinese garden seats, vase and cuspidor. On the skirted table are displayed ivory toys, silver chalices and mugs—all China trade.

The same questing spirit that brought Salem into the lucrative China trade captured other cities along our Atlantic coast. Boston was one, and it is at the China Trade Museum in nearby Milton, Mass., (several of its rooms are shown here) that one of the most extensive American collections of 19th-century Chinese wares is displayed. Beautiful silver, carved ivory, rich furnishings, handsome paintings—there was something for everyone, a treasure for every pocketbook. Many China-trade objects still exist in our eastern cities, a fact that has led to a revival in their collection. (continued)

Ornate Chinese table and chairs highlight the museum's front room (opposite). The wallpaper is handpainted silk. The handsome portrait over the mantel is of Houqua, the wealthiest of China's 19th-century merchants.



exotic treasures that enriched yankee homes

Carl Crossman (below), a descendant of 18th-century China-trade sea captains, started his remarkable collection of Chinese porcelain, paintings and furnishings when he was only 17 years of age.



An accounting of the contents of an average Salem, Mass., house in the early 19th century would have shown that nearly one-fifth of the furnishings had come from China. As remarkable as the intricate beauty of these objects was their incredible variety—tables, dinnerware, trunks, paintings, mirrors, feather dusters, cloth for tables and beds. The Yankee traders, taking their countrymen's taste into consideration, had furnishings produced in China specifically for the American market. Empire and Greek revival furniture was copied in teak, American paintings were reproduced by Chinese artists, coats of arms embellished family porcelain. To Salem interiors these furnishings brought a touch of the exotic and of color—and they continue to do so today.

Crossman's 1815 copy of a Gilbert Stuart portrait of George Washington (left) was painted on the reverse side of glass by a Chinese artist. It hangs above the mantel (above).



The parlor of this Salem house (below) mixes Chinese treasures with American furniture. The carved teak table, many of the paintings and much of the porcelain are Chinese as is the ivory letter opener. The room reflects the city's motto, adopted during the China trade: "To the farthest parts of the rich East."



The living-room furnishings (above) of Crossman's apartment were almost completely made in China. Even the sofa cushions are covered in Chinese silks. The leather and brass trunks were for sea-going traders. The chairs of bamboo and cane were for the English market. A ship's bed, with its original caning, becomes a settee in the window bay.

To this day, many Salem dinner tables are set with fine export porcelain. At right, Canton warming plates, hollow to hold hot water, complement a delicately embroidered Chinese tablecloth.



By Frances M. Crawford

ONE-DISH MEALS FOR THE LONG, COLD WINTER

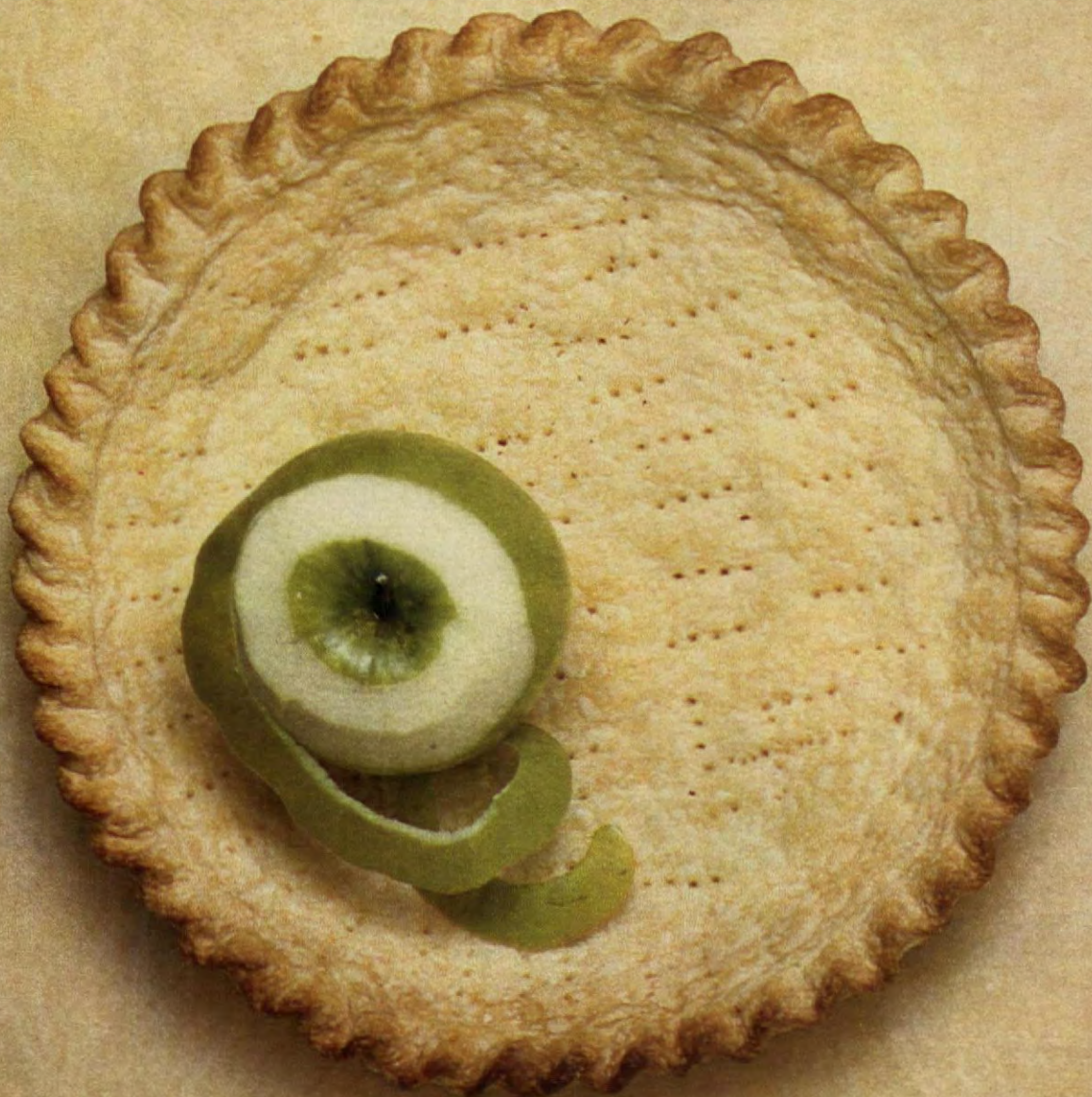
One-dish meals are almost as old as the art of cooking. Man first learned to make fire, then later invented pots of clay that could be put over the heat and so began to boil his foods in liquids. Through the ages, classic dishes of all cuisines have been cooked in a single pot. And for heart-warming cooking and eating on a cold winter's day, nothing could be better than one of these hearty favorites. They cook slowly and need little attention while they develop their tempting blend of flavors. French or Italian bread and wine are all the accompaniments they need, though you can add a crisp salad if you wish. Recipes for those shown and more begin on page 59.

From the left: Cassoulet, a variation of a classic, layered with beans and meats; Flemish-Style Chicken, rich with vegetables and cream; Stuffed Cabbage, with delicately seasoned pork filling and a flavorful tomato sauce.





The art of making a perfect pastry can often be an elusive one. But follow our



By Jane Uetz

THE PERFECT PIE

Pie is the country's No. 1 dessert. Yet the knack of making a perfect pie has eluded cooks for years. The secret is in the pastry, and even the most accomplished baker knows that it takes a

easy directions for a foolproof crust and you can make a triumph like this apple pie.



certain artistry to turn four simple ingredients—flour, salt, shortening and water—into a winning pie crust. For blue-ribbon honors, your pastry—one-crust, two-crust or lattice—should be so tender and flaky that, when broken, it will shatter into layers rather than crumble. The success of your pies depends upon you, and the trick lies in having a deft and gentle touch in the mixing, rolling and handling of the dough. This is true whether you make your pastry from scratch or use a packaged mix. You'll find a host of hints and recipes for pastries and fillings to help you on your way, beginning on the next page.

PIE CRUST HINTS

- For well-baked, golden-brown crusts, use pans of heat-resistant glass, dull aluminum, enamel or dark metal.
- Always preheat oven before baking. Allow 15 to 20 minutes for oven to heat.
- Measure ingredients accurately—dry ingredients in standard stack-type measuring cups, liquids in glass or see-through measuring cups. Use standard measuring spoons for small amounts.
- Use a light hand when mixing dough; rough handling will toughen pastry.
- Too much shortening, too little water or insufficient blending will make dough crumbly.
- Do not use self-rising or instant flour unless your recipe specifically calls for it.
- Pastry is easier to work with and will be flakier if chilled before rolling.
- Rolling pastry on a pastry cloth with a stockinet-covered rolling pin makes rolling easier and extra flour unnecessary.
- Always roll from the center out, using short, gentle strokes. Never roll from one end to the other across the pastry, as this stretches the dough.
- Roll crusts 3 inches larger than the pie plate to allow for fitting and trimming.
- If a tear occurs, patch it with a scrap of dough—do not reshape and reroll. To reroll scraps of dough, don't squeeze them together—pile them on a flat surface and press with a rolling pin.
- To place dough in pie plate, fold in half and place in plate gently. Or lift gently on rolling pin and unroll into plate. Pat dough gently into the contours of the plate. Do not stretch it—this will cause it to shrink in baking.
- Trim pastry edge with a knife or kitchen shears. Do not tear it.
- A soggy bottom crust can be caused by underbaking or a break or tear in the crust. Shiny metal pans, aluminum foil or baking sheet under the pie plate will reflect heat, causing sogginess.
- To help avoid soggy crusts on pumpkin or custard pies, beat the eggs for the filling, remove 1 teaspoonful and brush it over the crust. Chill to let egg dry.
- Pastry will not brown if the recipe has too much water or not enough fat or oil, if too much flour is used when rolling the dough or if the crust is rolled too thin.

STANDARD PASTRY (for 2-crust pie)

2 cups sifted all-purpose flour
 ½ teaspoon salt
 ¾ cup shortening
 6 tablespoons cold water

Sift flour and salt into mixing bowl. Cut in shortening with pastry blender until mixture resembles cornmeal. Sprin-

kle cold water evenly over surface; stir with fork until all dry particles are moistened and pastry clings together. Shape into ball; divide in half. Roll out one half with floured rolling pin to 12-inch circle on floured surface, using a light motion from center to edge. (Be sure dough is free-moving at all times. If it sticks to the surface, loosen with spatula and sprinkle a little flour underneath the dough.) To make 12-inch circle, invert pie plate over dough; mark a circle 1½ inches out from edge of plate. Cut through mark with sharp knife; remove plate. Fold dough in half; lift into 9-inch pie plate; unfold. Fit gently into contours of plate by pressing gently with fingertips. Do not stretch dough to fit plate. Trim ½ inch from edge of pie plate. Spoon or pour in filling.

Top crust: Roll out second half of dough to 12-inch circle; cut vents for steam to escape. Fold in half; place on filling. Trim overhanging edge 1 inch from edge of plate. Fold top crust under bottom crust, even with edge of plate. Pinch with fingers to form high-standing collar around rim. Flute edge, or crimp with tines of floured fork.

Lattice-top crust: Prepare dough for 2-crust pie; line pan with half of dough. Trim, leaving 1-inch overhang. Roll rest of dough; cut into ½-inch strips with pastry wheel or paring knife.

Fill pie; moisten edge of bottom crust with water. Place 2 strips of dough across top of pie, forming a cross. Working from center outward, add a strip at a time across each arm of the cross. Weave the strips over and under, allowing ¼ to ½ inch between strips. Continue until top is complete. Press strips to bottom crust. Fold crust over strips; form standing rim and flute.

FLAVOR VARIATIONS FOR 2-CRUST PIE

Cheese: Add 1 cup grated Cheddar cheese to flour before adding shortening.

Orange: Add 2 tablespoons grated orange rind and 2 teaspoons sugar to the flour before cutting in shortening.

Lemon: Replace 2 tablespoons water with 2 tablespoons lemon juice.

Nut: Add ¼ cup chopped nuts to flour before cutting in shortening.

STANDARD PASTRY (for 1-crust pie)

1 cup sifted all-purpose flour
 ½ teaspoon salt
 ½ cup shortening
 3 tablespoons cold water

Prepare pastry according to directions for 2-crust Standard Pastry recipe. Roll out and fit into pie plate as for bottom crust. Trim 1 inch from edge of plate.

Fold under excess dough, even with edge of pie plate. Pinch with fingers to form standing collar all around rim. Flute edge as desired.

Unbaked crust: When filling and crust are baked together, follow time and temperature of filling recipe.

Baked crust: Heat oven to 450°. Line pie plate with dough and flute edge. To help prevent shrinkage, press fluted points under plate rim just enough to hold edge in place. Prick bottom and sides of dough thoroughly with fork. Fit a piece of wax paper into shell; fill with raw rice or beans. (This will weigh dough down until it sets and prevent bubbles and shrinkage.) Bake 8 to 10 minutes; remove rice or beans and paper. Bake shell 8 to 10 minutes longer or until golden brown. Cool before filling.

STANDARD PASTRY (Electric-Mixer Method)

Use recipe ingredients for Standard Pastry. Measure flour, salt and shortening into large mixer bowl for 2-crust pastry and small bowl for 1-crust pastry. Mix at low speed 1 minute, scraping bowl constantly with rubber scraper. Add water; continue mixing, scraping bowl, until flour is moistened and dough just begins to cling to beaters (about 10 seconds). Remove dough from bowl and beaters and press firmly into ball. Proceed as for Standard Pastry.

LATTICE-TOP APPLE PIE

(pictured on cover and page 55)

Pastry for 2-crust pie

8 cups sliced, pared and cored cooking apples (about 3 pounds)

1 cup sugar

2 tablespoons flour or 1 tablespoon cornstarch

1 teaspoon ground cinnamon

1 teaspoon ground nutmeg

¼ teaspoon salt

½ teaspoon grated lemon rind

2 tablespoons butter or margarine

Prepare pastry. Roll out half the dough to a 12-inch circle; line 9-inch pie plate. Heat oven to 425°. Put apples in colander or sieve; place over simmering water in large pot. Cover; steam 5 minutes or until apples are soft but not mushy; cool. Combine sugar, flour or cornstarch, cinnamon, nutmeg, salt, grated lemon rind and cooled apples. Turn into lined pie plate; dot with butter or margarine. Roll out remaining dough. Make lattice top according to directions for Lattice-Top Crust (above). For a shiny top, brush with 1 egg yolk mixed with 1 tablespoon water. Bake 40 to 45 minutes. Remove from oven. Cool.

continued

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THE PERFECT PIE continued

CHOCOLATE MERINGUE PIE

- 1 baked 9-inch pastry crust
- $\frac{1}{4}$ cup cornstarch
- 1 cup sugar
- $\frac{1}{2}$ teaspoon salt
- 3 squares unsweetened chocolate, cut up
- $2\frac{1}{2}$ cups milk
- 3 egg yolks, slightly beaten
- 1 tablespoon butter or margarine
- 2 teaspoons vanilla
- 3 egg whites
- $\frac{1}{4}$ teaspoon cream of tartar
- 6 tablespoons sugar

Prepare pastry crust according to recipe. Combine cornstarch, 1 cup sugar, salt and chocolate in saucepan. Stir in milk gradually. Cook over medium heat, stirring constantly, until mixture thickens and comes to boiling. Boil 1 minute; blend half the mixture into egg yolks; stir into mixture in saucepan; cook 1 minute, stirring constantly. Remove from heat; stir in butter or margarine and vanilla; cool slightly. Pour filling into pastry shell.

Beat egg whites and cream of tartar until foamy. Sprinkle 6 tablespoons sugar, a little at a time, over egg whites;

beat well after each addition. Continue beating until meringue forms stiff, glossy peaks. Spread meringue over filling, making sure it touches crust all the way around. Bake at 350° for 15 to 20 minutes or until meringue is tipped with brown. Allow to cool at room temperature on wire rack.

DEEP-DISH CHERRY-ALMOND PIE

- 3 cans (1 pound each) pitted, tart cherries (water pack)
- $2\frac{1}{2}$ tablespoons quick-cooking tapioca
- $1\frac{1}{3}$ cups sugar
- $1\frac{1}{2}$ teaspoons almond extract
- 1 teaspoon lemon juice
- $\frac{1}{4}$ teaspoon salt
- Few drops red food coloring
- $\frac{1}{2}$ cup toasted, slivered almonds
- Pastry for 1-crust pie

Heat oven to 425° . Drain cherries; measure $\frac{1}{2}$ cup juice into mixing bowl. Add cherries, tapioca, sugar, almond extract, lemon juice, salt, food coloring and nuts; mix well. Pour into ungreased 8-inch-square baking dish. Roll out dough to 9-inch square. Cut vents to allow steam to escape during baking. Place over filling; press to rim of baking


dish; flute. Bake 40 to 50 minutes or until lightly browned. Serve warm with ice cream or whipped cream, if desired.

BUTTERMILK-CUSTARD PIE

A light pie, custardy on the bottom with a delicate foam on the top.

- 1 unbaked, 9-inch pastry crust
- 3 tablespoons butter or margarine
- 3 egg yolks
- $\frac{2}{3}$ cup sugar
- 2 tablespoons flour
- $\frac{1}{8}$ teaspoon salt
- $1\frac{1}{3}$ cups buttermilk
- 2 teaspoons vanilla
- 3 egg whites

Prepare pastry crust according to recipe. Melt butter or margarine; cool. Beat egg yolks slightly; stir in sugar, flour and salt. Add butter or margarine, buttermilk and vanilla. Beat egg whites until soft peaks form; fold into buttermilk mixture. Pour into pastry crust. Bake at 450° for 10 minutes. Reduce heat to 350° ; bake 15 to 20 minutes or until thin-bladed knife inserted in pie halfway between center and edge comes out clean and pie is golden brown. Allow to cool on wire rack. Chill.



Work a minnie miracle with Kraft Miniature Marshmallows

ASSOULET

(pictured)

This dish may be prepared ahead and set aside or refrigerated until baking time.

- 1 pound dry, white beans
- 1 pound salt pork
- 1 kielbasa sausage (about 1 pound)
- 2 small carrots, pared
- 1 large onion
- 2 whole cloves
- 2 cloves of garlic
- 2 bay leaves
- 1 teaspoon salt
- 1/4 cup lard, butter or margarine
- 1 pound boned shoulder of lamb, cut in 1-inch cubes
- 1 pound boned shoulder of pork, cut in 1-inch cubes

Salt

Pepper

- 2 cups minced onion (2 large)
- 2 cloves of garlic, minced
- 1 cup dry white wine
- 1 can (8 ounces) tomato sauce
- 1 can (13 1/2 ounces) chicken broth
- 2 bay leaves
- 1/2 teaspoon leaf thyme, crumbled
- 1/2 cup packaged bread crumbs
- 2 tablespoons butter or margarine

Soak beans in cold water to cover

about 2 hours. Drain. Place in large saucepan or kettle. Add salt pork, sausage, carrots, onion with cloves inserted, garlic cloves and 2 bay leaves. Add enough water to cover all ingredients. Bring to boiling, uncovered. Skim foam from surface. Reduce heat; simmer 30 minutes.

Remove sausage; reserve. Simmer remaining ingredients 30 to 45 minutes. Remove salt pork; reserve. Add salt. Continue cooking about 30 minutes or until beans are just tender, adding more boiling water if necessary. Discard onion, carrots, garlic and bay leaves.

While beans are cooking, heat lard, butter or margarine in heavy saucepan or Dutch oven. Add lamb and pork pieces. Sprinkle with salt and pepper. Brown meat on all sides. Add minced onion and garlic. Cook 2 minutes. Pour off as much of the fat as possible. Add wine, tomato sauce, chicken broth, 2 bay leaves and thyme. Bring to boiling. Simmer 1 hour or until meat is just tender. Correct seasoning to taste.

Heat oven to 375°. Drain beans. Cut

sausage and salt pork in 1/4-inch-thick slices. Reserve a few pieces of each for top of casserole. Arrange a layer of beans in 2- to 4-inch-high 4-quart casserole. Continue with layers of lamb, pork, salt pork, sausage and beans, ending with a layer of beans. Arrange reserved sausage and salt pork on top. Pour sauce over. Sprinkle with bread crumbs. Dot with butter or margarine. Bake 45 minutes to 1 hour. Makes 6 to 8 servings.

FLEMISH-STYLE CHICKEN

(pictured)

- 3 tablespoons butter or margarine
- 2 cups sliced onion (2 large)
- 3 leeks (white part only), thinly sliced
- 3 celery stalks, thinly sliced
- 3 medium carrots, pared, thinly sliced
- 2 tablespoons chopped parsley (reserve stems)
- 1 bay leaf
- 2 broiler-fryers (3 pounds each), cut up
- Salt
- Pepper
- 1 tablespoon melted butter or margarine
- 2 tablespoons flour
- 1 cup heavy cream

Heat butter or margarine in heavy
continued



Washington Waldorf Mallow Salad

- 1 envelope unflavored gelatin
- 1 cup cold water
- 1 tablespoon lemon juice
- 1/2 cup Miracle Whip Salad Dressing
- 1 3-oz. pkg. Philadelphia Brand Cream Cheese
- 2 3-oz. pkgs. strawberry flavored gelatin
- 2 cups boiling water
- 1 1/2 cups cold water
- 1 cup cubed apples
- 1/2 cup thinly sliced celery
- 1/4 cup chopped nuts
- 1 cup Kraft Miniature Marshmallows

Soften gelatin in cold water and lemon juice; stir over low heat until dissolved. Gradually add salad dressing to softened cream cheese, mixing until well blended. Stir in gelatin. Pour into 1 1/2-quart mold; chill until almost firm. Dissolve strawberry gelatin in boiling water; stir in cold water. Chill until thickened; fold in apples, celery, nuts and marshmallows. Pour over molded layer. Chill until firm. Garnish with endive, apple slices and walnut halves, if desired. Makes 6 to 8 servings.

Snow Mallow Appetizer Cups

- 2 cups (2 1-lb. cans) drained peach slices
- 1 cup fresh blueberries or 1 10-oz. pkg. frozen blueberries, well drained
- 1 cup Kraft Miniature Marshmallows
- 1/4 cup Miracle Whip Salad Dressing
- 1/2 cup heavy cream, whipped

Combine peaches and blueberries; mix lightly. Place in sherbet glasses. Fold marshmallows and salad dressing into whipped cream. Serve over fruit. Garnish with maraschino cherry, if desired. Makes 6 servings.



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ONE-DISH MEALS continued

saucepan or Dutch oven over medium heat. Add vegetables, parsley stems and bay leaf. Cook 2 to 3 minutes, stirring frequently. Remove skin from chicken; season chicken with salt and pepper; arrange over vegetables. Reduce heat to low. Cover. Cook 30 to 40 minutes or until chicken is tender, stirring vegetables occasionally.

Transfer chicken pieces to serving dish. Keep warm. Blend melted butter or margarine and flour. Stir into cooking liquid gradually. Cook 1 minute, stirring constantly. Stir in cream. Correct seasoning to taste. Pour sauce and vegetables over chicken. Sprinkle with chopped parsley. Makes 6 servings.

STUFFED CABBAGE

(pictured)

- 1 large head green cabbage
- Salted water
- ½ cup minced onion (1 medium)
- 1 small clove of garlic, minced
- 5 tablespoons butter or margarine
- 2 cans (8 ounces each) tomato sauce
- 1 teaspoon salt
- ½ pound ground, fresh pork
- ½ cup soft bread crumbs (2 slices)
- ¼ cup chopped parsley (reserve stems)

- ¼ teaspoon leaf thyme, crumbled
- Dash of pepper
- 1 cup coarsely chopped onion (1 large)
- 1 cup sliced, pared carrots
- 1 can (10½ ounces) beef consommé

Wash cabbage thoroughly. Cut off stem. Scoop out core and part of cabbage with large melon-ball cutter, keeping a 2-inch opening and leaving a 1- to 1½-inch-thick shell. Discard core. Chop scooped-out cabbage. Reserve. Place cabbage shell in large saucepan. Cover with salted water. Bring to boiling. Simmer 10 minutes. Rinse under cold water. Drain well.

Sauté minced onion and garlic 2 minutes in 3 tablespoons butter or margarine in large skillet over medium heat. Add chopped cabbage, 3 tablespoons tomato sauce and salt. Cook 8 minutes, stirring frequently. Combine cabbage mixture, pork, bread crumbs, parsley, thyme and pepper. Mix well. Stuff cabbage with mixture. Tie cabbage in large piece of cheesecloth.

Sauté chopped onion and carrots 5 minutes in remaining 2 tablespoons butter or margarine in saucepan just large enough to hold cabbage. Place cabbage,

stem-side down, over vegetables. Add consommé, remaining tomato sauce and reserved parsley stems. Cover. Bring to boiling. Simmer about 1 hour or until cabbage is tender, basting frequently. Place cabbage on serving platter. Remove cheesecloth. Correct seasoning of tomato sauce to taste. Strain over cabbage. Makes 4 to 6 servings.

CURRIED PORK WITH LENTILS

- ½ pound lentils
- 3 tablespoons butter or margarine
- 2 pounds shoulder of pork, cut in 1-inch cubes
- Salt
- 2 cups sliced onion (2 large)
- 1 to 1½ tablespoons curry powder
- 2 tablespoons flour
- 1 can (13½ ounces) chicken broth
- 2 tablespoons chopped parsley

Cook lentils according to package directions. Drain well. Heat butter or margarine in heavy saucepan or Dutch oven. Sprinkle pork pieces with salt. Brown on all sides. Stir in onion. Cook 2 minutes. Sprinkle with curry powder and flour. Cook 2 minutes, stirring constantly. Add chicken broth. Bring to boiling, stirring constantly. Cover. Sim-

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her 1 hour or until pork is tender. Add lentils to pork stew. Mix well. Cover. Bring to boiling. Simmer 10 to 15 minutes. Correct seasoning to taste. Sprinkle with parsley. Makes 4 to 6 servings.

BEEF STEW PROVENÇALE

3 pounds beef chuck, cut in 1½-inch cubes
¼ cup pure vegetable or olive oil
1 cup minced onion (1 large)
¼ cup minced shallots or green onions
2 cloves of garlic, minced
1 cup dry rosé or white wine
2 cans (8 ounces each) tomato sauce
1 can (10½ ounces) beef broth
2 bay leaves
1 teaspoon dried rosemary, crumbled
½ teaspoon salt
Dash of pepper
8 carrots, pared and cut into 2-inch pieces
2 stalks celery, cut into 2-inch pieces
2 cups stuffed green olives

Brown beef in oil in heavy saucepan or Dutch oven. Add onion, shallots or green onions and garlic. Cook 2 minutes. Add wine, tomato sauce, beef broth, bay leaves, rosemary, salt and pepper. Cover. Bring to boiling. Simmer 1½ hours. Add carrots and celery. Cook 1 hour or until meat and vegetables are tender. Add olives. Simmer 1 minute. Discard bay leaves. Makes 6 servings.

BAKER-STYLE SHOULDER OF LAMB

4- to 5-pound shoulder of lamb, boned, rolled and tied
1 large clove of garlic, cut in 5 or 6 slivers
Salt
Pepper
6 tablespoons butter or margarine
3 cups finely sliced onion (3 large)
4 pounds potatoes, pared and sliced
1 teaspoon salt
½ teaspoon pepper
2 tablespoons chopped parsley

Heat oven to 450°. Make slits in meat; insert garlic slivers. Rub meat with salt and pepper. Place in roasting pan or large earthenware casserole. Melt 2 tablespoons butter or margarine; brush over meat. Roast 15 minutes. Sauté onion in remaining butter or margarine in large skillet until light brown. Combine onions, potatoes, salt and pepper. Toss well. Arrange around meat in pan. Reduce heat to 400°. Roast 40 to 45 minutes or, if you use a meat thermometer, to an internal temperature of

125 to 130° for medium-rare. Stir potatoes and onions occasionally during cooking. Sprinkle with chopped parsley. Makes 8 to 10 servings.

BRAISED BEEF SAN FERNANDO

5- to 6-pound pot roast of beef
1½ teaspoons salt
¼ teaspoon pepper
3 tablespoons pure vegetable oil
2 cups dry sherry
2 cans (10½ ounces each) beef broth
½ cup catsup
2 packages (11 ounces each) mixed, dried fruits
2 tablespoons cornstarch
2 tablespoons cold water

Wipe meat dry with paper towels.

Rub with salt and pepper. Heat oil in heavy saucepan or Dutch oven over medium heat. Brown meat on all sides. Discard all fat. Add sherry, beef broth and catsup. Cover. Bring to boiling. Simmer 2½ hours. Add dried fruits. Cook 1 hour or until meat is tender. Place meat on platter. Keep warm. Remove fruits; arrange around meat.

Skim fat from surface of sauce. Blend cornstarch and water to a smooth paste. Bring sauce to boiling. Stir in cornstarch mixture gradually; cook, stirring constantly, until thickened. Simmer 5 minutes. Strain into sauceboat. Makes 8 to 10 servings.



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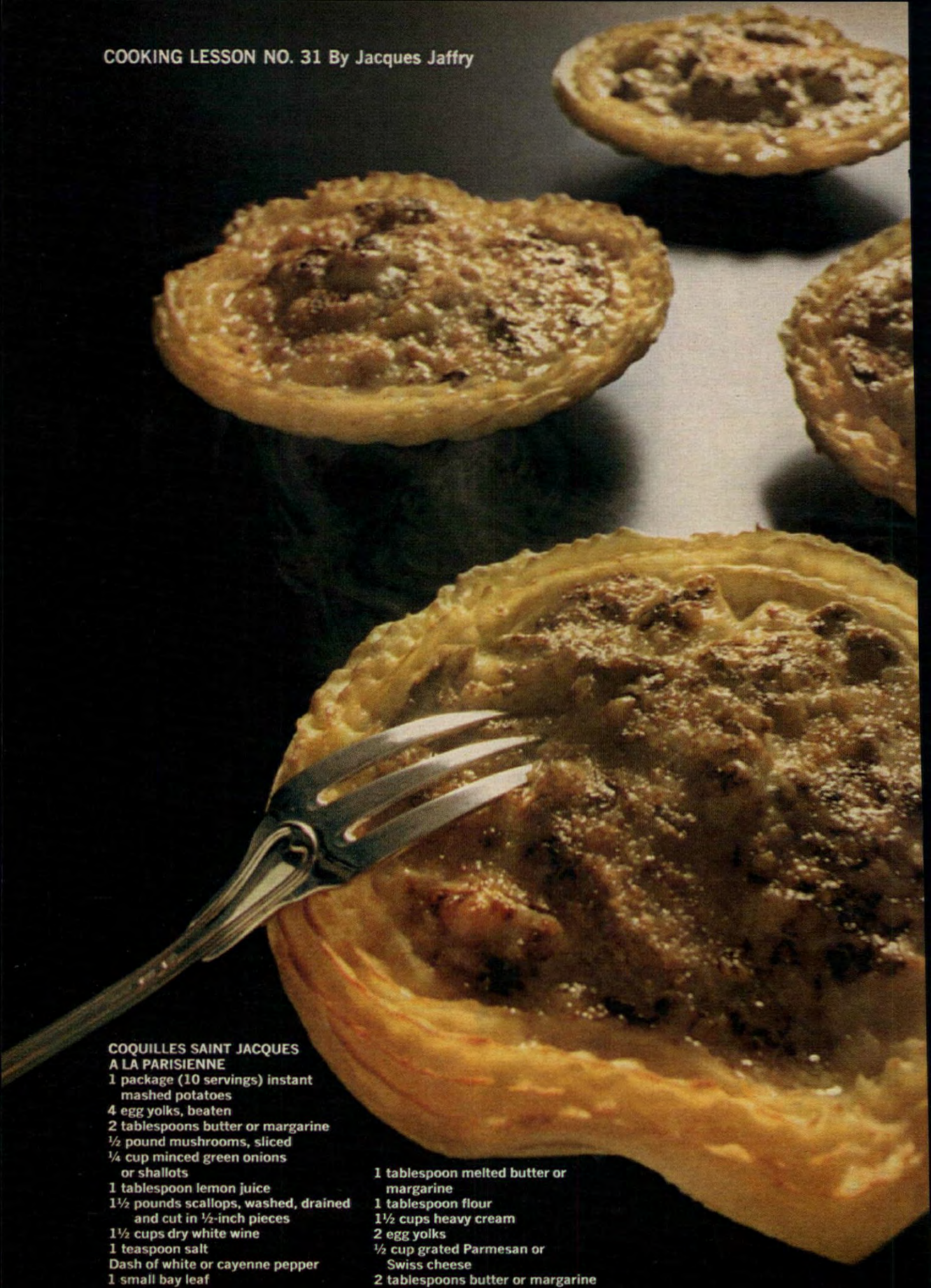
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**COQUILLES SAINT JACQUES
A LA PARISIENNE**

1 package (10 servings) instant
mashed potatoes

4 egg yolks, beaten

2 tablespoons butter or margarine

$\frac{1}{2}$ pound mushrooms, sliced

$\frac{1}{4}$ cup minced green onions
or shallots

1 tablespoon lemon juice

$1\frac{1}{2}$ pounds scallops, washed, drained
and cut in $\frac{1}{2}$ -inch pieces

$1\frac{1}{2}$ cups dry white wine

1 teaspoon salt

Dash of white or cayenne pepper

1 small bay leaf

1 tablespoon melted butter or
margarine

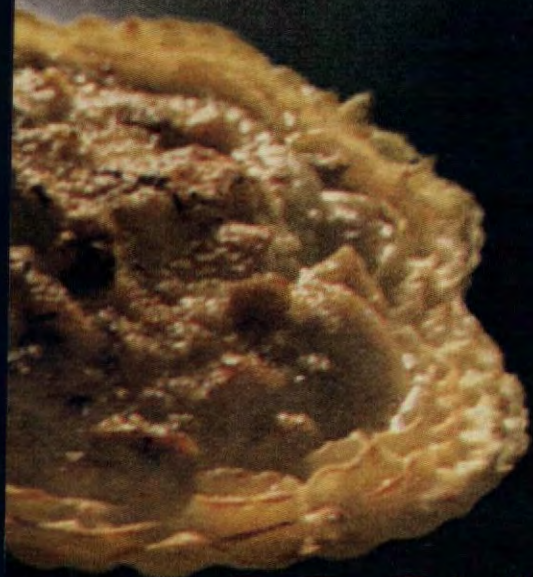
1 tablespoon flour

$1\frac{1}{2}$ cups heavy cream

2 egg yolks

$\frac{1}{2}$ cup grated Parmesan or
Swiss cheese

2 tablespoons butter or margarine



COQUILLES SAINT JACQUES

Scallops, the star ingredient of this luscious dish, are said to have been so named by American colonists because of the shape of the shell's edge. In France, they have been popularly known as *Coquilles Saint Jacques* since the Middle Ages. French pilgrims who traveled to the Spanish shrine of Saint James the Great at Santiago de Compostela brought home scallops from the nearby shore and called them after the saint—Jacques being French for James. These delicate morsels may be cooked in a variety of ways, but none is more entrancing than à la Parisienne: scallops in a rich sauce browned quickly under the broiler. It takes only minutes to do, a plus as they should be served at once. Guests can wait for scallops—but scallops should never wait for guests.



Prepare potatoes according to package directions, but omit the milk. Beat in 4 egg yolks. Beat smooth. Put into pastry bag fitted with star tube. Pipe a ½-inch strip around edge of shells or small ramekins.



Heat 2 tablespoons butter or margarine in large skillet over medium heat. Add mushrooms, green onions or shallots and lemon juice. Cook 2 minutes, stirring occasionally. Add scallops, wine, salt, pepper and bay leaf. Cover skillet. Bring to boiling. Simmer 1 minute.



Remove the scallops and mushrooms with a slotted spoon and set aside. Boil the liquid in the skillet until you have ¾ cup left. Remove and discard bay leaf.



Blend the melted butter or margarine and flour. Stir it into the reduced liquid and cook until thickened. Add 1 cup cream. Bring to boiling, stirring constantly. Beat 2 egg yolks and remaining ½ cup cream together. Beat into sauce gradually. Correct seasoning to taste. Add scallops and mushrooms to sauce. Stir 1 minute or until heated through. Do not boil.

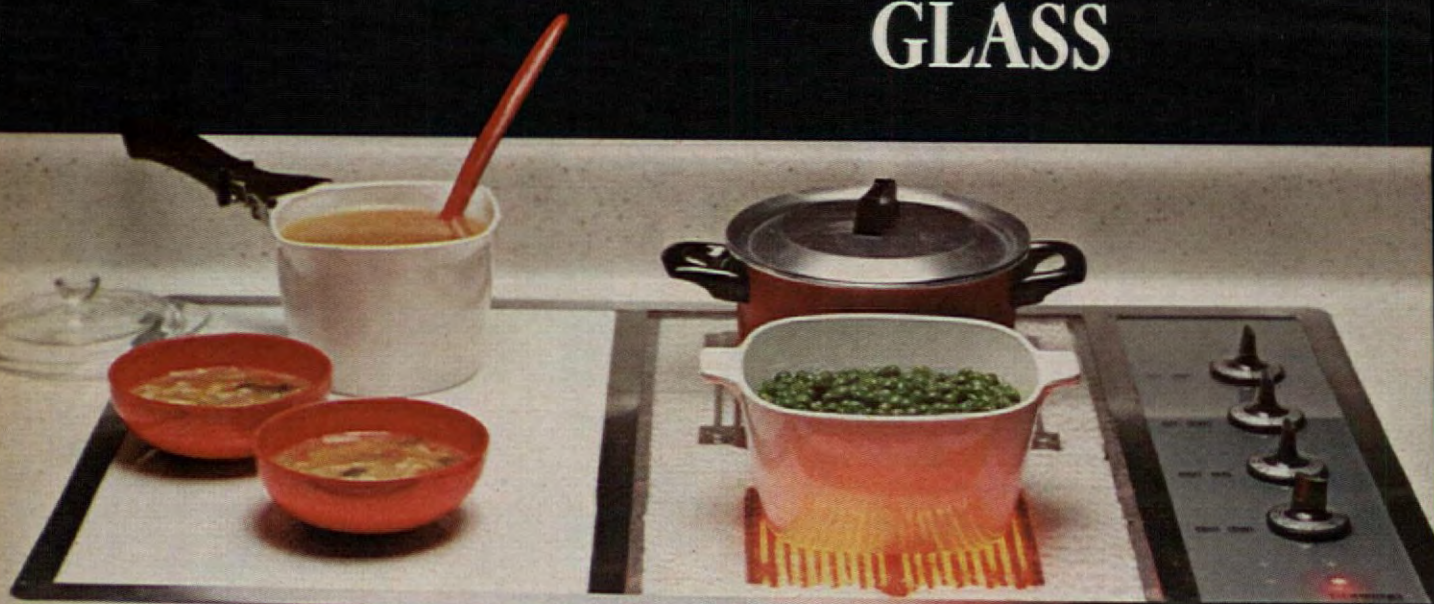


Fill shells with mixture. Sprinkle with cheese. Dot with 2 tablespoons butter or margarine. Broil until potatoes and scallops are golden. Makes 12 servings.

By Maidee Kerr Spencer

Imagine a range top so flat that it looks like part of a counter. Now think of a material so versatile that it conducts heat only to specific cooking areas, remaining cool to the touch everywhere else, and so tough that it would take a sledgehammer to crack it. The material is Pyroceram. Resembling white glass, it introduced a whole new concept in cooking. Easy to clean, Pyroceram is a chemical cousin to Corning Ware, Corning Glass Works' line of cook-and-serve pots and pans. The built-in counter design shown is one of several models, running from a two-burner unit to a four-burner, freestanding range including oven. Electricity is the power source used here, but one day these ranges may be gas-fueled. In the meantime, other manufacturers have been developing similar flat-top ranges for your cooking-with-glass future. (continued)

COOKING WITH GLASS



Corning's engineers removed the Pyroceram panel on the right for our photograph so that you could see the inner workings of their Counter That Cooks. Normally it has two sealed, opaque panels with sunburst patterns marking the heating areas. The red strips on the exposed unit are heating ribbons. The wider, dark strip in the middle of the grid is a thermostatic sensor.

Here's the famous Good Housekeeping basic diet with some tasty Florida Grapefruit variations.

Lose up to two pounds a week with this basic 1200-calorie diet plan. Caloric and nutrient content of our Shape-up Diet has been verified by Good Housekeeping Institute. But it's well to check with your doctor

before starting any diet. For diet plans and recipes, send name and address to Grapefruit Diet, AH, P.O. Box 6066C, Orlando, Florida 32803, with 25¢ in cash only (for postage and handling).



1200-CALORIE DIET

Breakfast

Grapefruit half or $\frac{1}{2}$ cup freshly squeezed grapefruit juice
and
1 soft or hard-cooked, poached or baked egg and 1 slice lightly buttered toast
or
 $\frac{1}{2}$ cup cooked or $\frac{3}{4}$ cup ready-to-eat cereal (choose from your favorites, but flaked or puffed cereals are your best choices) with 1 glass skimmed milk
or
 $\frac{1}{2}$ cup cottage cheese and 1 slice lightly buttered toast
and
coffee or tea, black or with a bit of skimmed milk and no more than 1 teaspoon sugar

Lunch or Supper

3 thin slices lean meat or poultry or 1 medium serving of fish; 2 servings of these vegetables: asparagus, broccoli, Brussels sprouts, cabbage, carrots, cauliflower, celery, green beans, greens, Italian beans, okra, sauerkraut, spinach or tomatoes. Serve them hot (unbuttered), or as salads with low-calorie dressing
or
1 sandwich (2 sliced eggs or 2 slices poultry, lean beef or ham) with mustard, catsup or low-calorie dressing; greens, as desired
or
 $\frac{1}{2}$ cup seafood, poultry or egg salad made with 2 tablespoons dressing; seasonings and greens

or
2-egg Western, mushroom or plain omelet, cooked in 1 teaspoon fat; 1 slice buttered toast
and
grapefruit half, fresh orange or tangerine or $\frac{3}{4}$ cup fresh grapefruit sections
and
 $\frac{1}{2}$ glass skimmed milk or buttermilk
and
coffee or tea (see breakfast note)

Dinner

$\frac{1}{2}$ cup freshly squeezed grapefruit juice
and
3 thin slices lean meat or poultry or a medium serving of fish; 2 servings vegetables—one from luncheon list and one of the following: $\frac{1}{2}$ cup serv-

ing of beans, corn, macaroni family or potatoes or 1 slice lightly buttered bread
or
any main course from luncheon list and 1 slice lightly buttered or jellied bread or toast
and
 $\frac{1}{2}$ cup mixed fresh grapefruit and orange sections
or
1 serving fruit from luncheon list;
or
 $\frac{1}{2}$ cup serving gelatin dessert or pudding made with skimmed milk;
or
1 thin slice angel food or sponge cake
and
1 glass skimmed milk or buttermilk and coffee or tea (see breakfast note)

Shape up with Grapefruit from Florida.

COOKING WITH GLASS continued

One of the limitations of cooking with glass is that you must use pots with absolutely flat bottoms for perfect contact with the source of heat. Many metal pots do not qualify as they have built-in ridges or concave or convex curves to compensate for the natural expansion of heated metal. Even two of the same style metal pots from the same manufacturer may vary in degrees of flatness. Thus, no particular brand of metal cookware is suggested.

To help you start cooking on their new glass-top range, Corning gives you a complete set of Pyroceram cookware.

Called Cookmates, they are basically Corning Ware with bottoms polished as flat as a sheet of glass. This flat surface mates perfectly with the Pyroceram cooking surface to distribute heat evenly. This also means, however, that the pot is so slippery that it may spin on the surface if you don't hold it while stirring a sauce. The set includes seven pots and their lids, a detachable handle that fits all and a teakettle. You can also purchase more of these Cookmates if you need them. Another cookware manufacturer is working on a line of metal pots and pans which will also be com-

patible with these new flat-top ranges. You probably already have some utensils with flat bottoms that will work very well on a ceramic top. Use a higher heat setting with metal pots than you would with the Cookmates.

Don't cook directly on the smooth surface without a pot. It's not a griddle and you would have a terrible mess to clean up. But no matter what boils over, you never have to worry about the spills getting down into the works and damaging the mechanisms. The heating grids and insulation are completely sealed.

Is the flat-top range really easy to clean? Indeed. As a test, we sprinkled flour over the surface and turned on the burners. (We don't recommend this, either, but we wanted to see the heat distribution without interference of pots). The heat was, by the way, very even. We cleaned up a hearty char of ashen flour with the Cleaner Conditioner that Corning provides. This preparation wipes off the worst goo with no trouble and it is even good for cleaning the Cookmates, a convenience since you should never use abrasive cleaners or steel wool that might scratch the Pyroceram. If you should run out, you can reorder the cleaner: \$1.25 for an 8-ounce bottle. That much should last you through a lot of simmered spaghetti-sauce splatters and other inevitable food spills.

Suppose someone *does* take a sledgehammer to the Pyroceram panel—replacement is not prohibitive, about \$25. If necessary, the heating elements can be removed individually for repair or replacement and any defective replacement part is covered by a three-year guarantee. The Cookmates are guaranteed forever against breaking due to thermal shock (plunging them while hot from the top of the range into cold water, for example).

Installing a flat-top range is like installing any built-in range top. The sizes are comparable to other built-ins and the power requirements are the same as those called for by conventional electric ranges.

What does this new range cost? Hold onto your hats—the built-in two-burner model is about \$220 and the freestanding, four-burner range with self-cleaning oven runs about \$600. That is comparable to top-line double-oven ranges with conventional burners, but remember you are paying for a cooking concept and convenience of tomorrow. However, as production increases and competitors flourish, the price will undoubtedly come down. **END**

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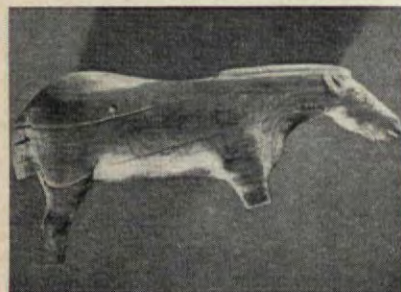
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Left, Stone Age ax is used by experimenter to study its wear patterns. Right, Cro-Magnon man is correctly depicted as being tall and robust.



Skill of prehistoric cave artists is revealed by precise outlining of muscles and subtle shadings.



This Magdalenian ivory horse, only three inches long, has delicate scratch marks to indicate hair.

Did you know that the famous "Piltdown man" was a deliberate hoax that fooled scientists for 40 years? That the early history of the human species has a 10-million-year gap about which nothing is known? That modern science can diagnose arthritis in a 44,000-year-old skeleton?

Fascinating discoveries like these make the development of man the greatest drama the world has ever witnessed. Here is the birth of all our history, our art, our religion, our civilization. Here you see emerging all those qualities that made us what we are today... that enabled us to descend from the trees and reach for the stars.

The story begins with a handful of men who risked their reputations—and sometimes their lives—to defy convention and dig out the truth. It gathers force with Darwin's *On the Origin of Species*, which challenged man's whole conception of himself as being above the laws of nature. And it reaches a climax today with the introduction of scientific methods that can reconstruct a fantastic story millions of years old from a few teeth, fragments of bone and chipped stones.

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You'll see—in their true colors—remarkably expressive paintings and sculptures of primitive man, and the actual skulls that showed early man's growing brain. You'll learn how a dog discovered the great prehistoric cave

paintings of Lascaux and how almost every branch of modern science has played a part in reconstructing man's step-by-step advance over 25 million years.

You'll be surprised to see how deeply influenced we still are by our ancestors... how the traits they needed to survive persist to this day. You'll understand what scientists mean when they say that our technology has come out of our biology, leaving us a million years of step with our own inventions. *Early Man* shows you how cholesterol and coronary ailments may well result from the "wild and woolly" response of our bodies to stress. The book explains too what is being done in various fields of medicine and sociology to help us deal with these ancient carryovers.

Written by F. Clark Howell, Professor of Anthropology, University of California at Berkeley, and the Editors of TIME-Life Books, *Early Man* is both an authoritative reference work and a rousing adventure story. A big, handsome, hardbound book—8½" x 11"—it contains more than 200 illustrations, many in color. An index, bibliography and appendix of the major human fossil sites make it especially useful supplement for school subjects such as Biology and History.

Despite all these lavish features, *Early Man* costs much less than you might expect—\$4.95 (\$5.25 in Canada) to subscribers, plus shipping and handling... a price made possible by TIME-LIFE BOOKS' large print order and extensive facilities.

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Above, ancient elephant bones are jacketed with plaster for shipment to a museum.

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African Bushman, member of a society that has changed in centuries, pauses during his long hunt.



FACE TO FACE AT OLDOVAN

A hominid fossil, the skull of an early man, was found at Olduvai Gorge in the heart of the Great Rift Valley in East Africa. It is one of the oldest hominid fossils yet found. The skull is a fragment of the lower jaw, showing the teeth and the jawbone. It is a fragment of the lower jaw, showing the teeth and the jawbone. It is a fragment of the lower jaw, showing the teeth and the jawbone.

It was found in 1961 by a team of American and African scientists. The skull is a fragment of the lower jaw, showing the teeth and the jawbone. It is a fragment of the lower jaw, showing the teeth and the jawbone. It is a fragment of the lower jaw, showing the teeth and the jawbone.

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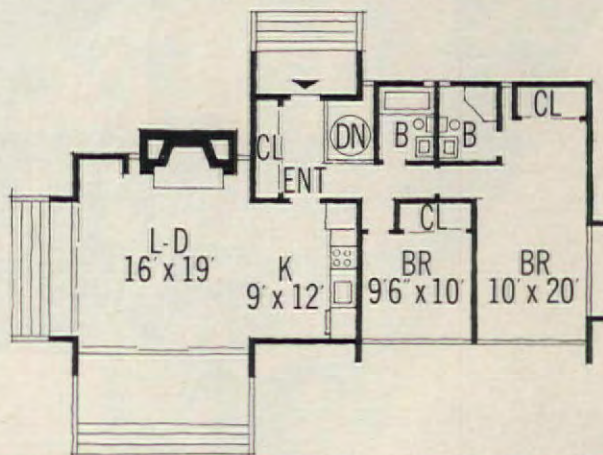
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high plateau-transition region (4,200 feet) with its ponderosa-pine forests and open meadows within full view of the snowy Cascade Range.

The Sunriver development, which now includes weekenders, vacationers and year-round residents, was opened on June 28, 1968, with a 20-year prognosis for completion. That the completion span now appears to have shortened to 12-15 years indicates no lessening of ecological vigilance, but rather an astonishing response from people who want to breathe clean, crisp air, walk gently in the woods and live in an environment controlled for the benefit of man, pine tree and red-tailed hawk.

Ecologist Jim Anderson, employed full time as Sunriver's naturalist, consultant in planning for protection of the environment and overseer of the community's wildlife sanctuary, explains it another way. Says Anderson, "We don't have to manage wildlife. We manage the people. We protect the habitat, and from there on nature does the rest."

A young man of tremendous zeal, Jim lopes happily from marshland to rim-rock in work boots and dusty pants, forever enlarging the definition of his extraordinary job. Often he is accompanied by a friend known simply as "Owl"—because that is what he is, a splendid specimen of the great-horned variety. Jim's Nature Study Center, a fascinating hodgepodge of outdoor photographs, field-trip paraphernalia, a tarantula, snakes, mice and Owl, soon will be moved to an "ecologium," an ambitious nature-interpretation center. Of it he says, "The ecologium will function for people and for the very nature we're here to enjoy. To my knowledge, this is the first time that a community development has ever taken this step."

"I'm employed to function in the planning of the area and to interpret its nature to the inhabitants. This is done through regular evening programs, saddle trips, canoe drifts, rock hounding, fossil hunting, nature walks, bird counts—the whole bit. The more nature and wildlife activity people see, the more aware they will become of this tremendous asset and the more they will respect it."

"As for industry in Sunriver, we'll be encouraging the so-called 'clean' industries to come here—'brain' industries, research companies, not the smoke belchers. When that happens we'll have a greater economic cross-section. Weekend, summer people, retirees, skiers will be balanced by working people."

Anderson's twice-weekly evening nature lectures originally were scheduled in the Nature Study Center conference room in the hope that his bird-banding youngsters and college ecology majors might turn up two dozen strong. Programs have now been shifted to the Great Hall, the immense log-beamed, onetime Army officers' club where an overflow of mesmerized children sprawls on the floor and adults fill every chair.

The end result of all this passionate concern is a perfect environment for families, best expressed by Robert and Mary Glass, who, with their three young boys, spend their weekends and summers in Sunriver. Robert is a dentist in Eugene and a skier who knows the value of nearby 9,060-foot Mount Bachelor.

"Sunriver is going to give us five more years with our boys than is the norm today. Mary and I have seen too many of our friends' children start to go their own way as soon as they hit the teens, bored with the family beach or mountain cabin, cutting off their parents. At Sunriver there's a youthful freedom and so much to do that every age has its companions and activities."

"There's a good deal of luxury here, but life has some of the aspects of comfortable camping. We walk and jog and bicycle. Many families lock up their cars on arrival and take to foot on the 25 miles of cart paths. Most of the property here is being purchased by Oregonians. And that's the way we want it to remain—Oregonian."

(The rash of sun-seeking developments in the area has shaken up many an oldtimer. But residents of Bend, 15 miles to the north, admit, "If Sunriver *had* to happen, thank God it's Oregonian, and double thanks that it's the work of John Gray and Don McCallum.")

McCallum has discovered that Sunriver's spell has also taken hold of families with sons and daughters in their 20's, like his.

"Our family will remain a good deal closer for the rest of our lives because we live here. There's too much to do ever to grow bored. We listed the sports activities alone and came up with golf, tennis, boating, skiing, fishing, ice skating, swimming, hunting, exploring, horseback riding, hiking, mountain climbing, sky diving, flying, saddle trips—and I've probably left something out."

John Gray sounds a cautious note. "Sunriver is a composite of the thinking of many people. It's an experiment—there's no question about this. No one can predict the future with certainty."

The basic plan of Sunriver is flexible. It can be adapted without destruction of the environment. Sunriver Properties turns the clustered communities over to their residents when 90 percent of the land is developed or when the developer declares that it is virtually complete or, at the latest, by the year 1999. I believe Sunriver's eventual 5,000 families will want to retain a quality project utilizing the best of the environment."

Peter Walsh, who works in Portland, charter flies to the Sunriver Airport to join his wife, Lindy, and two daughters at their condominium. Peter, who admits that the handyman act is "not my bag," wants relief from all the worries of absentee homeownership.

"The condominium concept appeals to me—no headaches. It's amazing how easy it is to live here. We're at Sunriver primarily for the recreation. I've been a golfer all my life and like tennis before breakfast. I also like to fish and hunt and some of us ski and ride and explore. The only thing missing is the ocean, but we've got great sailing lakes. We take our boat up on the high lakes on Century Drive. Then there's the airport—only a 50-minute flight from Portland."

Lindy Walsh was hostessing a half-dozen of her older daughter's college friends when we visited her. She said, "It's simple to entertain here because there's so much for people to do. You don't really 'entertain' them—you just give them the opportunity to do exactly as they please."

Peter, whose front-porch view of the distant mountains is endlessly spectacular, sums it up: "I can't think of anything they've left out at this stage of the game. They've made a tremendous investment here, some \$13,000,000 plus land and operating costs, and yet the main interest doesn't appear to be making money, but in creating a way of life."

Private homes already completed range in value from \$15,000 to \$100,000. The lots vary from about $\frac{1}{8}$ to $\frac{1}{2}$ acre with a value spread from \$5,700 to \$22,000. Residential condominiums range from \$29,950 to \$43,000, land included. The Design Committee must approve house plans, which are required to blend naturally into the environment with no clash of exterior material. Natural landscaping is the rule, and special permission must be obtained for removal of any tree larger than three inches in diameter. Fences at property lines, urban lawns, paving, planting of any growth not indigenous to the area are restricted. (continued)

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SUNRIVER continued

The monthly maintenance charge, levied on all residents, is \$10 and includes fire and police protection. The fee entitles homeowners to unlimited use of the swimming pool, tennis courts, children's playground and pays for the upkeep. It also gives them a price break on family use of the 18-hole golf course, soon to be augmented by another.

Nonresidents can also join in the Sunriver experience. Scattered throughout the development are 23 guest lodges, open year-round, where vacationers can bed down between trips to the wilds or the ski slopes. In the main Sunriver Lodge, teen-agers have their own place, The Establishment, a noon-to-midnight jukebox, soda-fountain and psychedelic-postered recreation center into which adults cannot step after 7 p.m. unless accompanied by their young.

Ask residents what they like about Sunriver and the answers are sure to vary. Canoeists reply, "It's the 8½ miles of the Deschutes winding through Sunriver, the trout—the big German browns, the rainbows and the brookies."

Judy King, a member of Sunriver's birdwatching clan, found it easy to answer. "We've lived in cities. We've lived in California. But here I can see hundreds of wild birds—look at them bathing in my pool."

Judy and husband Kenneth King, a retired Denver businessman, worry over "the thin line separating practical considerations and idealism." Says Judy, "Whether Sunriver can remain under control with today's pressures of population and technology is unknown. It's still a real-estate sales program. The company cannot develop the project solely to keep deer healthy and attract wild birds. Can it be environmentally attractive and yet make of money?"

"Jim Anderson is opening the eyes of the young people to the beauty of the land. They'll be willing to protect it. But can Sunriver remain a sanctuary until these young people serve on the boards that assist in the planning?"

This unique development has been put in capable hands. Sunriver may serve as an inspiration to other community planners to go forth and do likewise. It isn't unrealistic to hope that a day may come when real-estate development begins not with the snarl of bulldozers, but with the laugh of a child, the song of a bird, the splash of a silvery trout in clean water—in short, with ecological research into the living relationship between man and other endangered species.

END

THE CHINA TRADE continued from page 46

Salem was one of the few coastal ports not blockaded by the British during the Revolutionary War, and it had built and maintained a good-sized fleet of swift privateers which preyed on the British gunboats. When the war ended, and the British would no longer permit Americans to trade with the West Indies, Salem found itself with a plethora of ships and no place to go for trade. A few voyages were made to Russia, but the great lure was the rich China trade.

This had previously been controlled by the British East India Company; now Americans were determined to get their own tea. By 1789, the year of Washington's inaugural, there were 15 American vessels trading at the port of Canton, five of which came from Salem. All but one of the Salem ships belonged to Elias Hasket Derby, the daring shipowner who dispatched Salem's first China-trade ship, *The Grand Turk*, and became one of our earliest millionaires. (Shown on page 46 is Derby Wharf as it looks today.)

All of these ships had to travel 13,000 miles in voyages that might last two or three years, depending on how many stops were made en route to gather goods for trade. At first the Americans had no knowledge at all of the Pacific, only the crudest maps, and hardly any navigational equipment until Nathaniel Bowditch, who lived in Salem, published *The New American Practical Navigator* in 1802. Ships that were built only to ply the Hudson River crossed the Pacific, so small they could be crewed by eight men and two boys. Many vessels had as captains and mates youths of 19 or 20 who had been trained from boyhood for their calling and who might, if they survived, retire at 40 with their fortunes made. Ships that weathered storms and reefs sometimes were lost to coastal pirates or their men slaughtered by hostile natives.

In the forests of New England and New York grew a root, ginseng, which the Chinese valued for supposedly giving vitality to the aged. Early vessels always carried for trade quantities of this root, as well as crude and coin silver (both for use as currency and the making of silverware) and furs. Cargoes were exchanged for tea, silk and porcelain at profits that might reach 600 percent.

In 20 years' time, Salem became one of the richest, most elegant towns in America. Shipowners and captains built exquisite mansions, many designed by

famed architect Samuel McIntire. Silk-clad ladies sat by lacquered side tables, served Chinese tea in porcelain cups made to their order in Canton. Their most elaborate silverware, their simplest kitchen bowls came from China. The windows would be hung with Chinese silk, the floors covered with Chinese rugs or straw matting and the walls would glow with Chinese wallpaper.

If Salem was affected, so was China—but in another way. The Chinese had an ancient and highly developed civilization. There was virtually nothing they wanted from the West except trade revenues. Suspicious and scornful, the mandarins made fun of the foreigners for being unable to survive without "rhubarb and tea."

Although the Americans seemed to have generally enjoyed happy relations with the Chinese, there was trouble, partly because the Chinese thought their laws should apply to the foreigners and, more seriously, because of the opium trade. The British brought in opium from India; the Americans, from Turkey to sell to the Chinese.

There were other aspects of the China trade which reflected sheer greed. To satisfy the Chinese passion for furs, traders saw to the near elimination of the sea otter on the coasts of what is now Oregon and Washington. They then discovered vast seal herds on the islands off Argentina and in 20 years decimated countless millions of seals. The fragrant sandalwood of Hawaii pleased the Chinese; at first the Hawaiians regulated the cutting of the forests, but in time they allowed the trees to be sold off for quick profit.

Yet despite avarice and plunder, there was glory. A tiny ship belonging to a sealer fleet discovered part of Antarctica. To speed the shipment of teas, Donald McKay and other naval architects evolved the clipper ship, possibly named for the brisk clip at which it journeyed. Sharp and long of hull, and with lofty square-rigging to support billowing clouds of canvas, clippers were surely among the fastest and most beautiful sailing vessels ever made.

China-trade ships ventured along the California Coast when it was still Spanish, and after the Gold Rush Salem

clippers traveling to China carried goods and settlers around the Horn to San Francisco.

But Salem's ascendancy in the China trade had ended during the War of 1812, a period in which Britain seized many a Salem ship. In time, the harbor also proved too shallow for the heavier ships of the day.

The sea captains of Salem had not thought they were bringing back valued works of art, rather objects that were useful and pleasant for the home. But it was through the China trade that there came expectations of beauty and a longing of the eye for elegant surroundings in daily life.

END

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SHOPPING INFORMATION

STYLE AND THE SINGLE STEM

Page 16: Cylinders, carafes and battery jar, Terrestriis, 767 Fifth Ave., N.Y.C. (Add \$1 for postage and handling.) Pottery bottle, vase, Bonniers, 605 Madison Ave., N.Y.C. (Allow 6 to 8 weeks delivery for pottery bottle.) Laboratory beaker, Georg Jensen, 603 Madison Ave., N.Y.C.

TEN TREES: BEST BUYS

Pages 43-45: Trees shown are available at all Sears stores. The American Forestry Association (919 17th St. NW, Washington, D.C. 20006) also offers two excellent books: (Enjoying Our Trees, \$6.18 and Growing Your Trees, \$2.12).

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THE HOUSEWIFE'S DILEMMA

continued from page 26

duty plastic, please, instead of noisy metal—for missing handles and poor-fitting lids? The dishes are snugly stacked in the dishwasher without an inch of wasted space.

Then it's off to pick up the dirty laundry strewn around the house. You don't have quite enough wash-and-wear for a full load, so you'll put them aside and do a capacity wash of towels and T-shirts. Of course you gave up high-in-phosphate detergents months ago, but today you might even cut down on your rinsing time and water level.

Now it's off to do the shopping. No impulsive hopping into that new family car with its souped-down engine and modern pollution-control equipment for you. You'll organize your errands, carrying your own marketing bag, and do them all on your way to the dentist.

At the gas station you'll tank up on lead-free gasoline. But you'll skip the car wash this week. And when you stop to chat with a friend at the supermarket parking lot, maybe you'll both remember to turn off your motors instead of letting them idle unnecessarily. No surreptitious dumping of your car's ashtray in the parking lot, either. Incidentally, when you're with the dentist, couldn't you ask him if he *really* needs to keep the water running in that little bowl?

While you're waiting for the children to come home is the ideal time for letter writing. Tell the influentials—your newspaper editor, mayor, park commissioner, county health officer or Congressman—your ecological gripes. Why be a silent majority? And when the children come home and start whining, "What can we do?," you'll be full of ideas. Go around the neighborhood and collect glass bottles for redemption, you can tell them. (Some 23 billion of them clutter the countryside each year.) The same for aluminum cans—also cash-redeemable for recycling in many areas.

And so we come to the end of a perfect ecological day. Naturally, you won't nag your husband to build a fire in the fireplace. You'll bask in the glow of your ecological efforts instead. And to top it all off, here's what some environmentalists suggest you put in front of everyone at the dinner table— $\frac{1}{2}$ cup of rice, one glass of milk made from soybean oil plus a side dish of brownish-red seaweed. When they scream, "What's that?," you'll tell them, "That, on this overpopulated planet, is *your* daily share of the world's available food if it were evenly divided among us all." **END**



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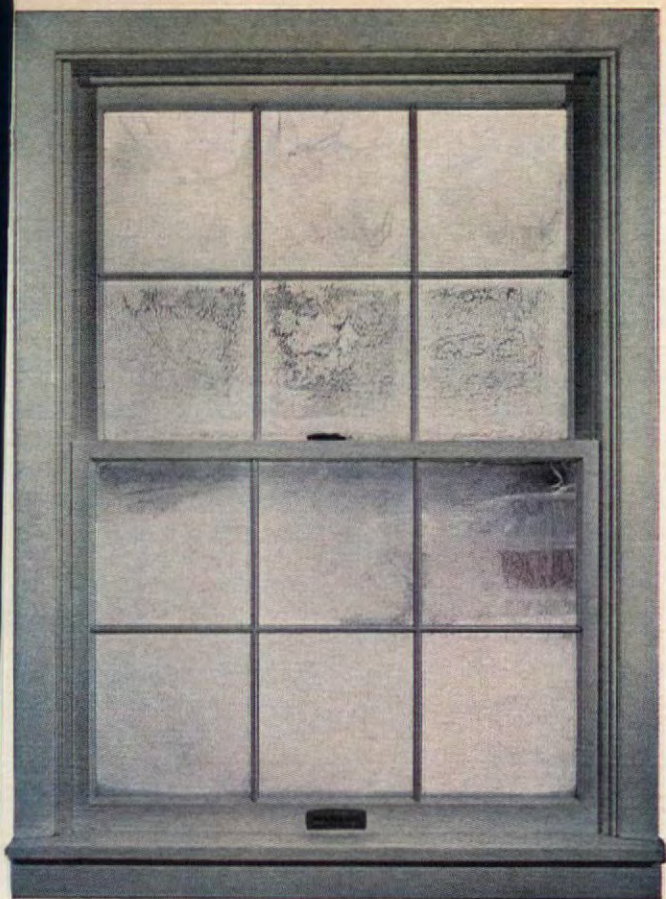
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later. *Twindow* units look more attractive than storm windows. And there are only two surfaces to wash.

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GARAGE SALES: BEST BET FOR BARGAINS

Every day in normally quiet neighborhoods all over the country, men and women dash from their hastily parked cars up strange driveways in pursuit of garage-sale bargains. The open garage has become a 20th-century bazaar with a carnival spirit. Few stores or catalogs have ever offered such a variety of nearly new, old and rare merchandise at such low prices. And with a little know-how, persistent shoppers can stretch today's budget with sensible, secondhand garage-sale buys.

You can find out about these sales (and related events such as patio, driveway and backyard sales) in the want ads of your local newspaper. Notices appear daily in "Furniture for Sale" and "Miscellaneous for Sale" columns. But "Trading Post," "Shopper" or similarly named sections of the paper featuring weekend specials carry the most extensive and enticing ads: "Model's wardrobe, size 12"; "Six laying hens **FREE**—We don't like eggs"; or how about "50-family garage sale"?

Each ad tells you about the kind of sale you'll find. A "neighborhood garage sale," for instance, means that a large, varied selection of goodies is probably being offered. Other ads itemize the merchandise: "Modern sectional, \$25, Cartop carrier, \$10." "Estate sale," "House full of furniture," or "MOVING—everything goes!" means quantity.

Recognizing what is worth buying and what is not requires practice. To test the economies of this kind of buying, think of some retail purchase you intended to make, then compare a garage-sale item for quality and price.

The safest buys are among that broad array of miscellany whose condition and durability are easily discerned. These include dishes, pans, simple utensils, picture frames, non-antique furniture, plants, table linens, knickknacks and building supplies such as bricks, sinks, pipe and tile. You will find real savings on baby equipment, luggage, toys, sporting goods, camping gear and books. Nearly new furniture and carpeting in almost perfect condition can often be bought for less than half the original cost. There are great savings here if you can locate suitable colors and styles.

The riskier items are appliances, machines or gadgets that are electrical or

have moving parts. Don't be embarrassed to plug in and try out a clock, radio, hair dryer, vacuum cleaner, adding machine or power mower. Lamps can be easily fixed and are often worth buying for the shade alone. If you know the seller personally you'll be able to take his word for the condition of questionable merchandise. Consider the circumstances of the sale, too. A family moving a long distance or relocating from a large home to an apartment is likely to be leaving behind appliances and other items that are still in good working order.

The most fervently hunted articles are antiques and "collectibles" such as copper and brass pieces, colored glassware, baskets, lace, buttons, old dolls, toy trains and miniatures. Garage sales are providing homemakers and novice collectors that rare opportunity to compete with dealers for family treasures that are finally being offered for sale.

Intrepid bargain hunters locate the earliest available copy of the want ads. If something catches your fancy in the morning paper, it doesn't pay to be shy about knocking on doors before breakfast—the dealers aren't. Some ads state a time preference, such as "after 12" or "evenings," but in actual practice any time goes.

Once on target, look inside of, beneath, behind and directly at all merchandise displayed. If you are interested, but a little unsure about buying, say, a dresser, put your hand on it and ask the seller a few questions to stall for time. In the case of a smaller item, perhaps a rare tea cup, carry it around with you while you make up your mind. Speak to the seller as soon as you decide to buy, before someone else who's been eyeing that cup can get to him.

It helps to keep a list of items you hope to find. Also note measurements and other pertinent data, for a bookcase or fire screen, no matter how cheap, is not a bargain if it doesn't fit the space intended for it.

At garage sales you will have to make quick decisions that are not required for the average counter-top purchase. If you discover a treadle sewing machine, ask yourself: Do I really want it? Is there oak underneath all that paint? Is it worth refinishing? Will my new por-

table adapt to the old fittings? Can I sell it again without a loss if I change my mind? Last of all, is it worth the price being asked?

Many people who give garage sales are amateur, secondhand dealers and they try to price fairly. But you can buy with more confidence if you will jot down comparative prices of items you hope to find. It is especially important to know going prices when buying antiques. Garage-sale antiques can be purchased for less than a dealer's price—much less when extensive repair or refinishing is needed.

When prices are not marked, they will usually be quoted verbally. Occasionally a rare item, such as an Oriental rug, will be sold by the collection of written bids. Most women feel uncomfortable about haggling, but there are ladylike ways to strike a bargain. And it's perfectly acceptable to offer a lower amount. If you are interested in an item, but not desperate, check back by phone later. Prices are often reduced at the end of the day, so don't be over-eager to buy.

The telephone, by the way, is a buyer's ally. Call for information on color and size and for directions on how to get to the sale, or just to compare prices.

Most sellers will accept checks for garage-sale purchases. Some will even take trading stamps for their goods. And if cash is demanded, a small deposit will normally hold your purchase while you cash a check.

When the time comes to bring your treasure home, it helps to have a way to haul it, a place to put it, a knack for fixing it, and a husband who is sympathetic with the whole enterprise. The rewards go beyond material pleasures. Garage-sale shopping is great entertainment—you'll be discovering new neighborhoods and meeting interesting people while you're poking around in others' junk.

"I don't know why she's carting all this stuff home," commented one man about his wife, just returned from a neighborhood sale. "We can't even get the car in our garage." The answer was provided by an onlooker—and it's good advice. "Just keep the things you like best," she said, "and with the leftovers give a garage sale yourself." **END**

CANNED TOMATO PRODUCTS

When a girl leaves home to set up housekeeping—as we all do sooner or later—she receives a good deal of well-meant advice from her mother. My mother gave me a case of the tomato sauce she always used. I soon realized that although everything I cooked tasted delicious, all my dishes had a resemblance.

When I could cook a respectable fricassee and felt brave enough to try my hand at Greek lamb shanks and other exotica, they all tasted alike, too. Mom's tomato taste was still there, crossing all frontiers. Baked lasagna, meat loaf and goulash—the flavors of Italy, the U.S. and Hungary—had all disappeared into Brand X.

The time had come to try another kind of tomato. But when I first went to the supermarket, I nearly gave up the struggle, so bewildering was the selection. Tomatoes of all shapes and sizes lined the shelves: whole, plum and round. There were peeled, whole tomatoes from California, Italy and Spain; tomatoes packed in juice or puree or with paste added; stewed tomatoes with onion, celery and green pepper; tomato juice; tomato paste (with or without basil leaf); sliced baby tomatoes and tomato wedges in juice . . . and of course the numerous brands of prepared sauce.

How do you guide the right can to the right dish? The labels don't help. So here is a beginner's index to the canned tomato products that I have found, by trial and error, to be most useful in the kitchen.

Tomato paste. European recipes use tomato paste when fresh tomatoes are out of season. For French recipes, use a domestic American brand; for Italian cooking, the imported paste, with basil leaf. To remove the bitter taste, cook the tomato paste in oil as the Italians do when making pizza sauce. Or bake it for hours, the way the French do in cassoulet. Remember that tomato paste is highly concentrated—a little goes a long way.

Plain, peeled tomatoes. Use these with their own liquid for soups, stews and casseroles. Stew meat is generally tough, and the natural acidity of canned

tomatoes helps break down the fibers.

Tomatoes packed in juice or puree. These are ideal for vegetable stews like *ratatouille*, and for cooking fish in the Greek way with tomatoes, herbs and onions.

Tomato juice. This is just as good a marinating agent as wine, lemon juice or vinegar. Plain tomato juice is often all you need to moisten *moussaka*, meat loaf or baked rice casseroles.

Stewed tomatoes with onion, celery and green pepper. This product is excellent for all cuisines where green and red peppers form an integral part of the seasoning. Geographically speaking, this includes Spain, Hungary, Louisiana, the Caribbean and South America—once all linked together in Spanish colonial times. Stewed tomatoes are the

correct seasoning for such apparently disparate dishes as New Orleans creole gumbo, Hungarian goulash and South American *picadillo*.

Tomato puree. This is simply canned, sieved tomatoes. It is excellent in soups and sauces and can be used in place of canned, whole tomatoes—just use one-quarter less of puree.

Tomato sauce. In addition to the regular, there is Spanish-style tomato sauce, a tomato sauce with mushrooms, cheese, onion or tomato pieces added. Use the Spanish style or those with the added products when you want a special extra flavor. As for the tomato sauce my mother recommended, I heat it and pour it over spaghetti. That way I remember Mother now and then, rather than *all* the time. —Eleanor Marlowe

Small sensation.



The small delicate peas that rival the French petits pois in flavor.

© Green Giant Company

Fill out coupon and enclose check or money order. Florida residents please add sales tax. Allow 4 weeks for handling and mailing. (Sorry, we are unable to handle Canadian or foreign orders). To avoid delays please indicate your zip code.

American Home Dept. 4168
4500 N.W. 135th Street, Miami, Florida 33054

Check item(s) desired:

- Kit 61288 Snapdragons
 @ \$5.98 ea. (plus .25 postage) \$
 Kit 61289 Frame for Snapdragons
 @ \$6.98 ea. (plus .50 postage)
 Kit 61290 Little Bouquet
 @ \$3 ea. (plus .25 postage)
 Kit 61291 Frame for Little Bouquet
 @ \$3 ea. (plus .50 postage)
 Kit 61285 Needlework Carrier
 @ \$7.98 ea. (plus .50 postage)
 61014 Catalog of other Kits
 @ .25 ea.
 Sales tax, if applicable
 Total enclosed

print name _____

address _____

city _____ state _____ zip code _____

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

Needlewomen, take note: This new, haul-all carrier, with pockets for your yarns and tools, is an ideal companion both at home and when you're on the go. Ready-made, it measures a compact 9x12x14 inches, folds flat when not in use and is framed in sturdy mahogany-stained pine. To order, see coupon.



By Dorothy Lambert Brightbill

STITCH A WALL GARDEN

Create an ever-blooming garden with bright, embroidered floral pictures. Cover one wall with matchstick blinds to enhance these designs, add green plants to sustain the mood.

The Snapdragons, size 13 by 24 inches, designed by Barbara Sparre, are bright sentinels of color on creamy-white homespun. Little Bouquet, 8 by 10 inches, by Charlotte Patera, is stamped on a background fabric of blue-striped green.

The frames, in the colors pictured, are also available. To order these kits, use the coupon.



An Amazing Value for only \$2.98

Lighted Pineapple Centerpiece



With many luscious fruits around its base gives it delightful "dining in the tropics" atmosphere! Light shines through the translucent true-to-life color of the pineapple, making a unique center-piece sure to be admired by guests! Uses 2 "C" batteries, not incl. A great buy for only \$2.98.

MAIL 10-DAY NO RISK COUPON

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24 superb full-color photographs of the rare, the adorable, the unusual residents of the "Kitten Kingdom"; magnificent Siamese, American shorthair, Margay, Red Colorpoint shorthair, Balinese, chinchilla Persian and others. Each is fully described. When year is over portraits may be removed and framed. Calendar dates leave ample room for notations, engagements. Heavy paper, spiral book form. 8x6 in.

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Send me Cat Fancy Magazine at special low introductory price! ☐ 1 Yr. \$4.50 ☐ 2 Yrs. \$8.

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DEAR AMERICAN HOME

POLLUTION POLEMICS

I am as concerned over the pollution problem as anyone, yet I feel most are overdoing the subject. Instead of sparking public reaction to our environmental dilemma, today's magazines are boring the public to death. A new approach to the problem should provide good subjects for creative writers.

Mrs. Robert S. Barry
New Orleans, La.

This issue is dedicated to your point of view. Hope you like our approach.

SUNRIVER IN THE SNOW

We own a home at Sunriver, Ore., and were there when your photographers were taking pictures for the January issue. At this moment there are many happy skiers and Pole House [see page 36] owners at Sunriver because 8 inches of snow have just fallen. The place is out of this world. Only trouble is, we are trying to keep Sunriver a secret.

Mrs. Lester Anderson
Eugene, Ore.

KITCHEN KUDOS

I was impressed by the article, "Your Kitchen of Tomorrow," in the October issue. I teach home-equipment operation and am working on a remodeling plan for our equipment laboratory. Many of the ideas you expressed interested me.

Joyce K. Hrvol
Instructor, Home Management
University of Delaware
Newark, Del.

Thanks for Maidee Spencer's "From Home Base" in the September issue. This was the best article I've ever read on kitchen flooring.

Mrs. H. M. Waldron
Marcy, N.Y.

LIFESTYLE: YOUNG MARRIEDS

Congratulations on a marvelous job! My husband and I are struggling through law school and we enjoy your slant toward the younger marrieds. I especially like the needlework kits, sections like "Lifestyle" and the recipes. I've become quite a creative cook for just the two of us.

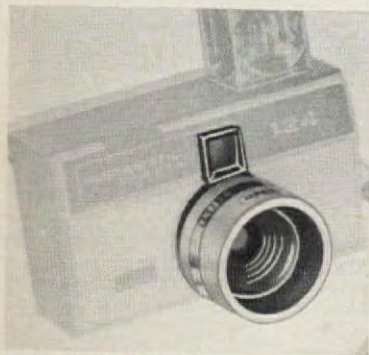
Mrs. V. R. Delhotal
Topeka, Kan.

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



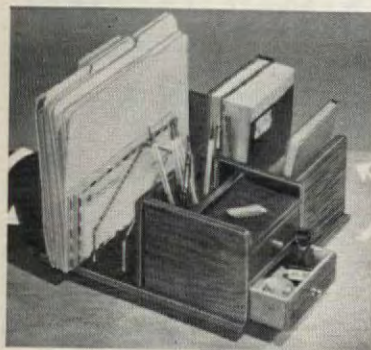
Covered bridge pin

Here's a new view from the bridge—a charming porcelain pin in natural colors showing a view of one of the few remaining covered bridges in Bucks County. From an original painting by L. Hager, it's in a gold tone setting. 1½x1½ in. \$4.25. Clymer's of Bucks County, Dept. AH-1, Pt. Pleasant, Pa. 18950.



Telephoto lens

Fits on Kodak Instamatics for close-ups of distant scenes; wide-angle lens for panoramic views. For 100, 300 or 400 series except 314 and 414. \$7.95 each; both, \$14.95. Deluxe set with snap on viewfinder, carrying case. \$19.95. State model number. Briar Haven, Dept. MP, Box 125, St. Ann, Mo. 63074.



Going around together

A convenient combination of revolving desk organizer with drawers, turns on ball-bearing base. Of wood, it comes in a kit, easy to assemble. Keeps all your needs in easy reach and your desk tidy. 11¼x11¾x5½ in. \$7.99 plus \$1.25 postage. Catalog, 25¢. Storage Barn, 4384 Mayfield Rd., South Euclid, Ohio 44121.

LYNN HEADLEY Editor

AMERICAN HOME MARKET PLACE



Way out

In left field, that is! This happy little fella no doubt just caught a fly ball. "Smiley" is an adorable ceramic figurine 12 in. high. In blue, yellow or green. Also, in various colors, Garden Elf, Happy Skier or Skirted Girl. \$9.95 each plus \$1 shipping. Ivy League Creations, AH-1, 49 West 44th St., New York, N. Y. 10036.



Folding suitcase

Judge this case for yourself as a nifty extra for travel. Nothing to bring things home in? This beauty oblong roll opens with a pull of the protruding tab and stretches into a 21x16x7 in. tote. Black vinyl. \$14.95 plus \$1 shipping. Catalog, 25¢. House of Minnel, Dept. A-11E, Deerpath Rd., Batavia, Ill. 60510.



Hmmm, a pretty pillow

You'll sing a song of creative satisfaction over Humming Bird and Hibiscus pillow kit for beginners. Kit: easy-to-stitch design on natural linen; heavy embroidery yarns in greens, yellow, red, white; cording; zipper, instructions. 12x12 in. \$2.95 plus 35¢ shipping. The Stitchery, AH1, Wellesley Hills, Mass. 02181.



Mini glass garden

A green thumb or all thumbs, it's easy to grow these plants in any gallon-size container. You'll have an adorable miniature garden of 6 woodland plants in 2-3 weeks. Glass Garden Packet (6 plants): 1 for \$2; 2 for \$3.75; 3 for \$5. House of Wesley, Nursery Div., Dept. 4414-5, R. R. 1, Bloomington, Ill. 61701.



Conversation piece

Queene Anne is a pretty petite French cradle phone that somehow makes woman talk very chic. Brass base and dial are complimented with white cords and fittings. Just plug in to use. 6¾ in. high. \$49.95 plus \$1.50 shipping. Catalog available. Grand Com, AH-1, 1152 6th Ave., New York, N. Y. 10036.

CHIMES TO LIVE WITH

... Chimes forth once on the hour and half hour

Bring the gentle grace of the sound of chimes into your home or office.



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... A Famous Timepiece restored as a Classic Decoration for your Home or Office

MAGNIFICENT GEORGIAN PENDULUM AND CHIME CLOCK

Long the stately halls of Georgian Manors echoed with the measured beat and soothing chimes of this classic wall clock. The rhythmic motion of the pendulum, the heavy weights gleaming in the glow of fireplaces, the intricately worked faces, all convey the passage of time measured in grace and dignity. Now all the craftsmanship and artistry of this honored timepiece has been captured in this authentic model of a Georgian Hall Clock by a world famous horological house. All its elegance and magnificence has been recreated in a beautiful hand-finished case accented with a gold-toned pendulum and superbly embossed dial. Accentuated by the gleaming counterweights and chains, here is the kind of elegance usually found in only the most expensive settings. Combined with the precision electric movement, with its lovely chime that sounds once on the hour and half hour, here is a memento of the past, that will serve you in beauty and utter dependability.

OFFER WILL NOT BE REPEATED THIS SEASON

Because of the unusual value of the Georgian Wall Clock we urge you to order now while our supply lasts. Each clock, complete with electric pendulum, is 16" high, 7" wide and 3" deep. Unfortunately it is impossible for you to envisage its handcrafted beauty from the small black and white illustration here. Only when you see it in your home or office can you fully appreciate its antique beauty and superb craftsmanship. In order that you may actually see for yourself its beauty and value, we will send it to you for only \$14.98 on full money-back guarantee. So hurry, order now, this offer will not be repeated this season in this magazine.

COLONIAL STUDIOS, DEPT. GS-33
20 Bank St., White Plains, New York 10606

Please send me the Georgian Pendulum and Chime Wall Clock for just \$14.98 on full money back guarantee if I am not absolutely delighted. (Please add \$1.00 postage and handling with each order.)

Enclosed is \$..... (Print Clearly)

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Address.....

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

☐ **SAVE! SPECIAL OFFER:** Order two clocks for just \$27.95. Extra Clock makes a very special gift!



WEAVE AN AFGHAN
 MAKE YOUR OWN AFGHAN on this pocket-size loom with "hedge" action that weaves a whole row at a time. Weave 4" x 4" squares or 4"x2" oblongs in minutes. Sew or weave together for sweaters, afghans, etc. Needle, 2 books incl. **F6068 Wonder Weave . . . \$2.49**



75 BILL-PAYING ENVELOPES \$1
 Why scramble for envelopes at bill-paying time, or break up good stationery sets? Use these 6 1/2" white envelopes made for the job. Return shows name, address and Zip code. **P3003 75 Envelopes . . . \$1**



250 GOLD FOIL LABELS
 Gleaming gold foil labels stick anywhere — a smart personal touch to letters, books, cameras, records, etc. Classic border, handsome black printing. 1" x 1 1/4". Up to four lines. **P4010 250 Gold Foil Labels . . . \$1.98**



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 No need to worry about your pet getting lost! This lifetime return address tag shows the pet's name, plus your name, address and phone number — all engraved in polished stainless steel. **P4008 Pet Return Address Tag . . . \$1**

Charge to my **INTERBANK MASTER CHARGE** account number:

BANK NUMBER: print the 4 numbers & letter from lower left part of card															
SATISFACTION GUARANTEED OR MONEY BACK SEND FOR FREE CATALOG															



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 Colorful red, white and blue American Flag labels with "Be Proud of America—We Are" in red. Stick to any dry, clean surface. Use on letters, packages, books, bikes, windows, at school, etc. 1" x 1 1/2". **56080 Set of 100 Flag Labels . . . \$1**



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 Razor-sharp stainless steel blades never need sharpening. Lightweight, easy to use on delicate or bulky fabrics. Two pair in set. 6" & 7 1/4". Gleaming golden finish, completely rustproof. Vinyl case incl. **N1010 Golden Scissors Set . . . \$4.98**



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 Perfect for both casual and dress-up. Multicolor stripes of green, brown, black, gold, white and orange accent any outfit. Long-wearing vinyl has satiny look of glove leather. 10"x13"; zip closing. **N7043 Striped Tote Bag . . . \$7.98**



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 Send in any picture, document, marriage license, birth certificate, wedding invitation, black and white or color snapshot (no negatives please) . . . or even a 35mm color slide . . . and have it enlarged into a giant 2-foot by 3-foot black and white wall poster. Comes rolled in a mailing tube to prevent creasing. Your original returned safe and sound. A real conversation piece for any room or office.
D5009 Giant Photo (from photo) . \$3.98
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 Print your name and address (or any 3 lines) on stationery, books, advertising. In compact, self-inking case for pocket or purse — always handy when you need it! Use at home, office, school. **P4009 Pocket Printer . . . \$1**



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 Roto-Photo lets you flip to your favorite snapshot easily! No gluing or mounting. Just slip photos (up to 3 1/2" x 5") into protective transparent windows on sturdy base. Windows for 160 pictures included. **S2045 Roto-Photo Album . . . \$5.98**



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GIANT 2-FT. x 3-FT. POSTER
 Send in any picture, document, marriage license, birth certificate, wedding invitation, black and white or color snapshot (no negatives please) . . . or even a 35mm color slide . . . and have it enlarged into a giant 2-foot by 3-foot black and white wall poster. Comes rolled in a mailing tube to prevent creasing. Your original returned safe and sound. A real conversation piece for any room or office.
D5009 Giant Photo (from photo) . \$3.98
D5010 Giant Photo (from slide) . \$4.50



Fit for a king

The man in your life tall or big? He'll go for this color catalog on famous name clothing including 200 shoe and boot styles "for him." Information on sizes, lengths, prices, colors makes it easy to shop by mail. Catalog is free. King-Size Co., 5820 King-Size Bldg., Brockton, Mass. 02402.



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Wear these beautiful pearls from the isle of Majorca to suit your fancy. Flawless and lustrous, they are 8 mm hand-knotted uniform pearls. 22 in. matinee length, \$9; 44 in. opera length, \$12; 60 in. rope, \$15. In suede pouch. American Image, Dept. AH-1, 276 Park Ave., New York, N.Y. 10010.



Original oil paintings

Each original is signed by the painter, with the country of origin on the back. On artists' canvas, mounted and matted. Each is 14x17 in. Selected Landscape, Floral, Fruit or Seascape. \$2.95. 2 for \$5.50. Add 25¢ shipping each. World Art Gallery, Dept. AH-1, 606 Post Rd., Westport, Conn. 06880.



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Dread ironing hard-surfaced fabrics? Don a cover on your steam iron to stop "shine" when you press or iron serges, gabardine, dull-surfaced silks, woolens and knits. Set of 2 iron covers, \$1.00 plus 15¢ postage. Anthony Enterprises, Dept. AH-1, 585 Market St., San Francisco, Calif. 94105.



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Embroider for hall, den, or living room. Kit includes design stamped on decorator fabric, wool, needle, and easy instructions. Available in all Zodiac signs; tell us birthdate and we'll send proper kit. Each kit, \$1.50. Frame, 12" x 12", \$1.75. Add 45¢ postage and handling.

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The Country Gourmet Inc.
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THIS DIAGEM IS NOT A DIAMOND!

But You Can't Tell The Difference!

Imagine paying under \$125 for a perfect two-carat ring . . . under \$125 for fabulous one-carat earrings . . . \$60 for a full carat tie-tac!

Impossible?

Since diamond prices are so closely controlled by the international cartels, of course that likelihood is extremely remote, but now thanks to an incredible space-age breakthrough, you can do practically the same thing!

Now, for a fraction of what you would pay for a genuine diamond, you can purchase a man-made jewel so perfect only an expert can tell it from the real thing for sure.

Imagine! Magnificent man-made Diagemes so perfect that only experts can tell them apart positively . . . So beautiful that many jewelers — and even pawnbrokers — are fooled! So flawless that few genuine diamonds can match their perfection . . . and for less than one twentieth the cost!

These magnificent jewels are called Diagemes. They are identical to diamonds in appearance.

THE ONLY DIFFERENCE

Genuine diamonds are produced under tremendous heat and pressure. So are Diagemes! Genuine diamonds have a cubic molecular structure. So do Diagemes! Genuine diamonds have a fire and brilliance measured by the refractory scale as 2.4. So do Diagemes! Genuine diamonds are cut by expert diamond cutters. So are Diagemes!

What is the difference then? Simply this . . . A diamond, which is the hardest substance in the world, is harder than a Diagem. This is the basic difference between a genuine diamond and a Diagem.

Even the woman who wears a Diagem can't tell the difference. Diagemes pass for real diamonds in looks anywhere, in the most knowledgeable and most sophisticated company!

100 years ago, 50 years ago, even 20 years ago, there was no substitute for diamonds. There were paste, zircons, and a few laboratory-made stones of uncertain quality, but nothing that could actually pass in appearance as a genuine diamond. Diagem, the most magnificent man-made jewel can't be told from a diamond and knowledgeable people everywhere are taking advantage of that fact!

Those magnificent diamond earrings your friend's wife was wearing the other day may actually have been Diagemes! The beautiful ring your best friend was wearing may have been a Diagem as well! More people—especially among the wealthy—are wearing Diagemes than you would begin to suspect, but they're not telling, and unless they do, there is no way you could possibly know.

WHY NOT YOU?

Unless you are buying purely for investment, Diagemes make perfect sense because: 1. They cost only a fraction of what diamonds cost, yet they are just as beautiful and often more so. 2. They pose no expensive insurance problems. If one should be lost, strayed or stolen, the event is not the

calamity it might otherwise be. 3. Only an expert can tell them from the real thing for sure.

If you are wondering what kind of a gift to get for that special occasion . . . why not a Diagem? If you have an anniversary coming up, what better way to go all out than with a gift like this? If you're about to purchase an engagement ring, how much more sense to invest in a Diagem! You get a bigger (and since diamonds are judged by size), a far more lovely and impressive ring for a fraction of what you would expect to pay, and the huge savings can go towards furnishing the house or towards that new car.

Or, if you are simply trying to impress or win over a friend, what better way than this? If diamonds are a girl's best friend, so are Diagemes because she can't tell them apart!

No matter what kind of gift, no matter what the occasion, certainly Diagemes make good sense, and if you have any doubts, you can actually see for yourself without risk. We are so confident you will be impressed with Diagemes once you actually examine one, that we make this

FREE EXAMINATION OFFER

Diagemes are available only in a few smart outlets in several of our larger cities and nowhere else. Now, for the first time, they are being offered by mail!

We are a highly reputable and well-financed organization. You may deal with us with complete confidence. No one will ever know you are our customer. If Diagemes sound intriguing to you, simply indicate your choice below. When your Diagem arrives, look it over for 10 full days at our risk. Have it examined by whomever you like. If, at the end of that time, you are not completely satisfied in every way, return for an immediate refund, no questions asked! Your friends must be convinced you are wearing a magnificent genuine diamond, or you pay nothing!

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DIAGEM CO., Main Office/Showroom, 294 Hempstead Ave., Malverne, N.Y. 11565, Dept. AH1

Handsome FREE presentation case with each item. Please rush the Diagem(s) I have indicated below by insured mail with the understanding that I may examine them for 10 days without obligation. If, at the end of that time I am not completely satisfied, I will return for a full and immediate refund, no questions asked.

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☐ Two-Carat perfect Diagem \$75
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Circle ring size: 4 5 6 7 8 9 10 11 12 13

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Don't Compare

these Diagemes with zircons, white sapphires, paste or any of the "synthetic diamonds" you may have seen or heard or read about. Diagemes are different! The product of years of research and development, they are virtually identical to and indistinguishable from genuine diamonds in appearance . . . Same basic cubic molecular structure, same light refractive index (2.4), same clarity and brilliance.

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When Diagemes were first introduced, a man we know approached a pawnbroker with a one carat Diagem ring. The broker examined it through his glass and said, "\$750". Look again, smiled our friend expecting the pawnbroker to recognize his error. "O.K., \$800," he replied, "but no higher."

The prospective mother-in-law was unimpressed by her daughters choice of a beau. When the young couple showed her the magnificent engagement ring, Momma softened a bit. After all, anyone who could afford an \$1,800 ring couldn't be all bad. The actual cost of that ring? Less than \$80, but to this day Momma hasn't the slightest inkling!

Diagemes simply cannot be told from real diamonds positively except by an expert jeweler!

MONEY-BACK GUARANTEE

When your Diagem arrives, examine it for 10 days at our risk. If you aren't convinced it is everything we claim, indistinguishable from a genuine diamond in appearance, don't keep it. Simply return for full and immediate refund, no questions asked!

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Show your metal

Tac-O-Qik set includes 6 metal taco shells. You can turn a half-dozen canned or frozen tortillas into crispy, crunchy shells for plump beef, ham, sausage or bean tacos in minutes. With instructions. \$3.98 plus 50¢ postage. Maison Michel, AH-1 Michel Bldg., Hicksville, N.Y. 11802.



An eye for apples?

A handsome set of crystal "apple" dishes are delightful for puddings, jello or other desserts. 4¾x5 in. Set of 8, \$4.95. For soups, salads or cereals, size 5¾x6½ in. Set of 8, \$5.95. Colonial Garden, Country Kitchen, Dept. AHE-1, 270 W. Merrick Rd., Valley Stream, N.Y. 11582.



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Cotton shirts can spell out club name, etc., for fun wearing and easy washing. Up to 30 non-fade letters printed on shirt in navy blue or powder blue. Sizes: S, M, L, XL. Sweatshirt, \$4.45; T-shirt, \$3.20. All ppd. order from Holiday Gifts, Dept. 601B, 7047 Pecos St., Denver, Colo. 80221.



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Wood ship model of famous "Old Ironsides" is a must for salts or landlubbers! Has carved wood hull, cast metal fittings (cannon, anchors, etc.), wood stand, metal nameplate, easy assembly instructions. 14¼ in. \$9.95 plus 50¢ shipping. Scientific Models, 98 DE Monroe St., Newark, N.J. 07105.



Bubble beauty

Enjoy luxurious relaxation as you lounge in airy comfort on this inflatable Swedish body chair. The attractive bubble shape gives comfortable support. Exotic in black or gold to blend with any decor. \$15.95 plus \$1 postage. J. Carlton's, Dept. FO13, 176 Madison Ave., New York, N.Y. 10016.



Colorful film offer

You can have jumbo prints made of your 12-exposure roll of Kodacolor film for \$1.50; 20-exposure for \$2.50. Eastman Kodak film only, with a limit of 1 roll per order. Failures are credited. You can't lose on this fine 90-day trial offer. Skrudland Photo, Dept. Z58, Hebron, Ill. 60034.



Snack table's a treat

You don't need to cover up this white and gold honey with its marbleized top of weatherproof Macon for outdoor or indoor entertaining. Just wipe clean. Can't rust, warp or corrode. 19 in. in diameter. \$5.95. 2 or more, \$5.75 each. Add \$1 shipping. Storage Barn, 4384 Mayfield Rd., So. Euclid, Ohio 44121.

Spectacular New Space-Saving Plants Grow Huge Crops in Tiny Spaces!

Giant Size Fruit on Miniature Trees
Six Midget Fruit Trees Grow in
Only a 10x20 ft. Space!



MINI-SIZE ORCHARD

Every tree is miniature, but only in its size! You will grow fine quality apples, peaches and pears; all ripening at different times to provide a supply of tree-ripened fruit from August to mid-October! A complete orchard in only 10 x 20 feet! These are Liliputian-size trees, but they promise to deliver Gulliver-sized fruit crops, and right in your own backyard. 2 type apple trees, 2 type peach, 2 pear.... Truly mighty-midgets for fruit lovers everywhere!
D10304 Orchard, Set of 6, \$29.98

ONLY
\$29.98

Amazing New Horticultural Development

THE TO-PATO

TOMATOES & POTATOES
GROW ON ONE PLANTING



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

Tomatoes flourish red & succulent above ground, crisp potatoes grow low! BOTH on the same plant! Grow abundantly in any soil! Kit contains planting medium, enough tomato-potato seeds for 6 plants, waterproof planter carton, plastic moisture retaining sheet, complete instructions. D8784 To-Pato Seeds, 6 plants @ \$2.98



GIANT EASY-TO-TRAIN "Climbing Strawberries"



plant now
and in 6 to 8
Weeks eat
Succulent
Red Ripe
Strawberries
right off your
own vine...

VINES RISE
TO ASTONISHING
HEIGHTS...
UP TO 5 FEET!

These are the Surecrop Strawberries that you buy in the expensive fancy-vegetable markets. Real show strawberries for that strawberry shortcake, fancy fruit salad, plain with light sweet cream or in a fancy desert. Truly they are.

**Bushels of Delicious Strawberries
All Summer Long**

Plant right now and in 60 days you'll pick red ripe strawberries and continue to do so month after month right up to the first frost. Simple planting instructions make it easy for anyone to have a green thumb, even if you've never gardened before.

**30-DAY MONEY BACK
GUARANTEE**

Surecrop Strawberry plants are hardy and disease resistant. They are sold on our 30 day money back guarantee. Simple growing-training instructions will help produce your first bountiful berry crop quickly.

D-8896 10 Plants @ \$3.98
D-8897 4 Plants @ \$1.98

30-DAY MONEY BACK GUARANTEE

We guarantee that all our seedling kits and plants will be delivered in healthy condition and if for any reason you are not completely satisfied we will replace them or refund your money within 30 days.

GREENLAND STUDIOS

4612 Greenland Building, Miami, Florida 33054
Please rush me the items checked below. I understand if not completely satisfied, I may return within 10 days for a full and complete refund. Enclosed is check or m.o. for \$_____

- ☐ = D-10304 Mini-Sized Orchard @ \$29.98
- ☐ = D-8784 To-Pato Seeds, 6 plants @ \$2.98
- ☐ 2 To-Pato Seed Kits, 12 plants @ \$4.96 (You save \$1)
- ☐ 4 To-Pato Seed Kits, 24 plants @ \$8.92 (You save \$3)
- ☐ = D-8896 10 Strawberry Plants @ \$3.98
- ☐ = D-8897 4 Strawberry Plants @ \$1.98

All plants shipped at correct time for planting in your area!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

POSTAGE AND HANDLING CHART	
Orders	Up to \$2.00.....50c
	\$2.01 To \$3.00.....65c
	\$3.01 To \$5.00.....85c
	\$5.01 To \$7.00.....\$1.10
	\$7.01 To \$10.00.....\$1.25
	\$10.01 To \$12.00.....\$1.50
	Over \$12.00.....\$1.65

No plants will be shipped to California and Arizona.



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195685 2 records count as 1



191338 2 records count as 1



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Any 12 of these hi



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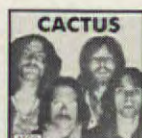
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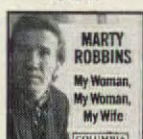
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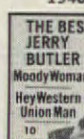
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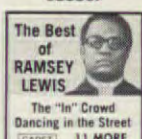
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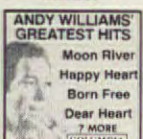
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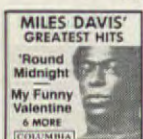
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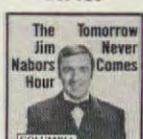
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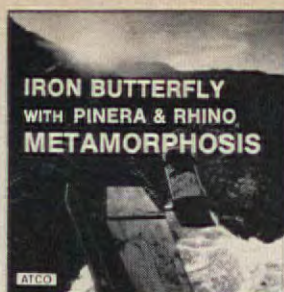
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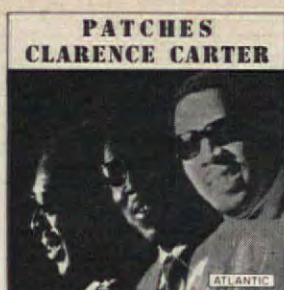
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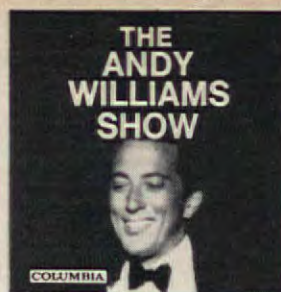
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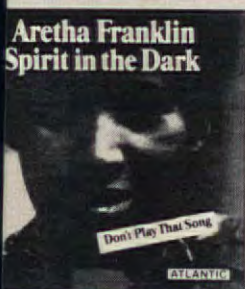
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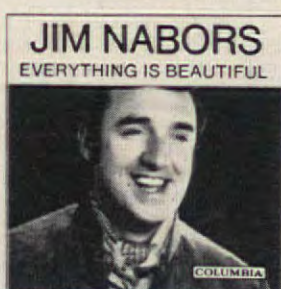
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194662 2 records count as 1

records for only \$2.86

plus mailing and handling

SAVE ALMOST 50% ON HIT RECORDS
Savings are off regular Club prices

BE A MEMBER OF THE COLUMBIA

RECORD CLUB You simply agree to buy records during the coming 2 years

IT'S TRUE—if you join right now, you may have your choice of ANY 12 of these records for only \$2.86. And all you have to do is agree to buy as few as ten records (at the regular Club price) during the coming two years. That's right!—you'll have two full years in which to buy ten records. After doing so, you'll have acquired 22 records—but you'll have paid for just half of them... that's practically a 50% saving off regular Club prices!

A MEMBER you will receive, every four weeks, a copy of the Club's entertaining music magazine. Each issue describes the regular selection for each musical interest and lists 300 other records... hit albums from every field of music, from scores of record labels.

If you do *not* want any record in any month—just tell us by returning the selection card by the date specified... you may use the card to order any of the records offered. You want *only* the regular selection for your musical interest, you need do nothing—it will be shipped to you automatically. And from time to time, the Club will offer you special albums, which you may reject by returning the special dated form provided—or accept by doing nothing.

RECORDS SENT ON CREDIT. Upon enrollment, the Club will open a charge account in your name... records will be mailed and billed to you at the regular Club price of \$9.98 (Classical and occasional special albums somewhat higher), plus a mailing and handling charge.

ASTONISHING BONUS PLAN. As soon as you complete your enrollment agreement, you will automatically become eligible for the Club's generous bonus plan, which entitles you to one record of your choice free (plus 25¢ for mailing and handling) for every one you buy thereafter!

SEND NO MONEY—JUST MAIL THE POSTPAID CARD. Write in the numbers of the twelve records you want, for which you will be billed only \$2.86, plus mailing and handling. Be sure to indicate the type of music in which you are mainly interested. Act today!



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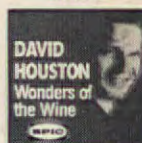
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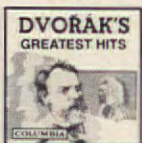
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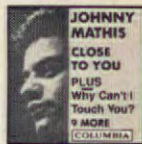
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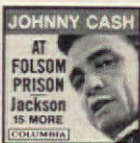
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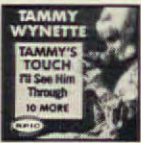
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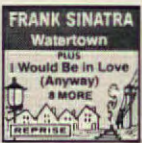
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Columbia Record Club
a service of
Columbia House
Terre Haute, Indiana 47808

CURTAIN CHARM

With Ball Fringe on Unbleached Muslin



20", 25", 30", 36",
40" long **4.00 pr.**
2 pairs to window
as shown **8.00**
45", 54", 63",
72" long **5.50 pr.**
81", 90" long **7.00 pr.**
(all pairs 80" wide)
Matching Valance
9"x80" **1.75**

Order these UNBLEACHED MUSLIN curtains with all the original New England simplicity, warmth and handmade look for every room in the house. Practical, long-wearing, these off-white muslin curtains will retain their crisp appearance with a minimum of care. Satisfaction guaranteed. Check or money order. No COD's please. Write for brochure showing full line of curtains in many styles and fabrics.

COUNTRY CURTAINS

AT THE RED LION INN

STOCKBRIDGE, MASS. 01262

DEPT. 11

ADJUSTABLE T.V. POLES

Hold your portable T.V. right where you want it without awkward tables or stands. Takes any width, up to 14" deep. 17" high. Black decorator pole has spring tension rod to adjust to 7½ to 8½ ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers!



Made in U.S.A.

\$11.95
Pod.

We ship in 24 hrs.
Extension for higher ceiling,
add \$1.00

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Holiday Gifts

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7047 Pecos Street
Denver, Colo. 80221

100 STYLES FOR WIDE FEET

and HIGH INSTEPS*

EE to EEEEE Only
Sizes 5 to 13

Men only. Casual,
dress, work shoes
that really fit.
Top quality, money-
back guarantee.



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ENJOY SOUND SLEEP AGAIN

Lock out disturbing noise that robs you of refreshing sleep... even snoring! Ear-Drum Silencers designed by a sound engineer. Medically accepted. Soft, pliable, with easy-to-grasp safety flange.

Ear-Drum Silencers... \$1.49 + 15¢ Mailing

Calif. residents add 5% sales tax.
Satisfaction guaranteed.

Anthony Enterprises Dept. AH-171

585 Market St., San Francisco, Calif. 94105



Patriotic pin

Your group or club can easily add funds to its treasury by selling this lovely American Flag Pin. Earn \$55 to \$1475; guaranteed, or Abigail Martin will make up the difference herself. For fund raising details, write: Abigail Martin, Dept. 202G, 1113 Washington Ave., St. Louis, Mo. 63101.



Owl wall plaques

Need to add interest to a dull wall area? This handsome pair of hammered iron owl plaques nicely dramatizes a bare wall. In blue and green accented with gold. Each is 12 in. high; 10 in. wide. Ideal for a mantel. Pair, \$3.98; 2 pairs, \$6.95. Colonial Studios, Dept. HO-44, White Plains, N.Y. 10606.



Words add up

The gentleman pictured above may help you earn extra income by showing you how to write short paragraphs. No tedious study, he tells you what to write, where and how to sell; lists of editors buying from beginners. Write for free facts. Barrett, Dept. 18-L, 6216 N. Clark, Chicago, Ill. 60626.



A beauty weighs in

Postal Scale for home or office gives ounces for 1st class, 3rd class and air mail rates up to two pounds on easy-to-read columns. Of sturdy metal with walnut paneling. About 4½x3½x6½ in. \$8; 2, \$15. Add 75¢ postage. Hammurabi House, Dept. 3950-5, 402 So. Robinson, Bloomington, Ill. 61701.

As soon as the rush is over I'm going to have a nervous breakdown.
I worked for it, I owe it to myself and nobody is going to deprive me of it.

Keeps you in stitches

Indulge yourself and stitch this witty needlepoint motto. The black letters and red border have already been worked on 12x24 in. canvas. "As soon as the rush is over," it's nice to give. \$7.95 plus 55¢ postage. Add \$4.80 for ivory background yarn. The Stitchery, AH-1, Wellesley, Mass. 02181.



Fun with funds

Computing bank makes a game of saving money. Children enjoy seeing total sum in visible window and it encourages them to save. Comes with a key. Takes 25, 10, 5, 1 cent coins up to \$70. Order by #54452. Computing Bank is \$3.98 plus 50¢ shipping. Hanover House, Z-889, Hanover, Pa. 17331.



Chef center

Compact recipe center holds cook books, 1,000 recipe cards all in one place. A neat book shelf and 2-drawer card file, this kitchen organizer comes in natural wood finish for shelf or wall. 12x10½x6 in. Cook Book Shelf/Recipe File, \$6.98. Walter Drake, AH94 Drake Bldg., Colorado Springs, Colo. 80901.



Photo poster

Go big and be a poster. Just send a black and white or color photo that will be blown up to 2x3 ft. Nice to have one of each family member for a gala wall grouping. A great addition to a den. \$4.95 each. 3x4 ft., \$7.95. 1½x2 ft., \$3.95. Photo Poster, Dept. ED96, 210 East 23rd St., New York, N.Y. 10010.

THE SWEDES HAVE INVENTED THE NEW 'SLIM-SECRET'

NOW!! The most ingenious,
restful, positive method of
reducing waistline, hip and
thigh measurements.

SWEDISH HEALTH SHORTS

IMPROVED
1971
DESIGN

Save Money
**LONG-LINE
DESIGN**

Order direct from
our company and
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ONLY
\$8.95

Imitations are selling else-
where for as much as
\$15.00. We sell the
ORIGINAL
GUARANTEED SWEDISH
HEALTH SHORTS.
Order now and save!

(SIZES UP TO
50 INCHES)

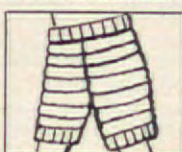
10 DAY FREE TRIAL

Try Swedish Health Shorts for 10 days.
If you are not 100% satisfied, and if you
do not lose inches off your waist, hips
and thighs, simply return the Health
Shorts for a 100% money back guarantee
of the purchase price.

We supply free, a booklet containing exer-
cises that can be done while wearing your
Swedish Health Shorts. Again, we remind
you, you will reduce inches by wearing
the Health Shorts 20 minutes a day with-
out exercising. These exercises are sup-
plied to you *only* if you wish to lose
extra inches more rapidly.

**"WEAR
FOR ONLY
5 DAYS"**

Simply wear your Swedish Health Shorts about 20 minutes a day, for 5 days. Go
about your normal routine of housework, indoors or outdoors. The results for the
first 5 days will differ with the individual according to your physical appearance
or size. Regardless of your physical factors, and assuming you do have excess
weight, you must lose inches the first 5 days or your money will be promptly
refunded.



WOMEN'S



MEN'S

SWEDISH HEALTH SHORTS INC.

NORTHRIDGE, CALIF. 91324 DEPT. HS 603

Please send me my Longline Swedish Health Shorts with
exercise booklet and air pump, for only \$8.95 & 30¢ postage
and handling. I understand I must be 100% satisfied with
the results or I can return the Health Shorts after a 10 day
free trial for the full purchase price.

☐ MEN'S ☐ WOMEN'S SIZE

NAME

ADDRESS

CITY..... STATE..... ZIP.....

YOU'RE BEING ROBBED!

Virtually every time that you spend money, whether at the supermarket, department store, drugstore, or gas station, you're being **ROBBED!** You're being duped, hoodwinked, and swindled out of the full value of your money by a combination of deceptive selling techniques that include Madison Avenue double-talk, mendacious salesmanship, and insidious labeling and packaging ploys. Senator Warren Magnuson, the most alert consumer watchdog in Congress, says that deceptive selling is today's "most serious form of theft, accounting for more dollars lost each year than robbery, larceny, auto thefts, embezzlement, and forgery combined." Sidney Margolius, the dean of American consumer writers, asserts that "Never in the 30 years I have been reporting on consumer problems has the public been as widely and steadily exploited as today." And Ralph Nader, the nation's most renowned champion of consumer rights, states that "Nowadays consumers are being manipulated and defrauded not just by marginal, fly-by-night hucksters, but by America's blue-chip business firms." In short, commercial flimflammy is rife throughout the nation and the American consumer is being victimized as never before. As a partial antidote to this widespread fraud and deception, an intrepid, authoritative, new publication has been launched. Its name is **Moneysworth**.

Moneysworth, as its name implies, aims to see that you get full value for the money you spend. It rates competitive products as to best buys (as among cameras, hi-fi's, automobiles, and the like); it offers tips on how to save money (they will *astound* you with their ingenuity); and it counsels you on the management of your personal finances (telling not only how to gain maximum return on your investments and savings, but also how to protect your money against the ravages of inflation). In short, Moneysworth is your own personal consumer crusader, trusted stockbroker, and chancellor of the exchequer—all in one.

Perhaps the best way to describe Moneysworth for you is to list the kinds of articles it prints:

- Earn 12% on Your Savings (Fully Insured)**
- How to Buy A Car for \$125 Over Dealer's Cost**
- Inaccurate Billing by the Phone Company**
- The Advantages of a Swiss Banking Account**
- The New U.S.-Made Minicars: An Evaluation**
- 14 Recession-Wracked Cities Where Real Estate Is Selling for a Pittance**
- "Consuming Fire"—Moneysworth takes aim at companies that are defrauding the public.**
- Unsafe at Any Height—A comparison of the safety records of America's airlines.**
- A Consumer's Guide to Marijuana**
- Free Land and Free Money from Uncle Sam Stocks that Are on the Rebound**
- Send Your Child to College Abroad**
- The Moneysworth Co-operative—Details of a price-discount co-op (for purchasing typewriters, cameras, and the like) that Moneysworth subscribers automatically become members of.**
- How Much Are You Worth?—An amazingly simple chart gives you the answer in 60 seconds.**
- High-Priced Lemons—Mechanical failures on brand-new Imperials, Continentals, and Cadillacs.**
- The Link Between Heart Attack and Coffee**
- The Economics of Being Black**
- Cashing In on Canada's New "Floating" Dollar Cyclamates: Did America Overreact?**
- How to Buy Art Without Getting Framed**
- Critics' Consensus—A regular feature of Moneysworth in which the opinions of leading book, record, and film critics are tabulated.**

Providing Your Teenager with Contraception

"Unit-Pricing"—The most revolutionary development in food stores since trading stamps.

The Effect of Air Pollution on Potency

The Great Odometer Gyp—How rent-a-car companies take the American public for a \$10-million-a-year ride.

"No Load" Mutual Funds—A list of 45 funds that return the equivalent of an 8% profit at the very moment of investment.

12 Ways to Put the Touch on Friends—And 12 ways to demur.

How to Buy Medical Insurance Without Trauma

The Encouragement of Reckless Driving by GM, Chrysler, and Ford—Verbatim quotes from their souped-up ads in hot-rod magazines.

Taking Stock of Your Stockbroker—Nine ways to probe his probity.

Legal Ways to Beat Sales Taxes

Co-ops and Condominiums Explained

"The Safest Car of 19..."—A new series of annual awards by the editors of Moneysworth.

How to Break a Lease

Land Investment in Australia—At \$1.20 an acre, land down under rates high among speculators.

How to Sue Without a Lawyer

The Impending Ban on Leaded Gasoline—How it should affect your next car purchase.

A Guide to Legal Abortion—Including the costs in different states.

And Now, Microwave Pollution—An exposé of the damage wrought to humans by radar, electronic ovens, and TV transmission.

Social Security's Special Rules for Women

How Metrecal Hurts Your Diet

Life Insurance: A Legalized Swindle—A Hartford actuary tells why he believes that "more than 90% of American policies are sold through misrepresentation, deceit, and fraud."

Teaching Your Child the Value of Money—Without having him overvalue it.

How to Handle Computerized Dunning Letters

Taxproof Money—A collection of highly creative, little-known, perfectly legal gimmicks.

How to Distinguish Health from Hokum at the Health-Food Store

Blindness Caused by Contact Lenses

Don't Buy U.S. Savings Bonds—Why they make a terrible investment, how they undermine sound government fiscal planning, and why one leading investment counsellor says, "They are palmed off mostly on rubes and financial boobies."

G.E.'s New Synthetic Diamonds: Will They Ruin the Value of Real Diamonds?

The Truth about Cut-Rate Gasolines

"No-Fault" Insurance Clarified

Checking Up on Your Social Security Account

That's the Spirit—Big bargains in booze, beer, and brandy.

Stop Chewing the Fat—How to read the new labels on frankfurters.

Free Checks—A list of 200 banks that allow unlimited writing of personal checks.

Bootleg Birth-Control Pills

When in Doubt, Deduct—The ten most common forms of income-tax overpayment.

\$99 Fares to Europe

In sum, Moneysworth is a hip, trustworthy financial mentor. It reflects the quintessence of consumer sophistication.

In format, Moneysworth is a newsletter. It is designed for instantaneous communication and easy reference when you're shopping. It is published *fortnightly*. This ensures you that the information in Moneysworth will always be up-to-the-minute. Product ratings will appear precisely when you need them most (automobiles and sailboats will be rated in the spring, for

example, and Christmas gifts and ski equipment in the fall.)

In style, Moneysworth is concise, pragmatic, and above all, useful. It is also completely forthright. Moneysworth does not hesitate to name brand names (whether to laud or lambaste them), to identify big corporations when they gouge the public, and to quote the actual prices and discounts that you are entitled to and should be getting. Moneysworth can afford to be this candid because it *carries no advertising whatsoever; it is beholden to no one but its readers*.

The editors of Moneysworth are a team of hard-nosed, experienced journalists. The editor-in-chief is Ralph Ginzburg, creator of the flamboyant magazines Fact, Eros, and Avant-Garde. Mr. Ginzburg was the first editor to provide a platform for Ralph Nader to express himself on the subject of automobile safety. Moneysworth's publisher is Frank R. Brady, generally regarded as one of the publishing industry's shrewdest financiers. Herb Lubalin, the world's foremost graphic designer, is Moneysworth's art director. Together, these men will produce the first—and only—consumer magazine with *charisma*.

Moneysworth is available by subscription only. Its price is \$10 a year. However, right now you may order a special introductory **Charter Subscription for ONLY \$5! This is HALF PRICE!!**

Moreover, we are so confident that Moneysworth will prove indispensable to you that we are prepared to make what is probably the most generous subscription offer in publishing history: *We will absolutely and unconditionally guarantee that Moneysworth will increase the purchasing power of your income by at least 15%—or we'll refund your money IN FULL.* In other words, if you now earn \$10,000 a year, we'll guarantee that Moneysworth will increase the value of your income by at least \$1,500—or you get your money back. As you can see, a subscription to Moneysworth is an absolutely foolproof investment.

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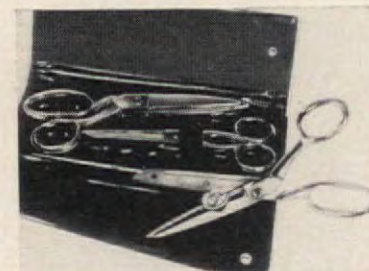
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By William S. Kitay
Medical Science Reporter

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What Researchers Discovered

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It stops pain, reduces inflammation and swelling, gives greater use of your joints. It's surprisingly effective in even severe cases. Often it stops short pain and disability as first symptoms begin.

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The frauds, the fakes, the false hopes were shown up. Full facts on new medicine—side effects—disadvantages—withdrawal—effects in different situations were frankly faced.

ARTHRITIS DANGER QUIZ!

- Will the juice of one lemon in hot water before breakfast relieve Arthritis? Do special diets help? How does constipation affect Arthritis? Do laxatives help?
- How about Vitamin B-12, Vitamin C and orange juice, cod liver oil, baking soda, honey? Does reducing help?
- Will oils be absorbed by your skin and help lubricate a stiff joint? Does iodine help? Are dry skin or scalp or ear symptoms indications of Arthritis? When can a small pillow under your head help—and when HARM?
- Will climbing stairs strengthen knees, feet, hips affected—or harm them? Will sitting in one spot avoid using painful knee and save more pain and stiffness—or increase chance of deformity? Should you keep covers off feet? Each year countless people worsen their own Arthritis—unnecessarily. Many give themselves pain—some cripple themselves for life—simply because they don't know or tragically believe they are helping their Arthritis.
- You get a blunt report in 5-Way plan described here. The misinformation, confusion, claims and counter claims and ignorance about Arthritis are cleared up. You get the truth about, and how to recognize and avoid, quack cures, "sure cures" and fake remedies.

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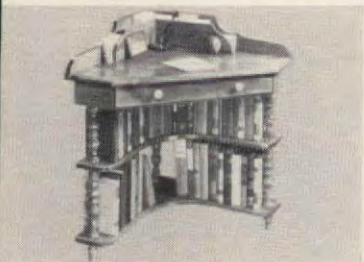
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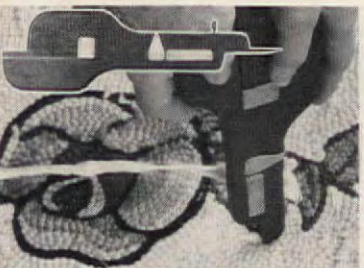
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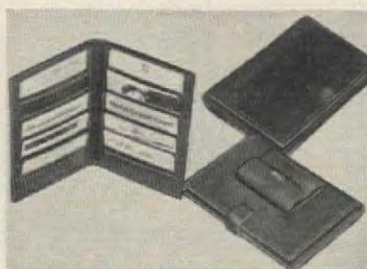
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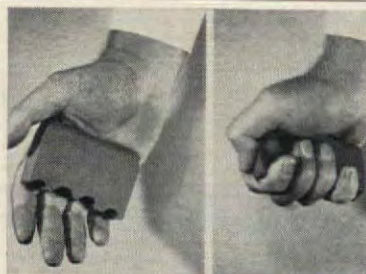
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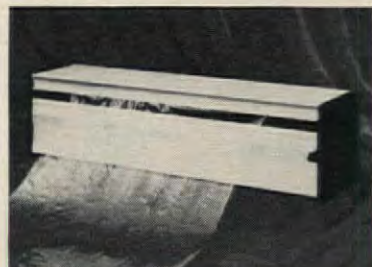
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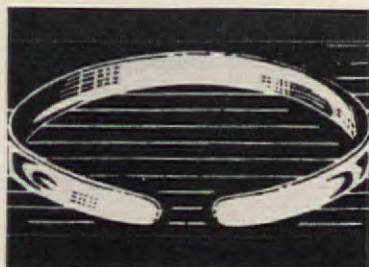
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NOW! Cut Along Dotted Line—Seal (Paste or Tape) and Mail. No Postage Needed!

This little horse can help you make EXTRA MONEY every day with CHEERFUL Gifts & Greeting Cards

Because he's one of the many new and exciting money-making gifts in the Cheerful line. Cheerful has over 400 money-making items to help you make easy, extra money including beautiful new All Occasion greeting cards, stationery, gift wraps, toys, household items and more from all over the world. You'll be amazed how easy it is and what you'll have making the extra money you want the easy Cheerful way. **FOR FULL INFORMATION ON THE PROVEN CHEERFUL PLAN THAT SHOWS YOU HOW TO MAKE EASY EXTRA MONEY, MAIL COUPON-ENVELOPE BELOW!**

CHEERFUL CARD COMPANY, Dept. Y-114

White Plains, New York 10606

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I want to make extra money. Please rush me Free 56-page full color catalogue. Also send leading boxes of greeting cards On Approval for 30 day free trial...and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional Free money-making literature, catalogues, special offers and seasonal samples on approval as they become available.

Fill in your name and address below—No stamp necessary

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If writing for an organization, give its name here _____

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CHEERFUL CARD COMPANY

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Dept. Y-114



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He can't worry about something he doesn't know about. But *you* should.

Cholesterol can start building up in a kid. Up and up until he grows up with a real health risk.

Heart specialists recommend reducing one important risk of coronary disease tomorrow by starting your family on low cholesterol meals today. Foods low in

saturated fats, high in polyunsaturates... to help reduce serum cholesterol.

Foods like Fleischmann's® Margarine. It's made from 100% corn oil. And there's no better oil to help lower cholesterol levels.

And no better tasting margarine.

Fleischmann's—the corn oil margarine doctors name most...and people like best.





Look—
even clean water
lets spots form.



But Cascade
in your dishwasher gets
dishes amazingly spotless.

Don't put your
reputation on the spot.

Get the spotless
Cascade look.



Cascade has Chlorosheen. And Cascade—the best dishwasher detergent you can buy—makes water flow off dishes in clear sheets. Result? Drops that spot don't form. Dishes dry wonderfully free from embarrassing spots or streaks. Try Cascade and prove to yourself it's unbeatable.

Cascade eliminates drops that spot.