Our big, beautiful HOUSE OF THE YEAR

today's most livable decorating ideas for your
- living room
- family room
- kitchen
- dining room
- bedroom

AMERICAN TREASURY OF PENNSYLVANIA UTCH DESIGNS

... homeowners’ insurance could cost you a bundle!

1-POT MEALS

... work-saving, satisfying

9 HEAVENLY HOMEMADE BREADS

OUR KITCHEN OF THE YEAR: A JOY FOR CREATIVE COOKS

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American Home
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COVER: "The Ultra-Convenient Kitchen," a good cook’s dream of well-planned kitchen design (page 36), is just one of the beautiful assets in our "House of the Year." See it as a showcase for today’s newest, most exciting decorating and home-furnishing ideas for every room in your house, beginning on page 79. Photographer: Maris/Semel

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Sobriarian
by Armstrong

The sunny floor that shines without waxing

Armstrong developed Sobriarian especially for people who like bright, shiny floors—but don't like the waxing it takes to keep them that way. Sobriarian gives you the shine—without the waxing. Its special Mirabond™ wear surface has a shine of its own and keeps its high gloss—without waxing—far longer than an ordinary vinyl floor.

Of course, any floor shines brightest when it's clean; and that's another plus for the Mirabond surface. Most spills, dirt—even black heel marks—come up easily. Sponge-mopping with a detergent is all it takes to keep Sobriarian sparkling bright.

Eventually, heavy-traffic areas may begin to show a reduction in gloss. So in case you need it, your Armstrong retailer can supply a special Sobriarian Floor Finish that you can use occasionally to touch up the shine in these areas.

See all the designs and colors at an Armstrong authorized "Floor Fashion Center" or other flooring stores that carry Sobriarian. They're in the Yellow Pages. Or, for our free color brochure, write Armstrong, 7311 Pine St., Lancaster, PA 17604.

Certainly, floor designs copyrighted by Armstrong Cork Co.
WHAT TO ASK BEFORE YOU BUY
CONDOMINIUM QUIZ

The condominium is fast becoming the most popular form of new-home ownership. Last month, as part of our consumer-information series, we reported on what owners like and dislike about condominiums. This month, we suggest questions to ask about the agreements you must sign when buying one. Obviously, no such purchase should be made without a lawyer’s advice, but the more you know yourself, the better you’ll be able to judge what’s offered.

—The Editors

PURCHASE AND SALE CONTRACT

- If a deposit is required to reserve a unit, is it returnable on request?
- If you place a deposit on a particular unit, will the funds be put into an escrow account, bearing interest for you?
- Is there a specific “declaration date,” so that it is clear when the project officially becomes a condominium?
- If a specific number of units has not been sold by a specified date (making the condominium’s success doubtful), can you get your deposit back?
- Is it clear that in a new project your deposit cannot be applied to construction costs until a specific number of units has been sold?
- If a project is not declared a condominium (due to insufficient sales), are rental arrangements possible?
- If a project is forced into a temporary rental situation due to delayed construction, will your monthly rental be applied to the eventual purchase price?
- Has the condominium developer made arrangements for long-term financing?
- Are all financial obligations—deposits, initial cash payments, mortgage payments, taxes, maintenance fees—clearly spelled out and understood?

MASTER DEED

- Are the common facilities of the condominium well defined, and are all to be owned jointly? (Some developers retain certain common elements, such as parking areas or recreational facilities, and charge a fee for their use.)
- How will the monthly maintenance fees be adjusted if and when owners of additional buildings participate?
- Is the condominium a “leasehold” condominium where the land is retained by someone else? (If so, it is important to understand the stipulations of the lease, and make certain the term is infinite to protect future owners.)
- Has the developer or contractor offered warranties on the structure of the project and the appliances in it?
- Is the unit’s description such that when the project is finished, you can be sure it is exactly what was promised?
- Is each owner’s percentage of ownership clearly defined? (This is important, as the percentage determines the monthly maintenance fee. Even more important is the fact that if the condominium is legally dissolved by unanimous vote, the percentage of ownership determines how much each owner is reimbursed.)
- Is it clear that the percentage agreed on at the time of purchase is unaffected by subsequent selling arrangements? (This should be true even if there are unsold units that may be sold for more or less than originally declared.)
- Does the “use description” of the building meet the purchaser’s requirements? For instance, can a business move in next door to you?

BYLAWS

- What type of organization has been chosen to manage the condominium—trust, association, corporation?
- At what point does the developer plan to turn over control to unit owners?
- What maintenance arrangements has the developer made to assure quality upkeep? What is the term of the agreement?
- Is the insurance adequate to cover the project for fire, theft and liability? (The master policy for a condominium does not involve personal possessions; you will still need personal coverage.)

REGULATIONS

- Are the regulations of the condominium completely acceptable to you? Generally, regulations that are attached to, or included in, the bylaws vary according to the special needs and desires of each group of condominium owners.

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Take a Place 'n Press® tile and peel off the backing paper.

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CREATORS OF THE INDOOR WORLD®
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Just published—

The Pooh Cook Book
by Virginia H. Ellison,
with drawings by Ernest H. Shepard

A delightful collection of over sixty recipes, each with an appropriate quotation from Winnie-the-Pooh or The House at Pooh Corner, covering breakfast, lunch, dinner, desserts and holidays. There are recipes for Provisions for Expotitions and Picnics, Christmas Specialties, and Honey Sauces—even a recipe for Getting Thin! An ideal first cook book for children, and a special addition to any cook’s shelf of recipe books. $1.25

The Pooh Party Book
by Virginia H. Ellison,
with drawings by Ernest H. Shepard

Everyone will recognize a party from The Pooh Party Book! It’s one at which you eat North Pole Dessert. Or play Musical Pooh Pillows and Catch the Wozzie. Here are ideas for five very special Pooh Parties, one for each season of the year, and a fifth one for Eeyore’s Birthday. Mothers looking for new and creative ways to entertain their children will delight in the suggestions for party foods and decorations, things to make, and Pooh-inspired games to play. $1.25

These world-famous books by A. A. Milne, with decorations by Ernest H. Shepard, make wonderful gifts, party favors, and prizes!

Winnie-The-Pooh 95¢
The House At Pooh Corner 95¢
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A Treasury Of Winnie-The-Pooh a delightful boxed set containing all four of A. A. Milne’s classic Pooh books listed above. $3.40

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Special Offer! Betty Crocker Storybook Dinnerware introduces the 3 Little Pigs.

Surprise the special children in your life with their very own dinnerware by Oneida. Choose from three delightful story designs: NEW 3 Little Pigs; Raggedy Ann and Andy or Peter Rabbit.

Mothers love Storybook Dinnerware, too, because it's crafted of durable Melamine with an all-new thermoplastic mug that's stain proof. The special no-tip plate is handy for beginners, too. All pieces are designed to take frequent use and even rough 'n tumble handling.

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New Storybook Lamps!

Brighten up a child's room with these friendly light-time companions. Choose Raggedy Ann, Raggedy Andy or Peter Rabbit. Each lamp stands 15½ inches high, and features a special built-in night-light, too!

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Please send me the item(s) checked below. If not entirely satisfied with my order, I may return it within 10 days and my money will be refunded.

4 pc. Storybook Dinnerware Sets, $3.50 each
______Little Pigs Set(s) ______Peter Rabbit Set(s)
______Raggedy Ann 'n Andy Set(s)

3 pc. Child's Stainless Sets (knife, fork, spoon)
$1.75 each______P. Henry
______Chatelaine

Youth Lamps by Abbott, $5.50 each
______Raggedy Ann
______Raggedy Andy
______Peter Rabbit

Name

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City State Zip

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ONLY A DENTIST CAN GIVE HER A BETTER FLUORIDE TREATMENT!

Colgate

Colgate with MFP Fluoride has been shown to be an effective decay-preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care. Council on Dental Therapeutics, American Dental Association.

SEE YOUR DENTIST. LIMIT SNACKS. BRUSH REGULARLY WITH COLGATE.
Stephen and Tamara Strickland lead busy, involved Washington lives: Besides working at time-consuming jobs, they each actively pursue civic and cultural interests. Yet they still find time to give parties, collect the antiques they love and enjoy together the vivacity of the capital.

Stephen, a faculty member of the University of California at San Francisco Medical School, directs a Washington study program on federal health policy. He has written a book, *Politics, Science and Dread Disease* (Harvard University Press, $10), that probes national medical research policy and the health problems it relates to. Now he's at work on a book on the attitudes of government, industry and the public toward TV violence. Says Steve: “I’m convinced that some kind of remedy must be found for the heavy doses of violence kids get from TV. It presents a potential hazard to their personality development and well-being.”

Tamara, whose parents were born in Russia, has studied ballet since childhood, but is now involved in a new career. “I’ve always liked decorating—and being complimented about my home,” she confides. So after studying design at American University, she and a friend jointly started a now-flourishing interior-design business. The traditional warmth of the Stricklands' 50-year-old home reflects Tamara's decorating style.

(continued)
Together, she and Steve enjoy searching out antiques (especially Russian ones), giving particular attention to their growing collection of Russian eggs. Made of wood, enamel, porcelain or gold, these handsomely decorated ornaments were traditional Easter gifts in Russia. The Stricklands' favorite is a magnificent porcelain egg that a czarina once gave a member of her household.

Tamara's Russian heritage also shows up in her cooking. At sitdown dinner parties she enjoys serving specialties she learned from her mother—Russian eggplant (an hors d'oeuvre she calls "poor-man's caviar"), Golubtsi (stuffed cabbage) and of course, borscht.

Rivaling the Stricklands' love of entertaining is attending ballet and concerts. Both belong to the Friends of the American Ballet Theatre, and Steve is on the board of directors of the Washington Choral Arts Society. Local affairs also enlist their attention: Tamara is active in the D.C. Citizens for Better Public Education, which upgrades the educational levels of area schools.

"We're as much involved in our community as in our careers and in our home," Tamara points out. "That's why our lives have been so fulfilling."
If you can draw fairly well
(but still not good enough)

There are thousands of people who have been drawing better than average ever since they were in grade school . . . but who never improve. They're "stuck" on the same plateau of amateur skill. They keep repeating the same mistakes.

And it's a shame, too, because with proper professional guidance they could develop real artistic talent and start enjoying themselves in the art field as either a full-time or part-time pursuit.

If you're one of these people, we'd like to hear from you. For 60 years we've been teaching people like you to draw and paint. And because we teach entirely by mail, you don't have to leave your job or family to attend classes. You learn right at home in your spare time.

Our courses give you solid training in things like perspective, how to compose a picture, how to use color effectively . . . right down to details such as how to draw hands that look like hands. With our training, you'll become equipped to start overcoming the problems that hold many people back, and to really start "getting somewhere" in art.

Our lessons show you step-by-step what to do. Then as you complete your assignments, you mail them to us for professional appraisal. Your instructors use translucent overlays (see example above) to show exactly where you went wrong and how to improve.

To learn more about our training, just mail the attached postpaid card. We'll send you more information without cost or obligation.

If card is missing, write Washington School of Art, Studio 22-010, 417 South Dearborn Street, Chicago, Illinois 60605. A Home-Study School Since 1914.

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This deep-carved design is no common occurrence in stainless. Why? Because stainless steel is a much harder metal than sterling silver.

At Oneida each top-quality stainless design is first done in sterling by our silversmiths. Then our stainless craftsmen duplicate that design in the much harder stainless metal. In fact, you'll most likely find it difficult to tell our stainless from sterling.

Edging and finishing that look and feel smooth don't come from shortcuts. What is adequate buffing and polishing for some is only the beginning for Oneida. We do it over, and over.

It means a lot of hard work, but for us each and every edge has to be just so. So we make them...just so.

Another factor that makes a big difference is the quality of the metal we're buffing and polishing. At Oneida, we use only the very finest grade of solid stainless, plus just the right amount of nickel for that bright silver-like appearance.

Why is it thicker here and thinner there? Gracefulness, yes...but more. Thicks and thins provide strength with balance.

And Oneida creates balance. We carefully shape each piece of top-quality stainless with a variety of intricate pressings, rolling, annealing and coining operations. Pick up a piece of our stainless. Look at it. Handle it. And compare it. Then you'll understand why it's thicker here and thinner there.

Now for the part of the fork you put in your mouth. Here, the edging and finishing are called "tining", and at Oneida it, too, has to be perfect.

Not just the outside edges, they're relatively easy, but the inside edge of each tine also has to be smoothed and rounded and buffed to perfection. And that takes a lot of doing...and Oneida does it all.

Without a top-quality blade, you don't have a top-quality knife. All blades, whether they're for stainless or sterling handles, are made of stainless. However, most manufacturers reserve their higher-grade stainless blades for their sterling-handled knives.

Not at Oneida. The hand-forged blades we marry to our sterling handled-knives are the same hand-forged blades we marry to our top-quality all-stainless knives.

All of this excellence and attention to detail didn't happen overnight. So far we've spent over 100 years developing our skills and craftsmanship.

Oneida. Available at fine jewelry and department stores.

ONEIDA
The silver cube. Our silversmiths' mark of excellence.
The Rodger Ewys of Boulder, Colorado

Sometimes a chance experience can inspire a way of life. That happened to Donna and Rodger Ewy in 1961, when they were working as photojournalists in France. Donna, pregnant with Margot, their first child, met a doctor who delivered babies by the Lamaze method. This philosophy of childbirth, brought from Russia in 1952, prepares both prospective parents for the birth. It involves practice sessions in relaxing and breathing techniques that a woman uses, with the help of her husband, during labor and delivery. She also learns about the kinds of anesthetics, so she can decide what she does or does not want.

Pleased with the method and with its emphasis on sharing, the Ewys used it again two years later when Suzanne was born. In 1965, when they were back in their hometown, Boulder, Colo., Donna had a third child, Rodger, Jr., in a nearby Denver hospital, also by the Lamaze method. Little known at the time, it stirred fascination among the hospital staff. "Soon," recalls Donna, "I was getting calls from doctors asking me to talk to patients who needed the Lamaze style of encouragement."

The Ewys began to teach Lamaze classes to young couples. Today there are 35 ongoing classes in the Denver-Boulder area—each led by a nurse or physical therapist the Ewys trained. The couple has also teamed up on a book, *Preparation for Childbirth: A Lamaze Method* (Pruett, $3.95; Signet paperback, $1.25). Donna did the writing and Rodger, who heads the photo lab at IBM in Denver, illustrated it with photographs of the births of their four children. (The youngest, Leon, was born in 1966.)

Now the Ewy team is at work on a breast-feeding book that has the same photojournalistic approach. Donna teaches two Lamaze courses and has begun giving a talk-it-over seminar for new mothers. She and Rodger are both in great demand as lecturers and seminar leaders. But, says Donna, "home and family are our most important commitment." Home is a contemporary house with a garden and a wonderful view of the nearby mountains. The Ewys love the outdoors—skiing, backpacking and camping.

One special thing they're going to do together sometime soon is go back to Europe for a year. "Twelve years and four kids ago," says Rodger, "Donna and I traveled by motorcycle. This time we'll have a camper bus." As usual, he and Donna will be working on a project together: They want to do books for children on what life is like in various countries. "The trip will be an adventure for all of us," says Donna. "And we'll be together, as a family and as a working team."

The Ewy family and their dog Joshua head for home after a picnic in Boulder's Bluebell Canyon. Environmentalists long before it was fashionable, the Ewys now love to "pack-in"—forge deeper into the wilderness and avoid the fair-weather crowds.

Donna and Rodger enjoy reunions with recent "graduates" of their Lamaze classes. Here, a group of young parents meets with Rodger to share infant-care problems and experiences.
The Important Lamp.

from Sears special group of fine decorator lamps.

over the secret that decorators have used for years. The important part is the dramatic accent that give any room new flair and style.

Sears has an exclusive group of import lamps. In 12 styles, each so classic, each so perfectly proportioned they'll highlight any decorating scheme.

Take the tawny gold-colored agonal lamp to the left in our picture. It's inspired by an ancient Oriental vase — but it's ideal for a Mediterranean bedroom. Or just the touch of spice to brighten your Early American den. And equally exciting with Modern. The point is that truly beautiful lamps are at home anywhere.

Find your important lamp at most larger Sears, Roebuck and Co. stores or by catalog. The look is right. So is the price.

12 great decorator lamps only at Sears
Now you can put together a room like this,

The richness of colonial Virginia is surprisingly easy to achieve. The same hand-woven crewel fabric on the false canopy over the stately bed from Ethan Allen’s Georgian Court Collection is also used on the Queen Anne wing chair and for the drapes to coordinate the room. The Oriental design rug with its historic pattern helps add a timeless touch. All the furniture, fabrics, bedding, the rug and most of the decorative accessories are available at your Ethan Allen Gallery.
even if you think you can’t.

Your Problem
Perhaps you think the only alternatives you have when it comes to decorating your home are: Playing it safe and ending up with something predictable and dull. Or trying something adventurous and chancing a catastrophe.

Our Solution:
The Ethan Allen Home Fashion Center
Let us introduce the New Home Fashion Center—right in the heart of the Ethan Allen Gallery.
Here you’ll be able to avoid making costly decorating mistakes because of the unique way you’re able to experiment with colors, fabrics and textures in the Home Fashion Center, not in your home.
In a nutshell, here’s how an Ethan Allen Home Fashion Center works:
Unlike anything you’ve seen before, the Home Fashion Center brings together in one convenient area, complete selections of fabrics and swatches of just about every imaginable pattern and color for just about every imaginable purpose in your home. Without running from store to store you’ll find entire departments of: Broadloom carpeting; Oriental, Caucasian and American stencil design rugs; Bedspreads; Pillows; Upholstery; Drapery; Traditional and contemporary wallpaper.
With the help of our special displays and one of our talented decorating experts you’ll mix and match to your heart’s content. Until, in surprisingly short time, you’ve decorated the home you’ve been dreaming of for years.
And of course the Ethan Allen Home Fashion Center is surrounded by something that will further inspire the decorator in you: The Ethan Allen Gallery—dozens of tastefully and beautifully decorated rooms. Every room in the house from the basement to the attic. Completely decorated down to details as small as the ash trays.

Free Decorating Help
Not only do we give you expert decorating help in our Ethan Allen Gallery, but we also give you help away from it. The Ethan Allen Treasury, our 388-page, full-color decorating and idea book. It’s full of exciting decorating ideas and room settings to help spark the decorator in you. It’s a $7.50 value that’s yours free for the asking when you visit your Ethan Allen Gallery.
For the Gallery nearest you, see the listing on the following page.

Presented by The Ethan Allen Galleries We can help you have the home you want.
Briarecliff—British Traditional styling. The look of finely grained panel insets framed by detailed inlay strips.

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Like all Masonite brand panelings, The Historic Collection is more than just good looks. Designed for easy installation, these 4’ x 8’ panels are also very easy to affix.

Choose from four traditional designs... British Traditional, Spanish Mediterranean, French Provincial, or Eastern American. See the entire Historic Collection at your local Masonite dealer. And see how the hand-carved look of the past can add to your home in the present.

The Historic Collection™

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big car vs. the small car. This has a continuing controversy since ricans were urged to “Think Small” and inordinately successful import, swaguen.

et it brushed the gnats away at then countered with its compacts ch managed to enlarge in leaps each el year) and finally made serious is to lick the smaller imports by join­

him. All American manufacturers either make a subcompact, as the estic small car has come to be, or import a “captive” marque, as Opel, Colt and Capri.

S GUZZLER’ DISDAINED

to longer is it officially “American” Dr. the biggest car on the block. In,

it, with the gasoline shortage and with easing concern over air pollution, bears such derogatory terms as “gas­

ner” spoken about the wheelied riccan dream.

his fall the seal of approval has been firmly on small cars by Ford. That panny’s better idea for 1974 is the llere-wattage Mustang II. It is shorter, less powerful and intended for smaller men—and that to come through a col­

ussion unscathed, one would best be driv­

ing a well-padded Sherman tank.

Small-car advocates were cheered by research data indicating that proportionately fewer small cars were involved in accidents to begin with. Their conclu­

sion: If big cars were best in which to survive crashes, then small cars were best in which to avoid crashes.

WHY BIG?

If you prefer a big car because you think it prestigious, your values may be vulnerable to frontal attack. The big car uses twice as much gasoline for the same ground covered as a car half its weight. With gasoline in short supply, such disproportionate demands could be con­sidered unfair—not to mention con­spicuously extravagant.

It is possible to conserve fuel con­

sciously, however, no matter what size car you drive. The kind of gas you use, the way you maintain your car and how you drive it all affect gas consumption. For helpful tips in all these areas, see “How to Save $ and Conserve Gasoline” in the August AH.

If you prefer a big car because you think it “holds the road” better, you might be entertained an old-fashioned notion that fails to consider modern suspension systems.
Your own driving ability is a key safety factor in the big-car, small-car debate.

If you are depending on a big car’s ability to ignore n^d gusts, you are right to do so—particularly in comparison with rear-engine small cars that are notorious subject to the whims of the wind.

If you prefer a big car because it rides better, you have justification. Short-wheelbase cars are necessarily subject to choppier rides. However, if a big car with a floating feel appeals to you, you might be stating a premise for a ride that is actually screening you from vital information that you, as a driver, should have.

QUIET AND CAPACIOUS

If you prefer a big car because it is quieter—well, there are some arc not. However, many smaller engines seem to be striving mightily as they roll along, and busy little pixels can be noisy.

If you prefer a big car because it holds more people or things, no one can argue with that. But you can be asked if you really need all that capacity badly enough to pay for it all the times you are driving solo—or duo. And for your own edification, you might look into some of the small cars and see how much space clever engineers have managed to provide.

The point is, don’t mistake mere habit for preference. And if you choose a big car, don’t feel smug about safety-in-crashes statistics that favor you. As a driver, you can act to improve those statistics for everyone: Use your mirrors, swivel your head and realize that not all cars are in the same dimensions.

ACCIDENT PRECAUTIONS

If you drive a small car, be suitably sobered by accident statistics. Your best chance for surviving an accident clearly lies in avoiding it completely. You will have a better, more alert driver than those who pilot the big cars. Here are some suggestions:

• Be aware that you are hard to see: work to make yourself more visible. Motorcyclists have faced this “invisible vehicle” problem by turning on their lights, night and day. This is a good idea for you, too, particularly in late afternoon when the sky is still bright yet all cars tend to road-colored on the darkening earth. Use your lights and signaling, too, flashing your presence. And when you think you are being overlooked, a tap on your horn that says “I’m here too,” is better than suffering a crumpled face in silence.

• Be “fat” in the road, particularly on heavily traveled two-lane highways, where the space you occupy might be misconstrued as empty by drivers back down the line. You of them might try a quick hopscotch pass—only to find you in the way. To prevent this, move about in your space close to the center line, then close to the edge of the road. In other words, show yourself.

• Accept the fact that it is hard for you to see. In your small-car world of hubcaps and knees, you are deprived of the long view ahead through your neighbor’s windows. Look around him. On curves to the right, for instance, move well to the right edge of the road. What’s ahead. Take peeks around the outside from time to time. This is part of showing yourself; it keeps you aware of the world that rolls beyond the bumper at your nose.

• Use all the information you can get as to the intent of big-car drivers. In your small car you are close to the best source: wheels. Keep checking on your (continued)
Where the deer and the antelope play

Sangre de Cristo Ranches. Midway between Denver and Albuquerque. Where the Kit Carson Trail meets the Navajo Trail in beautiful southern Colorado.


You can own land here. Leg-stretching, five-acre minimums. Land for ranches. For vacations. Retirement. For settling down and getting away from it all. For long term investment. To leave to your kids and for them to leave to theirs.

This is good land. Land you can see for yourself. Land you can stand on and dig into. It’s a subdivision of the gigantic, 260 square mile Forbes Trinchera Ranch. Forbes Inc., publishers of Forbes Magazine and owners of Sangre de Cristo Ranches Inc. acquired the Trinchera Ranch some years ago. One of the oldest of the remaining big ranches in America, it ranks among the best known preserves for deer, elk, game birds and other wildlife.

Located near the intersection of U.S. Route 160 and Colorado Highway 159 just outside Fort Garland, Colorado, Sangre de Cristo Ranches are spread over thousands of rolling acres which rise to the towering mountain peaks of the Trinchera and Mount Blanca.

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Important guarantees backed by Forbes Magazine’s distinguished reputation have contributed much to the Sangre de Cristo success story. Every investor is double protected: he has twelve months after his first payment during which he can—and is urged—to visit his ranch. And if it doesn’t fully meet expectations, he can have all payments promptly refunded. Or if he simply changes his mind within sixty days of making his first payment, his money will be returned promptly.

You can own part of this breathtaking land for just $5,000 total cash price. Easy credit terms are available. Also, other Sangre de Cristo ranch sites are available at prices ranging from $5,000 to $10,000. This offer presents a wonderful opportunity for long term investment in the great southwest.

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**Sangre de Cristo Ranches Inc.**
**DIVISION OF FORBES MAGAZINE**
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Without obligation, please send me FREE, more information on the Sangre de Cristo Ranches.

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Price Range:  □ $5,000   □ $7,500   □ $10,000

A statement and offering statement has been filed with the Department of State of the State of New York. The filing does not constitute approval of the sale or lease or offer for sale or lease by the Department of State or any officer thereof or that the Department of State has in any way passed upon the merits of such offering. A copy of the offering statement is available, upon request, from the subdividers.

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the world as created in their
They could not be where you
therefore they do not expect
car to be where you are. You
the one who suffers in the car.
Passing on the right on some
highways, legal though it is in
places, is very risky for small
Plan your passing accordingly.
- Use your advantages in en-
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advantages. Use your greater
maneuverability. Dodge, d
swerve. Avoid! Being lighter
smaller, you might find a ro
soft, narrow shoulders us
where a big-car driver would
Your braking power allows
to stop shorter. But be wary.
short stop might be in the pa
a longer-stopping bigger car.
your car is light, it is easy for
wheels to lock up under
braking. Pump your brake
avoid locking your wheels,
inviting a skid and erasure of
steering control.
- Consider that you may be
your own worst enemy. Hearken to
listics showing that small car
involved in an unusual num
single-car, noncollision acci
dence. The cause may well be a tend
overcontrol, particularly
windy or slippery conditions.
As the owner of a small, li
weight rear-engine car, I can
test to what it feels like to I
plaything of the wind. But
chief danger is not from the
itself so much as from a dri
overreacting to it.
When caught in gusts, y
slightly. Be permissive with y
your car, allowing it to rove a bit w
in the limits of your lane,
delicately firm, not tense. Try
to keep the car in a straight
as the forces of nature toy wit
can lead to increasingly vi
rcorrections and ultimate loss
control.
Similarly, overcorrecting for
nor skids on slippery roads 
magnify into crashes. Make yo
corrections lightly. And when wea
conditions—known to be tricky for y
less stable rear-engine lightweight—p
vail, drive accordingly, maybe not at
Certainly, drive more slowly and wit
keen awareness of your vulnerability.
There is a trend in small-car des	oward more front-wheel-drive mod	which are inherently more stable in gu	winds and more secure on icy ro	Even some big cars are now being pul	along the road by their front whe	rather than pushed along by their ro	ines. After "big car vs. small car," 
next important decision for you to ma	may be "rear-wheel drive vs. fro	wheel drive."
Ever been someplace so quiet and so beautiful that you wished somehow you could take it home with you?
Now you can.
Because Georgia-Pacific has captured all the moods of the deep pine forest in a brand new wall paneling called Pinehill.
Pinehill Springfrost. Pale and misty, like the woodland awakening.
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See our real pine veneered plywood paneling at your G-P building materials dealer. To find him, call free 1-800-243-6000.
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Pinehill.
For all the moods of the deep pine forest, from the people who know it best.
Georgia-Pacific.
Facing the necessities of its times, this house combines flexibility in size and price with an energy-saving design.

American Home's 'House of the Year' is not one house but three. The same warmhearted contemporary design can be bought in three sizes—and at three price levels—but all will look very much like the house below. Called the 'Mark X' by its manufacturer, Scholz Homes, Inc., the house in one of its three versions can be seen at 15 locations around the country (list on page 33). For a tour of the interiors, decorated by AH with an elegant mixture of furnishings in new color schemes, see pages 79-87.

In choosing the Mark X as our 'House of the Year,' we find far more than its wide range of sizes and prices to recommend it. We like its immediate architectural appeal—a contemporary look that reflects the ranch homes of the early plains settlements. The L shape formed by the garage wing gives a hospitable sense of enclosure and privacy to the entry court. The gabled roof that overhangs and shelters the side walls has a deep, swept-back fascia, creating a look of solidity. As you approach the front door, everything about the house suggests permanence—from the thick-butt shakes on the roof to the vinyl-clad window frames that will never need painting.

Inside, we like the roominess—even the smallest version has more than 2,300 square feet, with 4 bedrooms and 2½ baths—and the way every inch is put to good use. It is a surprisingly compact house, despite the generous space. What is not revealed from the outside is a second floor concealed beneath the rising roof. This adds 2 large rooms and bath, making up roughly 500 square feet of the total. One of these rooms is an extra, a carpeted open loft that could be playroom, studio or office—or closed off as another bedroom.

We like the plan; it is basically the same in all three models. There is an easy-flow traffic pattern. From the entry you can move directly to the bedrooms, the living room or the kitchen and family room—or, of course, go upstairs. From the garage there is inside access to the family room, with the kitchen nearby for unloading groceries. The baths are well arranged—even in the smallest version the master bedroom has extra privacy for itself.

Beyond all this, we like the fact that this house was built to be an efficient heating and cooling package in these energy-short days. Every step was taken to insure that heat loss in winter (and heat gain in summer) would be kept to an absolute minimum. The ceilings and outside walls have as much insulation as they can hold; the glass in every window and sliding door is double-paned; tight weather-stripping surrounds every opening, caulking seals every joint and roof overhangs protect many of the glass areas.

Special equipment promotes energy conservation. A water refiner, for example, provides treated, softened water to eliminate the scale and corrosion that cut down the efficiency of water heaters and the life-span of plumbing and water-using appliances.

Flexibility of size, architectural distinction, spaciousness, a workable floor plan and an energy-conserving structure—all this attention to detail seems the hallmark of a one-of-a-kind house. But the Mark X is one of 65 Scholz designs that are partly prefabricated in its Toledo, Ohio, plant. From here, they are sent out to Scholz dealer-builders who complete the job. The company ships houses everywhere east of the Rockies and last year sold more than 1,000 homes in 38 states.

Scholz supplies its builder-dealers with the basic structural framework of each house. Side walls are assembled with doors and windows in place, and are fully sheathed. Roof trusses are assembled, but sheathing is sent in sheets, separately. Interior wall partitions are framed but left in open studs. Stairs are assembled, and interior doors are pre-hung. Kitchen and bath cabinets, kitchen equipment, hardware, ventilating equipment and much of the molding and trim are included in the basic package. The builder prepares both site and foundation, and supplies many of the finishing materials. Since these are purchased from local sources, the buyer of the house can play a role in their selection. Thus, in a variety of ways, the house can be tailored to individual needs and preferences. (continued)
Impressive Mark X models range in price from $50,000 to $90,000—depending on size, type of materials, equipment and local building costs.

MARK X-A: Smallest model has 8 rooms, 2½ baths, loft space—2,300 square feet. Master bedroom has a dressing area with counter and sink. Third full bath could be created at extra cost by rearranging closet space. Circular stair and kitchen divider are space-savers. Cost range: $50,000 to $65,000.

MARK X-B: Mid-size model has 8 rooms, 3½ baths, loft space—2,600 square feet. Depth of house, increased by 4 feet over Mark X-A, adds space to most rooms and allows a third bath. Kitchen is about the same size, but family room is larger. Cost range: $55,000 to $70,000.

MARK X-C: Largest model (shown in AH photographs) has 9 rooms, 3½ baths, loft space—3,100 square feet. This model is 12 feet wider, 2 feet deeper than Mark X-B, and all rooms are more spacious, particularly the kitchen. Library is added on the first floor. Cost range: $75,000 to $90,000.
A New Concept In Cooking Convenience

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We will rush your first set of 28 Recipe Cards — SEASONAL FAVORITES — and four blank cards for your own recipe discoveries... PLUS the Recipe File and Divider Cards, for 14 days FREE examination. You may return the cards within 14 days and owe us nothing. Or you may pay only $1.00 plus a small charge for postage, handling and local tax for the set of Recipe Cards. Either way, the Recipe File, a $5.00 value, will be yours as a GIFT, without obligation.

In the following two months you will receive your second and third sets of recipe cards for the same low price of just $1.00 each plus postage, handling, and local tax. If you are completely satisfied you will thereafter receive three sets of recipe cards a month for the next seven months, until your 24-set library is complete. You will always be billed at the same low price of $1.00 per set plus postage, handling, and local tax, and the sets are in every case sent to you on approval. You may also cancel the entire arrangement at any time. When your Betty Crocker Recipe Card Library is complete, you will have more than 1,000 recipes at your fingertips to meet every home and entertainment need.

Please send me the introductory offer as stated in this ad. I understand the $5.00 Recipe File in the decorator color I have selected above is mine to keep without obligation, just for examining the first set of Betty Crocker Recipe Cards.

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From all the thousands of recipes developed and tested by the Betty Crocker Kitchens over the years, they have chosen the most popular — YOUR Favorites!

There are more than 1,000 recipes in all, many never before in print. They are divided into 24 categories, some of which are for parties — others are for family meals. There are money-saving recipes galore along with helpful tips and serving ideas.

Golden Press, Dept. BC-116, 175 Community Drive, Lake Success Park, Great Neck, N.Y. 11021

Avocado Green Flame Red Harvest Gold Antique White

Gold Press, Department BC-116, 175 Community Drive, Lake Success Park, Great Neck, N.Y. 11021

Start Building Your Collection Now!
You can see the Mark X in one of its three versions on exhibit at these 15 locations.

**FLORIDA**

**ILLINOIS**

**MARYLAND**

**MICHIGAN**

**NEBRASKA**

**NORTH CAROLINA**
- Advance: Bermuda Run C.C. Lot #110. Builder: Carolina Custom Builder, Route 1, Bermuda Run C.C., Advance.

**OHIO**
- South Russell: Sheerbrook Acres #2. Builder: David Dietz Construction Co., 139 Bell St., Chagrin Falls.

**PENNSYLVANIA**

**TEXAS**

One energy-saving feature of the Mark X is signaled by remote-control device on kitchen wall (below). This device controls and reports on operation of the water refiner, which filters and softens water, eliminating the scale and corrosion that impair efficiency of all water-using appliances, including water heaters. Other advantages: Soft water makes cleaning easier; filtered water tastes fresher.

**Sears do-it-yourself Mirror Squares.**

**They make any room look bigger. Brighter. Beautiful.**

Take a small bathroom, watch it grow. Choose a dark dining room, let the sunshine in. Pick a barren spot over your mantel. Or above an antique love seat. With Sears sheet glass Mirror Squares you can turn any old room into a beautiful new room. Instantly. Simply. Inexpensively.

Do it yourself with Sears 12" x 12" Mirror Squares. Just attach the double-stick mounting tapes that come with your squares. Press onto a dry, flat surface. Mirror Squares are durable, easy to clean.

Choose from 12 exciting decorator patterns. Use just one of our exclusive patterns or combine patterns to create your own decorative work of art. At most Sears, Roebuck and Co. stores and by catalog.
COLUMBIA RECORD & TAPE CLUB now invites you to take

Any 11 records or tapes

for only $1.97

if you join now and agree to buy eight selections (at regular Club prices) in the coming two years
More dogs and their owners discover dogs who like canned dog food. I've spoken with owners of most of the dog owners. Ann Dowdes reaction was they like Canned-Burgers? Canned-Burgers to dogs who eat canned dog food. Did canned dog food like Canned-Burgers. We red canned dog food. We red what to prove dogs who like to prove dogs who like canned dog food. We went to San Francisco. We was standing certain would it be fun. It's about fun. Well, I must have a good reason. I've been that little test read you anything. I'm going to put Canned-Burgers around. What kind of dog food do you buy? Ann Dowde.
New decorating ideas

Our "House of the Year" kitchen is a model of super-convenience. When you entertain, prepare"Ceramic tile...the natural thing to use". When you return home, a fully-equipped kitchen awaits you! A large, open counter island and an array of counter-height stools provide a central gathering place. A palm tree in the middle of your island is where you can put your "Ceramic tile...the natural thing to use".

Overall, the kitchen has won so well as an exterior design equipped with up-to-the-minute appliances.

The Ultra-Convenient Kitchen

For new homes, old homes—every house needs the capabilities of an efficient kitchen. The "Ceramic tile...the natural thing to use". When you return home, a fully-equipped kitchen awaits you! A large, open counter island and an array of counter-height stools provide a central gathering place. A palm tree in the middle of your island is where you can put your "Ceramic tile...the natural thing to use".

Overall, the kitchen has won so well as an exterior design equipped with up-to-the-minute appliances.

The Ultra-Convenient Kitchen
ELECTRONIC GROCER

A second shopping revolution has begun in Louisville, Ky., at a store called Call-a-Mart, which works on a membership basis. Members, who pay $5 to belong, do their shopping by phone, using code numbers from a catalog that’s updated frequently.

The phone call involves the shopper, a computer and a key-punch operator. As the order is punched in, workers along computer-guided conveyor belts fill it, and if some item is not available, the computer relays the information immediately. That’s not all—the computer even picks the best delivery route from store to shopper, using city street maps that have been programmed into it. In addition, it registers the most convenient time for the phone-shopper to receive and pay for groceries.

For people who hate supermarketing, or whose time and work patterns make shopping difficult, the electronic grocer could be heaven-sent. It’s still very much in the experimental stage, however, and until its feasibility and wider application can be worked out, no one knows how universal it will become. Even so, a look at Louisville—and Cincinnati—suggests that the food industry is seeking innovative ways to make shopping easier.

OUR COOKS SUGGEST

1. To speed up the shaping and baking of drop cookies, spoon the dough into a pastry bag, leave off the metal tip, then press the dough onto the cookie sheet. Since you control the amount you press, you can be sure of uniform-size cookies and avoid sibling arguments of who has the bigger one.

2. When a recipe calls for bread crumbs, always use the ones specified. For soft or fresh crumbs, tear or crumble bread slices in your fingers or whirl in a blender. For dry crumbs, crush stale bread with rolling pin or use packaged bread crumbs. —Frances M. Crawford

MATTEL WILL SEND YOU $1.50 AFTER YOU COMPLETE EACH OF THE FOLLOWING STEPS:

1. Purchase any one of the Mattel toys and any two packages of M&M/MARS Fun Size Candies.
2. Cut out the stars ★★★★ or stock number from the package your Mattel Toy comes in.
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NAME______________________________
ADDRESS______________________________
CITY__________________STATE____ZIP____


two of these M&M/MARS Fun size Candies...we'll send you $1.50 cash refund.
The picturesque one-acre home site, a rock-lined cove notched into the Rhode Island shore, called for something special. And Priscilla and Ben Lambert found it in one of 14 basic models produced by Deck House, Inc., a firm that both designs and manufactures housing.

For their family of five, the Lamberts chose a four-bedroom, 2,900-square-foot house. They altered a standard Deck House plan (Model 726 in plan book), adding two feet to the width of the playroom and giving the deck an eight-foot extension that incorporates a stairway leading to the grounds below. The deck extension provides outdoor access to the screened porch. Cost of the completed home, excluding land and site work, was about $55,000.

Most Deck House designs include a balcony or deck, but the name actually derives from a unique roof system—interlocking three-by-six-inch red cedar laminated planks that become ceiling facings. Deck Houses comprise two or more levels; each model has a mid-level entry. (continued)
It's even tougher for a piece of equipment get into my school than it is for a student." — James Beard: teacher, author, epicure.

Convinced Corning ranges make better cooks. Or I didn't be teaching with them. get into my cooking school, all ment has to be is patient. There's year wait. it a piece of equipment has to be And what's "good" to an aver- look isn't always "good" to me. ell, I can honestly say that the grinding Gourmet Range not only is my demands, it surpasses them. nese Corning engineers n eat at my house anytime. a cook. Not an engineer. But came up with a cooking system so ridiculously accurate, they've be even more fanatic about thing than I am. rst, they put in heating elements heat up evenly. No hot spots. cold spots. No scorching and burning.

Then, instead of just putting a thermostat in the oven, they gave each of the four cooking areas a thermostat of its own. (The Gourmet range is the only smooth-top that has these thermostats.) Finally, they designed special pots and pans that work perfectly with the flat cooktop.

Now, I've used my own flat-bottom cookware with excellent results. But with Corning's cookware, working together with Corning's thermostats, the cooking control is incredible. I mean, when a beginner cook can thicken a Hollandaise right on the cooktop without a double boiler—that's incredible.

It even makes better scrambled eggs. People ask me why they need the Gourmet range if they're not gourmet cooks.

To make scrambled eggs. Very few people know how to make scrambled eggs with a consistent texture. Well, the Gourmet range knows how.

But if improperly prepared scrambled eggs is one of my pet peeves, one of my great pleasures is baking cakes and bread. And the Gourmet range has a self-cleaning oven that suits my needs perfectly.

It's big. I've had three 8-inch cakes going at the same time. On one shelf. You know, a lot of people find cooking a chore. But it's absurd not to enjoy something you do every day.

And with the Gourmet range, you'll experience the pleasures of cooking because you want to, not because you have to.”

James Beard uses our Gourmet Counterange unit—the one that comes with Cookmate cookware. We also make the Family Counterange unit. It has the same smooth cooktop. But you use it like a conventional range: with almost any pot and pan.

Both our Gourmet and Family series also come in a built-in version: The Counter That Cooks Cooktop— with single or double wall-oven to match.

For more facts, see the Yellow Pages under "Ranges." Or write: Corning Major Appliances, Corning, New York 14830.

CORNING
We invented smooth-top cooking.
Counterparts, Cookmate and The Counter That Cooks are Trademarks of Corning Glass Works, Corning, N.Y.

OFFER: Buy a Corning range now and your Corning dealer will give you a free copy of James Beard's award-winning cookbook, "American Cookery," 12.95 value. Or simply come in and look at a Corning range and get a free booklet containing James Beard's favorite recipes. Offer good for as long as supplies last.
In living room (right) Alexa, 10, and Lauren, 7, square off for backgammon, while Hilary, 4, shows her parents a nature project. Behind eight-foot-wide fireplace wall is the kitchen.

Living room's glass wall opens onto fir deck (below) that's a room extension for the family in fair weather and a super spot for their weekend entertaining.

Flexibility is an earmark of the house the Lamberts chose, as of other Deck House designs. Due to post-and-beam framing of upper floor, partition walls on that level are not load bearing and can be placed to fit individual design needs. Quality materials are used throughout—among them Western red cedar siding and fir beams, Hope's bonderized steel windows, New Englander insulated tempered-glass doors.

Each Deck House is available as a package, erected shell or completed house. Models range from $12,000 to $30,000 for a package, and from about $38,000 to $94,000 for a finished house. Brochure and plan book are $3; write to Deck House, Inc., Dept. AH, 930 Main St., Acton, Mass. 01720. —Jane Levy

Hilary keeps her mother company in the kitchen (right, above). The Lamberts changed the original plan, substituting an open cabinet (with serving counter) for a wall between kitchen and dining area.

Screened porch adjacent to living room (right) links dining area with deck. Insulated sliding glass doors are aluminum framed.
Works of art from Italy.
Sears Bellissimo bedspreads.

Italy has dazzled America for centuries with the world's most exquisite works of art. One such art is tapestry weaving. And Sears imports it, especially for you, with our exclusive Bellissimo bedspreads.

Now the look of sixteenth-century tapestry comes to life for your bedroom. Each Bellissimo bedspread is created by an intricate weaving process that's been the secret of Italian craftsmen for generations. Each is delicately embroidered in thick, luxurious yarns. And bordered with a deep, graceful fringe.

Choose from five classical designs, eighteen rich Renaissance color combinations. All easily dry cleaned. In sizes that range from full to king. At most larger Sears, Roebuck and Co. stores, and in the catalog.

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Us Tareyton smokers wou rather fight than switch!

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A taste no plain white filter can match.

Warning: The Surgeon General Has Determined
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King Size: 19 mg. “tar”, 1.3 mg. nicotine, 100 mm: 20 mg. “tar”, 1.4 mg. nicotine, av. per cigarette, FTC Report Feb. ’73
HOMEOWNERS' INSURANCE

Has inflation left you uncovered?

Your homeowners' insurance may seriously out of date—and it could cost you a bundle of money. The reason? Inflation.

Replacing your home or its contents now would cost far more today than when you bought it. How much more depends on when you bought, for example, a house that cost $30,000 to build in 1968 costs about $44,000.

How does this affect your insurance? Two ways. First, on a total loss, the company pays only the face value of your policy. If this fails to cover replacement, you have to make up the difference.

Second, on a partial loss, you may recover only a fraction of what you should because of the so-called "insurance" clause. This requires that you have insurance to cover at least 80 percent of the replacement cost of your house. If you don't, you're in effect a "co-insurer" of your own house and are responsible for a part of any loss you incur. What can you do about it? First, understand that replacement cost, the key definition affecting the percent rule, refers to current construction costs. When figuring replacement cost, consider the dwelling—not land, ground improvements or contents. Establish this amount by one of the following:

1. Take the original building cost and increase it a multiplier from the table below. For example, our house was built in 1965 for $30,000, multiply by 1.75. Result: $51,900.

<table>
<thead>
<tr>
<th>Year</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>1.93</td>
</tr>
<tr>
<td>1965</td>
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<td>1970</td>
<td>1.59</td>
</tr>
<tr>
<td>1975</td>
<td>1.48</td>
</tr>
<tr>
<td>1980</td>
<td>1.38</td>
</tr>
<tr>
<td>1985</td>
<td>1.26</td>
</tr>
</tbody>
</table>

If your house was not built recently, or if you don't know the original building cost, ask a local builder to estimate replacement cost. His fee for an appraisal will be $50 to $100.

Find out the building cost per square foot in your area (from the local home builders association), then multiply the square footage in your house by this price. (Example: $20 a square foot = $40,000 replacement cost.)

Each time you pay your annual premium, resolve to figure replacement cost and increase your coverage, if necessary, to equal or exceed the 80-percent level. Instead of figuring replacement cost and percentage of coverage each year, however, you can sign up for Inflation Guard or a similar accelerated insurance program to keep your coverage up to current costs.

With Inflation Guard, the coverage is automatically increased 1 percent every three months. That's 4 percent a year.

In addition to protecting the actual dwelling, homeowners' comprehensive insurance also includes coverage of contents (personal property) against physical damage and theft, and liability protection. Inflation may have affected these as well. The standard coverage of contents (50 percent of the insurance on the dwelling) may not be enough. One way to find out is to inventory all your belongings room by room, and assign a current market value for them. If it exceeds the 50-percent contents coverage, arrange for additional protection with a rider. Typically, $10,000 additional coverage for personal property costs about $25.

Homeowner policies almost universally provide $25,000 liability and $500 medical coverage to pay for injuries to others or for property damage to others. Since awards in damage suits have also been inflated, you may not consider this enough to protect you. For a $5 premium an average homeowner can buy $100,000 additional liability coverage.

Increased coverage in any of these areas will also, of course, increase your premiums. Here are some ways to help keep your insurance costs down.

1. Consider a change in the form of coverage. Three levels are available in the homeowner package—Basic, Broad and All-Risk. Perhaps you are carrying more than you need or want. Ask your broker or insurance company to explain the differences.

2. Consider increasing the deductible. Most policies are written with a $50 deductible, but higher deductibles are often available with a surprising savings in premium. Raising the deductible makes you responsible for more in the way of small losses, but still protects you against serious problems.

3. Consider different companies. Cost of homeowners' insurance varies considerably among companies and is sometimes based on personal service offered. You may be willing to trade personal service for a lower premium.

—Merle Dowd
How to Complain Effectively

Don't be a cowed consumer: You really can get satisfaction.

There are certain tricks and rules of thumb that increase chances of getting results in complaining. To simplify matters, most of the examples that follow assume that you are complaining to a retail store about a product, but the basic technique is applicable to just about any situation. First, let your fingers do the walking and try the telephone, which involves good telephonemanship.

1. **Identify yourself fully:** "This is Chris Jones from over in Consumerville."

2. **State your purpose:** "I'm calling about the dishwasher you sold me" (the repairs you made on the car, house, etc.).

3. **Ask to speak to the relevant person—** sales manager, service manager, etc. Choosing the right person is a very important step. It can mean the difference between getting satisfaction the first time around or having to go through a lengthy process. The general rule is to speak to someone with power to make the decision you want to have made. In a consumer context, usually this is someone in a supervisory capacity rather than the person who sold you the item or performed the service. Incidentally, on service or appliance complaints, it's good to call even though you know you will have to bring in the item. You'll get quicker service when you arrive.

4. **State the specific nature of the problem:** "Dirty water keeps leaking from the left rear corner of the machine." ("It rained last night and the roof leaks.")

5. **Make your demand.** It will, of course, be phrased diplomatically, but it should convey the person on the other end the sense that you are going to be at the very least disappointed if the demand isn't met.

6. **Wait for an answer.** The properly timed pause is one of the greatest weapons of good telephonemanship. The human psyche abhors a telephone vacuum. Silence is a contradiction of the very purpose of a telephone call. So just shut up and wait. An answer will invariably follow. Often the answer will be a counter-proposal, a vague promise of the "We'll-get-to-it-as-soon-as-we-can" ilk.

7. **Don't accept such a generality.** Press for a commitment by restating your demand so as to require a yes or no answer. A good way to do this is to blithely assume they have agreed to your original demand: "So you'll send somebody over today, then."

8. **If the answer is no, keep pressing:** "You mean, I'll have to wait until tomorrow?" The strategy is to make the other side keep refusing specific demands. When the other side finds itself having to say "no" three or four times in a row, the vaguely normal human begins to feel an urge to be able to say "yes" on something. All those "no's" are building up sort of a psychological debt that can only be repaid by a "yes" of some sort. So you continue: "Well, how about Wednesday? (No.) You mean I'll have to go through the entire weekend?"

9. **Get a specific promise with a specific time:** "So, you can get someone over here next Tuesday, then?" If the person on the other end says he or she can't make that commitment, ask to speak to someone who can.

10. **Get a promise as specific as possible.** Maybe there actually is no one who can promise the repairman will show up at two o'clock on Thursday. But there must be some time within which they can promise or predict. If all else fails, ask how long it normally takes. This is an important step because you will want a specific promise to refer to if you have to write them a letter, which will be the next move if things aren't settled to your satisfaction.

11. **Ask who it is you are talking to and write it down.** It will give you something else to refer to in a letter.

The above implementation of the art of telephonemanship may or may not get results. If it doesn't, you can at least be sure that you have maximized your chances—and made an impression on the other end. And if, for some reason, things don't work out—the repairs are sloppy or the lemon is just plain unrepairable—it's time to escalate to Phase Two, which is letter writing.

The first rule is to save all paper. It doesn't take an elaborate filing system; just shove everything in a drawer, so you can get your hands on it again. Keep a copy of everything you send out. How many copies? Three is not too many. The copies will be used in demanding further action—ultimately in court, if it comes to that. If you can show the judge that you have made an effort to get satisfaction in a reasonable way, you have gone a long way toward getting his sympathy. That is more than half the battle. A good letter lays the groundwork. The letter should contain the basic facts:

- When and where you purchased the item or received the service, and from whom. If you don't know the name of the salesman, describe him.
- The representations that were made to you, if any, about the quality of the service or the product.

Here you are laying both the moral and legal groundwork for your claim. Basically, what you are
saying it that you were promised such and such result. These representations, if you can prove them, are often legally binding despite disclaimers on guarantees. If the other side doesn't deny them in any answer they may send, there is an inference to be drawn that this silence is an admission. At least, the other side later has to answer the question of why they waited until now to deny. And when it's your word against theirs, this piece of paper lends extra weight to yours.

- Your demand. This may be a restatement of the old demand, or a new one. “Since your servicemen do not seem to be able to repair it, please make arrangements to replace it or pick it up and refund my money.” What your demand should be depends on a lot of things. From the response of the other side thus far, you should know how honest and sincere the people are. You can try to have the product returned and your money refunded. Or you might want to have them deliver a new one. However, in this business of making demands, don't get carried away. Ask for something that the other side can say yes to, not something outrageous.

Note that your letter doesn't have to be in lawyer's English. Plain language will do the job:

Dear (Decision Maker):

On _________, I purchased a _________ on sale for _________. The set in the store worked fine and the salesman, a dark-haired man whose name I do not have but whom I would recognize, assured me that the set would work right and that it was “100-percent guaranteed” for six months.

Unfortunately, the set has not worked at all satisfactorily. The repairman you sent out in response to my call fooled around with it and it was a little better for a couple of days, but now it is back to its old tricks. Since the set is useless to me, the best thing is for you to refund my money and pick it up.

Please let me know as soon as you can when we can get this done.

Sincerely,

For extra impression, send the letter certified mail, return receipt requested, forestalling any claim that your letter wasn't received. Note that the letter is addressed to the “decision maker,” that person with the authority to make the decision.

After this, it's up to the other side. If your demand is met, it's endgame. Most of the time this is the way it will be. You've made it a lot simpler for the other side to give you what you want than to continue.

But if the other side refuses, then you can decide to give letter writing one more try or to initiate suit. It's possible that just a little additional shove will get what you want, or that no amount of further persuasion will budge them an inch. In that case, push has come to shove.

If you are dealing with a complaint involving a brand-name product, it is probably worth one more letter. This one will: 1) state your position and demand once more, 2) explain that you feel you have no choice but to seek legal recourse, 3) be sent to manufacturer also. The third step, appealing to a higher authority, puts additional pressure on. In the first place, chances are that the manufacturer will actually be concerned and will contact the store for an explanation; in the second, the store may choose to head off any more hassles. Finally, you have one more piece of paper to show that you have been reasonable. Such a letter might be:

Dear (Decision Maker):

As you know, 10 days ago I sent a letter asking you to return the television set which has given us so many problems. So far, I haven't received an answer. (Or: I'm afraid I can't agree with your letter suggesting that the problems are not covered by warranty or are caused by my misuse of the set.)

I really still feel that the only fair way to resolve this matter is for you to take the set back and refund my money. If you still don't feel this way, then I guess we'll have to settle the matter in court. Please contact me immediately.

Sincerely,

The decision maker should receive copies of the letter with carbon copies of your first letter enclosed. The third carbon you save for the judge.

One question that arises using this technique is how to find the address of the manufacturer. Most of the time, it's printed somewhere on the product, but if it isn't, the local library will have one or more business directories. One advantage of going to a business directory is that you can usually get a specific name, which is always better. Otherwise, just go to the top and address it to “President.”

There are sources other than the manufacturer you can appeal to, such as the Better Business Bureau, or Chamber of Commerce, and these can be used if you are dealing with a local store. But the pressure, if any, engendered by this sort of appeal, or even appeal to government bodies such as consumer affairs offices, isn't as strong as appealing to someone higher up in the company.

At any rate, by this time, or perhaps without even going through all these steps, if satisfaction has not been rendered, time has come to escalate to the most effective means of complaining available to any consumer: Small Claims Court.—Douglas Matthews

Sincerely Yours,

Chris Jones
Start now to transform your yard into a bird haven.

Birds are nature’s bonus to the gardener. They add sound, color, movement and life to a garden. What’s more, they keep the insect population in check. Songbirds require four basic elements for survival: food, water, shelter and breeding areas.

Food is the easiest need to fulfill, because the size of your yard is not related to the amount of food you can provide. Your yard naturally yields earthworms; your trees provide insects. Thus birds don’t need to be artificially fed, certainly not in summer or fall and seldom even in winter. Feeding birds indiscriminately is not always an aid to ecology. There is evidence that by providing bird food, many well-intentioned homeowners may actually be reducing the chances for survival of many desirable songbirds.

The real beneficiaries of overfeeding can turn out to be house sparrows, starlings and pigeons, which tend to crowd out the more attractive native birds. Selective feeding is the answer. Feed in late winter when natural bird food is scarce—and in early spring, to encourage nesting on your property, before plants have budded. Choose food that appeals to specific birds. By hanging suet on a wire you can attract mockingbirds and catbirds. But sparrows won’t eat it, and starlings are too big to cling to a wire. Put out sunflower seeds, if you want cardinals, goldfinches and grosbeaks.

Birds eat many things not usually considered food. When the land is seemingly barren in winter, they feed on sumac, hawthorn and hackberry. Oak, spruce, aspen and mountain ash also make contributions, and birches carry their seeds all winter. Right now is the time to plant small trees, such as flowering dogwoods, and fruit- and berry-bearing shrubs. All will provide excellent cover as well as winter food for birds that do not migrate. Black elderberry, viburnum, bayberry, inkberry, false bittersweet and red or black chokeberry are known to attract songbirds. When planting, place close together—birds like dense, sprawling growth—and plant near the house so you can see them.

Drinking and bathing are also important to birds. And water will attract warblers, thrushes and other birds that would never come near a feeder. A pedestal-type bath is best, because it offers protection from cats, but even a shallow tray will do.

All birds need certain types of natural, vegetative cover so they can reproduce and raise their young. This “cover” must shield them from the elements and protect them from predators. Nesting places should be suited to both high- and low-nesting birds. If there are no tall trees on your property, a birdhouse could be an attractive substitute. However, birds that prefer holes in trees for nesting are more likely to be drawn to nesting boxes. House wrens, swallows and woodpeckers will nest readily in bird boxes that measure 6 by 8 inches and 6 inches high, with a round entrance hole 1 1/2 inches in diameter. Bird boxes on poles at least 8 feet high get the best results—and are most quickly inhabited. Now is a good time to begin bird-box or house projects. Certainly, they should be in place before winter ends, so the birds will “discover” them before early-spring nesting.

Some birds are more fussy than others about the specifications for their homes. Purple martins, which gobble up great quantities of mosquitoes, prefer apartment-type houses with several layers of compartments. These houses should be set in open areas on poles 8 to 12 feet high.

The ideal home for the much-sought-after bluebird is a “Duncan box,” whose interior space measures 5 by 8 inches and 5 inches high, and which has a sloping, hinged roof to shed rain and holes in the bottom for drainage. The entrance hole is 1 1/2 inches across, but there is no perch; thus sparrows are outwitted.

A hollowed-out gourd hung from a tree branch will attract the delightful hummingbird to nest, while a deep basket, hung from the very tip of a branch (preferably of a tall tree) will captivate the Baltimore oriole.

The ideal bird sanctuary has tall and low-growing trees, as well as brambles for the songbirds that prefer nesting near the ground. It has open areas and woodlands, orchards and berry-producing trees and shrubs—in addition to a large pond and running stream. A tall order, to be sure—this ideal is a far cry from the average homeowner’s lot. But even the smallest property—a window box, say—can supply the basics for a garden on the wing.

—Lawrence V. Power
HOLE IN WALLBOARD

Wallboard, also known as Sheetrock and plasterboard, is the most popular wall and ceiling material in new homes and apartments. Usually it doesn’t develop cracks like plaster, but the corner of a piece of furniture can poke a hole in it.

To repair damage, draw a triangle around the hole; the triangle should be just big enough so that all of the hole is inside it. Use a keyhole saw or a loose hacksaw blade to cut out the wallboard outlined by the triangle. Make your cuts slanted.

Obtain a small piece of plasterboard (at building-supply stores or lumberyards) the same thickness as the existing material. Cut a patch to fit the triangle, this time slanting the edges to fit snugly into the wall-triangle edges.

Mix up a batch of joint compound (available at hardware stores) and use a scraper, putty knife or spatula to smear the compound into the edges of the patch. Press the patch into place in the wall and skim off the compound that squeezes out with a scraper or putty knife. Apply a very thin coat of compound over the edges of the patch. Cut and press pieces of perforated joint tape (also at hardware stores) over the edges into the compound. Apply more compound over the tape. This coat should also be thin, and as smooth as you can make it. Touch up the patch with a coat of the finish paint you’re going to use, let dry, then paint the entire wall.

The above repair is for holes that are, say, up to 6 or 7 inches wide. If you’ve got something bigger than that, it is better to take the whole panel down and replace it.

DAMAGED PLASTER

Plaster is a popular material. Unlike wallboard, which is applied in solid sheets, plaster is applied wet with a trowel. If you don’t know what you have, rap on a wall with your knuckles. Wallboard sounds hollow, plaster solid. Plaster commonly develops cracks and holes. If a wall or ceiling has “hairline” cracks, the first step is to widen and deepen them so repair filler can get a grip. Get the now old-fashioned beer-can opener with a hooked end; draw the hooked part of this along inside the crack, digging deeply (you can use a screwdriver or scraper).

For filler, use plaster of paris. Pour some in an empty coffee can and add a little water. Mix. Gradually add more until plaster is soft and workable without being soupy. To every coffee-can full you mix, add a teaspoon vinegar. This will triple the hardening time (ordinarily only about 10 minutes).

Wet the crack down by sponging water in; using a 3/4-inch-wide scraper with a flexible blade, force plaster into crack and smooth it out level with the surrounding wall. Try to get the plaster perfectly smooth with the scraper; if you try to sandpaper it smooth later, you won’t succeed. After smoothing with the scraper (use as few strokes as possible), draw a folded, soaking-wet rag across it as a final smoothing process.

If you have a hole that’s less than 2 inches wide, remove all crumbly material with a scraper. Wet completely. Mix plaster (don’t forget the vinegar) and pack into the hole until it’s 3/4 full. Let dry, then fill the rest of the way. Smooth level, wipe extra-smooth with wet rag. If a hole is more than 2 inches, clean it out as above, then fill it 3/4 full with ordinary steel wool, wedging it in tightly. Apply plaster in the hole 3/4 of the way; be sure to cover hole edges. When this dries, fill hole the rest of the way, smoothing out as before.

MILDEW MALADY

You can find mildew on the inside or outside of the house, commonly in damp areas. Many people mistake mildew for dirt. To tell the difference, dab a little pure bleach on the discoloration. If the stain disappears, it’s probably mildew; if not, it’s dirt.

Usually, mildew is gray and appears cobweb-like.

You can remove mildew with a homemade solution: To every 3 quarts of warm water, add 1/2 cup of Soilax, 1/2 cup of detergent and 1 quart of household bleach. Wear rubber gloves and scrub the mildew with a scrub brush. Repeated washings may be necessary. (continued)
DAMAGED CERAMIC TILE

Ceramic tile is one of the toughest building materials available. However, it can be scratched, broken or chipped, and it can fall out. For good looks and to keep moisture from sneaking through behind the tiles, any that are damaged should be replaced.

To get a damaged tile out, use a ¼-inch cold chisel (available at hardware stores) and a hammer. Chip away at the corners of the tile. When all corners are chipped out, slip the chisel under one and lift. Scrape away all the adhesive on the wall; apply fresh epoxy adhesive around the edges and in the middle of the replacement tile and set it in place.

Or, even easier, just mix up some plaster of paris and set the tile in this. When the adhesive or plaster of paris is dry, use your finger to fill in around the tile with a ready-mixed grout (available in tubes at hardware stores). Smooth it out with your finger so it is shaped like the grout between the other tiles.

WORN RESILIENT TILE

Resilient tile gets its name from the fact that it has some “give.” If one gets badly worn or chipped, replace it. First, remove the bad tile. If you have vinyl asbestos or asphalt tile, do this with heat. Put a damp rag on the tile, then place an iron, at its hottest, on the rag. As you apply heat, pry up the tile at the edges with a putty knife. Usually the tile will curl up and can be removed easily. Apply the new tile and roll with a rolling pin. If you can’t use the old adhesive, use epoxy. Vinyl and rubber tiles are removed without heat. Using a curved linoleum knife or a utility knife, cut deeply around edge of tile — in the seams. Using a chisel and hammer, remove the damaged tile. If necessary, chop into the center of the tile and work toward the edges. Take off any adhesive remaining on the floor. Fill holes with wood putty.

If you don’t have a spare replacement tile, consider taking up four or five tiles in a row, or four tiles in adjacent rows, and installing tiles of a contrasting color as an accent.

LOOSE LITTLE FIXTURES

When a small fixture, such as a toilet-paper dispenser, is attached to plasterboard with screws, it invariably comes loose. Plasterboard is too thin to enable a screw to get a good bite. Discard the screws and get a pair of ½-inch “Molly” bolts. Use a nail or screw to make screw holes big enough so the Molly bolts can fit through. Push Mollies in. Tighten. When tightened all the way, unscrew; the socket parts will stay in the wall. Align the holes on the fixture over the Mollies and reinsert the screws. Tighten.

DAMAGED BATHTUB CAULK

Caulk is used to seal the seam between the top of the bathtub and the wall. Eventually, it cracks or falls out. To prevent water from getting down behind the tub, the caulk should be replaced. One good replacement is silicone caulk, available at hardware stores.

Before applying, clean out all the cracked caulk. Use a screwdriver or putty knife. Apply the new stuff, simply squeeze the tube; the caulk squirts out slowly. As it does, draw the spout along the tub/wall seam. When you’ve got the seam completely filled in with a solid line of caulk, smooth it out with a wet forefinger or a spoon handle. Let dry.

TV TROUBLE

When something goes wrong with your TV, chances are that a bad tube is what’s causing the trouble. Replacing it is easy! First, pull the plug out. Wait four hours; this will eliminate any electrical hazard. Take the back of the set off. Somewhere inside the set will be a tube layout. It shows where the tubes are. Remove the tubes by pulling upward on them. As you take out each one, make a little check mark on the diagram.

Remove all tubes, including those with metal guards over them. The only tubes you don’t touch are inside a little metal box—the high-voltage tubes. Don’t worry about them. When all tubes are out, take them to your radio or TV store. Ask the dealer to test them for you. He has a machine for this, and the job only takes a few minutes. If you have one or more bad tubes, your problem’s likely over. With the diagram as a guide, replace tubes, substituting new ones for defective ones. If you still have trouble, call a serviceman.—Tom Philbin
There’s a bewildering variety of models on the market, each with its own working-saving conveniences and safety features. Here’s how to choose the one most likely to make ironing a smooth operation for you.
It brings you a musically inclined panda, a light bulb with an economical glow, a fly-and-drive holiday dividend you can’t afford to miss.

COLLECTABLES

It’s round and blue and seven inches across. “It” is a Bing and Grondahl Christmas plate. And if you have one dated 1895, it’s worth $2,700 (at issue, the price was 50 cents) to an estimated two million U.S. limited-edition plate collectors. This according to Joyce Petrozzini, president of Joy’s, Ltd., Chicago mail-order specialists in commemorative china, and she would know.

As editor of the newsletter of its Limited Edition Club (membership is $25 or one purchase per year), she corresponds personally with members searching for every sort of fine dated china—B. and G. and Haviland, Hummel plates from Germany, Italian Veneto-Flair plates. “I like dealing with people, helping them find things, and I think it shows,” she says, adding that commemorative-plate gathering is “addictive” and it needn’t be expensive (the 1973 “Peanuts Mother’s Day plate was $13, last time we checked), and your trove grows in value every year.

CAR-GO HELP

More long weekends and many drastically lowered transcontinental fares are influencing families to divide their total holiday time into more and shorter vacations. The Hertz car-rental folk are set up to come to the aid of your itinerary with a series of “Vacation Plus” guides designed especially for fly-and-drive trips. Each maps out eight to 12 driving tours of approximately 100 to 500 miles, offers sightseeing tips and gives mileage listings. Example: an excursion through “George Washington Country” from New Jersey to West Virginia. Each guide is paired with a “Vacation Values” discount book that could save you up to $200; all are available free from your travel agent.

HEARTH WARMING

There’s nothing like a toddy by the fire after a brisk jog or a long country walk. If you’re tired of buttering rum, how about hot rum-laced lemonade? Simple, really. Put an iced-tea spoon in a 10-ounce highball glass, add the juice of one lemon, a jigger of rum and sugar to taste. Fill the glass with hot water and think warm thoughts.

WATT SAVINGS

Light bulbs—all innocently egg-shaped—may not look like fuel guzzlers, but they are. Which is why Duro-Lite’s new “WattSaver” bulbs are such good, relevant news. Thanks to nontoxic krypton gas and a patented copper-tungsten filament, they use 10 percent fewer watts per lamp, yet shed the same light as conventional 60, 100 and 150 watters. What’s more, they glow longer: 2,500 hours vs. 750 to 1,000 hours. At $1 to $1.10 each, they’re at department and hardware stores. Another help: an informative leaflet spelling out the watt and kilowatt hours consumed by every household appliance. It’s by the Electric Energy Association; write your local utility for a free copy.

AMERICAN BEAUTIES

There’s great looking to be found in New Haven: “American Arts and the American Experience,” the new permanent exhibit at Yale’s Mabel Brady Garvan Galleries, the country’s oldest university art gallery. And it just may be the youngest, most exciting thing around. Designed by Ivan Chermayeff, supervised by curator Charles F. Montgomery, the exhibit reveals and relates in new ways: a straight-backed New England choir in silhouette, for example; a Queen Anne chair suspended and “exploded” into component legs, arms, seat; a right-now denim bean-bag chair. The names Chippendale, Warhol and Sears, Roebuck are all there, too. Seeing is enjoying (and learning), especially during October’s Festival of Arts and Crafts. Meanwhile in Chicago: the premiere showing of the Art Institute’s collection of woven American coverlets, dating from 1800, all ensconced until October 14.
Sears own Petit Plume.

Damask draperies that hold their shape beautifully even after washing.

First, you want a drapery that will look lovely in your room. So Sears offers this rich damask in everything from delicate strawberry pink to a deep Aztec leather shade. It's our largest assortment of drapery colors — 16 in all.

Then we had Petit Plume made in our largest range of sizes — 33 in all.

And then we did something super-special. We made sure the Perma-Prest® fabric would not only machine wash, tumble dry and need no ironing — but hold its shape beautifully. And keep its glowing colors too, because Petit Plume is sun-resistant.

Lots of new draperies are beautiful. Sears Petit Plume draperies are made to stay that way!

See Petit Plume now at most larger Sears, Roebuck and Co. stores and by catalog.

Only at Sears
there are delicately balanced tonkin rods and elaborate similar reels and precision-kites in a variety of sizes and signs are available to the flyer. He can build his own kit-shop for one in toy department supermarkets, hobby shops, anese import houses and some bookstores. He can enjoy sport in solitude or in company. He can even compete in flying competitions, and even more informal level, any man full of kite flyers is likely to turn up contest-minded types. The most dramatic way to compete with fighter kites from India, which stalk the air, cutting down adversaries with upper strings to glitter in a paste of ground glass.

Kites are commonly either flat or bowed or boxed, with many complicated variations of airmass coming into use as well. Traditionally, kite-shaped has implication diamond-shaped, and these can either flat or bowed. The aerodynamics of flat and bowed kites are slightly different, and the flat kite tend to fly more upright, the bowed kites more on the wind like airplanes. Flat kites—except for fighters—need tails for stabilizers; bowed kites do not. Flat kites can be almost any symmetric shape; many are multilateral or people-shaped or bird-shape or rocket-shaped.

Two critical matters that beginning kite flyers often slight, to their eventual dismay and frustration, are the string and the bridle. The string or flying line must be matched to the kite in weight and strength; you must get one that is strong, but not so heavy that it will droop and make your control of the kite difficult. ("You don't walk a chihuahua with an anchor chain, do you?" asks a kiting enthusiast.) The bridle, an arrangement by which the string is attached to the kite, controls the all-important angle of attack; trial and error will net you the best bridle for your kite.

Where you do your kite flying is important, too. An open hilltop is probably ideal, but not too common. Parks often have meadows set aside for kite flying, but some parks actually forbid kites! (Only recently has a Washington, D.C., ban on kite flying been lifted.) The traditional running-like-mad to loft a kite is not really necessary—an expert can launch his fighter kite by himself, from a standstill.

Pick a place with few downwind obstructions. Charlie Brown's kite-eating tree may well be mobile and unavoidable, but do not ask (continued on page 107)
The many passenger washer and Dryer from Frigidaire and General Motors.

They handle up to 18 lbs. each time you give them a spin.

Maybe you didn’t know it, but Frigidaire is part of General Motors. And some of the engineering skills that go into G.M. cars also go into many of our dependable Frigidaire appliances.

For instance, whether you’re a many passenger family or a small compact family, Frigidaire has a washer and dryer to fit your needs.

Take these two beauties. They’re both automatic and both of them are built to run smoothly for years. Each one is a sleek 27 inches wide yet they’re both built to handle big loads—up to 18 pounds each time you give them a spin.

And when it comes to handling, these two machines are very flexible. They pamper all fabrics—everything from permanent press to delicate knits.

Of course, maybe you’re a small compact family and need all the space you can get. Then you’d like our economical Skinny Mini—a one-piece vertical washer and dryer, only two feet wide. As small as it is, it’s still big enough to take the average wash load.

Visit your Frigidaire dealer and test spin all our washers and dryers. Or if you’d like our washer and dryer brochures, write to Frigidaire, Box 999, Dayton, Ohio 45402.
NOW YOUR CAT CAN HAVE HIS MILK AND EAT IT TOO.

Because we know how cats love the taste of milk, we've made a special food with the taste of milk; New Special Dinners® from Purina®. It's the only cat food with a real milk product coating along with real milk protein. Now your cat can still have his regular milk and have a cat food with the taste of milk too!

New Special Dinners comes in four different, delicious varieties: Sea Nip Dinner®, Dairy Dinner®, Gravy Dinner® and a la Sea Dinner®. Each variety has its own special taste plus the added taste of milk.

What more could any cat ask for?
“Barbara...you’re doing beautifully... I’m so glad you came up to see me after class. Now, remember, you must eat three meals a day... you can’t break bad eating habits by being hungry.”

A Weight Watchers' lecturer is a very special person. Because she was once overweight, too. She's lost weight and learned to keep it off, and wants to help you do the same thing.

She understands.

So come to a Weight Watchers Class, where you'll learn our famous 3-in-1 program that lets you eat three happy meals a day and even snack in between.

There's a Basic Plan to lose weight, a Leveling Plan to take off the last ten pounds they're always the hardest) and a Maintenance Plan to keep you at your goal weight.

Today could be the beginning of a new life.

Because there's a Weight Watchers lecturer waiting to help you right now.

There are Weight Watchers locations throughout the United States, Puerto Rico, Canada, England and in Australia, France, Italy, Germany, Mexico, Rhodesia, Sweden, U.S. Virgin Islands and the Republic of South Africa.

For more information, call this number any hour, any day, anywhere in the U.S.* at no charge 800-243-6000. "In Connecticut, call free 1-800-882-6500.

WEIGHT WATCHERS
You don't have to be alone anymore.
No dishwasher detergent can prevent water spots.

Any detergent, even the best, can leave water spots. Because water spots start to form in the rinse cycle, long after your detergent has gone down the drain.

Jet-Dry can prevent water spots. Because Jet-Dry works in the rinse cycle—makes rinse water sheet off your clean dishes without leaving drops behind.

No drops, no spots.

There’s liquid Jet-Dry for dishwashers with dispensers or solid Jet-Dry for machines without.

So if you want to see what spotless really means—try Jet-Dry Water Spot Preventer.

Jet-Dry Water Spot Preventer.

ROOMS FOR ROUND-THE-CLOCK LIVING

No one has enough space, it seems. Too often, homes are built for the way we think we live or wish we could live, not for life as we really live it. Since most of us cannot afford to have a home custom-built to suit our needs, we are going to figure out what space we can imaginatively—

of an average week, then be surprised.

If you live in a house, you will probably find that you spend the least amount of time in rooms on which you’ve spent the most decorating money and effort—

the living and dining rooms. You’ll find that you do much more living in the family room and kitchen. If you’re an apartment dweller, your living room is probably well lived in, the kitchen, too. But in houses and apartments, bed-

rooms stand empty more than half the time.

It isn’t difficult or particular expensive to turn a part of a room into one that works. And you don’t have to do it in a single wall. List the things you’ve always wanted to do that you lack the space for: hobbies, sewing, potting, movie-making, and keeping in mind your existing living and daydreaming—more reading in the kitchen, less clutter in the kids’ room—divide these activities among single-purpose rooms.

Consider housing messier hobbies in the dining room, if you have one—close to the kitchen and the sink. The dining room is an area you probably use less. If this room runs true to form, the table and chairs take up the floor space in the middle, and the periphery is rather bare. You won’t move the chairs and table to one side, or eliminate them altogether, and use folding furniture or find a smaller table and keep a large, foldaway tabletop har for entertaining?

Want a family center? Again, you have a dining room, make it over into an all-purpose activity area, and let one end of your living room serve for dining. This might also bring some activity into the living room—too many rooms tend merely to be places for sitting. What makes a living room impersonal is having all evidence of activity edited out. You don’t have to make the place fit for corner busy, but the room should say something about your interests and activities. You can’t be quite so casual when you make over a bedroom into a bed-sitting or bed-hold room. Though beds take up space they must stay. But they need be rooted to the spot; they can moved. Make a scale plan of the room and paper cutouts of the beds. As you move things around remember that bed-making is a daily chore. It’s harder to make a bed that stands in a corner than one at right angles to the wall.

How about a children’s playroom? That’s often a top-priority item, but needn’t be the impossible dream. There’s a simple solution: Switch bedrooms when the kids. You take a smaller room and arrange their things in the largest master bedroom—there should be space left over for them to play in.

Even where the need for space doesn’t exist, the trend is to rooms for round-the-clock living, to big, informal, multipurpose areas. Don’t take your home for granted. Measure habits and customs against real life, and you will come up with original answers. —Vera D. Hall
Win a College Education* for your child or $20,000 for yourself.

Enter True’s 612 prize Educational Sweepstakes.

*Grand Prize: Up to $20,000 toward expenses at the college or university of your choice—or $20,000 cash.
Second Prize: Up to $10,000 toward expenses at the college or university of your choice—or $10,000 cash.
10 Third Prizes: Panasonic complete stereo music centers with headphones. 100 Fourth Prizes: Olivetti/Underwood electric portable typewriters. 500 Fifth Prizes: Channel Master portable cassettes. The odds of your winning are determined by the total number of entries received. Enter as often as you like. Each entry must be mailed separately. Use entry blank below, or a plain piece of paper the same size. No purchase necessary. Sweepstakes close November 16, 1973. Enter today. Think about it. Wouldn’t it be great to win expenses towards your child’s college education from True?

Mail to: True’s Educational Sweepstakes, P.O. Box 619, Brooklyn, N.Y. 11202.
Please enter my name in True’s Educational Sweepstakes. Enclosed are two bottom flaps from True Regular or Menthol, or a 3 x 5 piece of paper with the word TRUE printed in plain block letters.

I certify I am 21 years of age or over.

Name __________________________
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City ___________________ State ______ Zip _______
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Address _________________________

Warning: The Surgeon General Has Determined at Cigarette Smoking Is Dangerous to Your Health.
Now, Berkline has a recliner that you can place just three inches from the wall. The new Wall-Away recliner doesn't have to be pulled out or pushed back for sitting, TV viewing, or full reclining. Walls don't get bruised, floors don't get scratched and rugs aren't wrinkled. This sleek, space-saving recliner comes in traditional and contemporary styles; is conservatively priced—from $215 to $335 depending on upholstery fabric. For more information on Berkline Wall-Away, other Berkline recliners or den groups write: The Berkline Corporation, AH 10, Morristown, Tennessee 37814.

Lovers of the Early American will want the completely new edition of the Tell City Primer of Early American Home Decorating. In addition to basic decorating, it's filled with full-color photos of traditional, vicinal and "up-beat" dining rooms, bedrooms, family rooms and decorative lamps and accessories. Includes a Room Planning Kit with graphs, furniture cutouts. More than pieces of furniture and accessoires are illustrated and described. Write to your Tell City dealer or send $1 to Tell City Chair Company, Box 1, Tell City, Indiana 47586.

Plan your New Home with Lindal Cedar Homes 44-page Planbook. Here are designs for 82 year-round leisure homes, $7,800-$30,000, all distinguished by the natural warmth and beauty of Western red cedar. Post-and-beam construction easily accommodates design changes or additions. Built-to-last components like steel-reinforced beams, extra-thick interlocking walls, floor and roof decking. Precut and deliverable to virtually any building site, anywhere. Send $1 for your Planbook to Lindal Cedar Homes, AH 30, 10411 Empire Way S., Seattle, Washington 98178. (Add 50¢ for airmail.)

Add the charm of brick to your rustic kitchen, or a real fireplace to your living room with Z-Brick. No need to call in a masonry contractor or to shore up foundations. You can install this decorative, lightweight, low-cost wall covering yourself with easy-to-use Z-Ment, an adhesive that serves as the mortar line and adds to the truly authentic look. Each Z-Brick piece is unique, not stamped out of plastic or ceramic. Use indoors or out. Completely weatherproof and, most important, completely fireproof. One of the few building material products that cost no more today than in 1969.

Embroider a whimsical wall hanging for a child's room. Colorful counting chart, 18 x 32 inches, is both decorative and instructive. Makes it easy to teach a child how to count and recognize familiar objects—means of transportation, people, animals. Design is stamped on homespun kits include embroidery yarns, easy-to-follow directions, color guide and stitch chart. Red frame is easy to assemble. Kit 61621 Chart is $7.99; Kit 61622 Frame is $4.78. Add 75¢ postage and handling, each kit. Send to Counting Chart, Department 4253, 4500 N. 135th Street, Miami, Florida 33055.
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Foreign objects in the stomach: By “foreign objects” I mean such doubtfully nourishing items as nails, glass, bathtub stoppers, stones, beer caps, rubber, wire, combs and other similar fare that seem to appeal to most puppies. I am afraid there is no cure except for the fey appetites of puppies. They outgrow it eventually, but while you’re waiting, you might keep everything smaller than a trunk out of the puppy’s reach. Try to divert him with harmless and valueless playthings of his own. Men’s old shoes are good playthings. Nothing will get a dog’s mind off lampshades and floor plugs better than a shank bone or a knucklebone. Some of the heavier rubber toys are all right, provided you take them away if they show signs of softening.

In spite of all the precautions in the world, an ingenious puppy can always ferret out something that is dangerous to swallow. So I give you first-aid treatment to be used in such crises.

First-aid treatment: Give the dog a large meal of something soft—bread is a good thing. Then put a couple teaspoonfuls of salt on the back of his tongue. This should make him vomit. Rarely will salt fail, but if it should, try warm mustard water. If you are in any doubt as to whether you have got up the whole of it, give another dose of salt. If in a few hours the dog has watery diarrhea or if his abdomen is swollen or sore to the touch, give him a dose of mineral oil. If he is still in pain or if there should be blood in his stool or urine, have him fluoroscoped or X-rayed.

If, unknown to you, the dog swallows something dangerous, the symptoms will be prolonged or recurring attacks of vomiting or diarrhea, or both, or convulsive gripping, and his stomach or abdomen will be sore.

A dog with a foreign object in his tongue, teeth, mouth or throat (usually a bone splinter or a needle or pin) will try to cough it up or rub his mouth and throat with his paw and shake his head a lot. Open the dog’s mouth. A sure way to get a dog’s mouth open is to put your palm over the dog’s muzzle and press the sides of his lips against his teeth with your fingers on one side and your thumb on the other. Examine his mouth carefully. If you see the object, pull it out with your fingers or with tweezers. If it is too far embedded or if there is danger of its breaking off in the pulling, see a veterinarian. If you don’t find anything, have him X-rayed.

Electric shocks: Now and then a puppy will chew into an electric wire and be knocked out. If this happens, give him a whiff of ammonia, and when he comes to, a little whiskey in water or black coffee. If the shock should stop the dog’s breathing, press in and out on his ribs just back of his front legs and wave ammonia under his nose.

Falls: If bones are broken, the dog will limp or refuse to walk. Internal injuries are deceptive. A dog can be seriously hurt internally and not show sign of it for 24 hours. Whether a dog shows any immediate signs of distress or not, the dog should be kept bed-quiet with sedatives for at least two days. Don’t feed him for the first 24 hours.

They seem to think they look silly in them.

Cuts: If the cut is mild, put some peroxide or boric acid on it. If the cut is deep, put packing of cotton and gauze on it, saturate it with boric acid and bandage it up rather tightly. If the cut is hemorrhaging, hold a heavy boric-acid packing against the wound until you can get it sutured. If the hemorrhage is on the foot or leg, put a tourniquet above it until you can get help.

Poisoning: The treatment for this is forced vomiting induced by a couple of teaspoonfuls of salt on the back of the tongue. After vomiting, give the white of an egg and milk.

Sleeping pills, tranquilizers: If you find your dog eating sleeping pills, tranquilizers, empty his stomach and give him some black coffee. If the pill has taken effect, massage him vigorously, flex his legs, wave ammonia smelling salts under his nose, roll him around, try to stand him up. Keep the action going constantly until you get in touch with your veterinarian.

Bathroom accidents: While not hazardous for dogs as it is (statistically for human beings, the bathroom can also be the scene of accidents. A common practice of dog owners is to turn the hot water on in a tub, go about other business, and when ready for a bath, cool it down with cold water. A dog will take a flying leap and land right in a tub of scalding water. Or he will walk on the edge of a tub and fall in. Wet tea bags and yellow oxide ointment are helpful home remedies for minor scalds, but a dog who has been scalded all over needs professional help quickly.

Then there are owners who lock a dog in the bathroom when they go out. Let alone a long time, more than one bored dog has turned on the water faucets hot or cold; if he doesn’t scald himself, he can flood the bathroom.

Burns: Unless a burn is on the eye, it is not likely to be serious. If on the eye, put some strong tea on it, and follow later with a little castor oil or 1 percent yellow oxide ointment. If the dog persists in scratching it—and this goes for all persistent scratching of the head regions—put a Queen Elizabeth collar on him. A Queen Elizabeth collar (see illustration) is made of heavy cardboard or very light wood. Cut a hole in the middle of it just big enough to fit around the dog’s neck. Slit it down one side. Put it on the dog and then fasten the slit with tape. This will keep the dog from scratching his head. Dogs don’t like to wear these collars—not for reasons of discomfort particularly, but for reasons of pride. They think they look silly in them.

SHOULD CHUCK WAGON®
BE SERVED WET OR DRY?

That depends. Dogs eat differently. Some Gobble. Some Nibble. “Nibblers” are casual eaters. A few bites now, then a leisurely walk back later for a few more bites. For them, it’s Chuck Wagon dry.

That way, all the flavor stays fresh and appetizing all day.

And it’s completely nutritious, nibble after nibble.

“Gobblers” get right down to business. They make dinner disappear fast! They like Chuck Wagon wet. Warm water turns Chuck Wagon into tender, juicy chunks and crunchy nuggets, covered with rich, delicious broth. Gobblers can enjoy it immediately.

So give your dog what he likes and needs with Chuck Wagon.

The one kind of food for both kinds of dogs.

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<thead>
<tr>
<th>Portion of the page</th>
<th>Description</th>
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<tr>
<td>1</td>
<td>ABS plastic hinged wall desk (brown, white or red), with cork board, shaped and molded pencil slots, capacious side pockets; Moreddi, $115. (Floor tiles, GAF Sure-Stik Vinylflex).</td>
</tr>
<tr>
<td>2</td>
<td>Adjustable wall-hung lamp, approved by Better Light Better Sight Bureau; Lightolier, $22.</td>
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<tr>
<td>3</td>
<td>Lettera 36 portable electric typewriter; Olivetti, $199.50.</td>
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<td>4</td>
<td>AM/FM digital alarm-clock radio (solid state); Toshiba, $100.</td>
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<td>5</td>
<td>Polystyrene file (4 color combinations); Sterling Plastics Div. of Borden Chemical, $40.</td>
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<td>6</td>
<td>Slanted plastic wastebasket (red, white, yellow or black); at Bonniers, Inc., N.Y.C., $6.</td>
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<tr>
<td>7</td>
<td>Compact mini electronic calculator, Miida Electronics, $149.</td>
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<td>8</td>
<td>Plastic-coated wood chair, cane seat; Raymor Furniture, $70.</td>
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<td>9</td>
<td>Clear Lucite stationery holder; at Lucidity, Inc., N.Y.C., $14.</td>
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<td>10</td>
<td>Clear Lucite cookbook holder; at Lucidity, Inc., N.Y.C., $6.50.</td>
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<tr>
<td>11</td>
<td>Cassette tape recorder that can be used by itself or plugged into phone answering unit (No. 12) to record incoming messages; 3M/Wollensack, $100.</td>
</tr>
<tr>
<td>12</td>
<td>Automatic telephone answering unit to place under phone; Crown Japan Radio, $100.</td>
</tr>
<tr>
<td>13</td>
<td>Diminutive 9-inch solid-state black-and-white portable TV (white or ivory), Hitachi, $140.</td>
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My Sears Kenmore Sewing Machine has 9 different stretch stitches—imagine!"
says famous designer Bonnie Cashin.

"My mother was a dressmaker and before I could write I could sew," says Bonnie Cashin, the lady who so greatly influenced American fashion with the poncho—all those leathers and suedess—the boot. All Bonnie Cashin—all firsts!

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"My new Kenmore not only zigzags, it has 9 stretch stitches. Imagine, 9! Everything from a straight to an overcast—what a help with knits and jerseys! As for leather and thick layers of materials—wait till you see the control and power this Kenmore gives you at slow speed.

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for women who want the best even if it does cost less.
Wiss shears help Donald Brooks turn design into dynamite.

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The name sizzles with fashion. And with quality. Brooks insists on quality and so he insists on Wiss—the quality cutting tools he can count on. He knows that we’ve been in the business for over a century (fact is, this year happens to be our 125th anniversary). And he knows that our shears and scissors simply cut better and last longer.

And Brooks enjoys a selection of tools as broad as any around. Shears and scissors that snip, clip, cut, zig, zag, scallop, just to mention a few. So do as Donald Brooks does. Take up with Wiss. And cut out your own niche in fashion.

ABOUT THE HOUSE

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PUT PILASTERS AROUND PIPES

How can we conceal our heating pipes? They run floor to ceiling through living room to the rooms upstairs.

D.L. Foa
Kalamazoo, Mi

The best solution is to box them with boards, thus forming simple pilasters. If the pipes are in a corner, you will need two boards, if in the middle of a wall, three. The carpentry work extremely easy.

AEROSOL SPRAY STARTS LAWN MOWER

How can I “cure” the balky motor of my gasoline-powered lawn mower? It takes me forever to start the thing, despite my having changed the spark plug and adjusted the carburetor.

J. Valadin
Quincy, I1

Go to an auto-supply dealer or garage and get the aerosol spray that is normally used to start car engines in cold weather. Spray a short squirt two into the carburetor each time you start the mower, and the engine will kick off immediately.

TREAT BLACKTOP TO A LONG LIFE

Our blacktop driveway was recently resurfaced. Is there some way to protect it from future deterioration?

J.C. Pritchard
Lexington, Ky

Use a blacktop sealer. Two types are available: One, found in building-supply and hardware stores, simply seals the surface. The other, a blacktop filler and coating compound available from Sears, not only seals, but also fills cracks less than an eighth of an inch wide.

PRESERVE PAINTED RAIN GUTTERS

What can we do about peeling paint and rusting of our galvanized steel gutters?

(Mrs.) J.J. Davis
Suitland, Md

Scrape off all loose paint. Sand rust spots until metal shines. Then spot-prime the spots with a rust-inhibiting metal primer that contains red lead or zinc chromate. Coat entire gutter with a primer containing zinc dust. (Both types of primer are available at paint or hardware stores.) Finish with an oil-base trim enamel.

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HELP ABOUT THE HOUSE

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By Dorothy Lambert Brightbill

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McCall's

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And that was only the beginning! For we have printed these prizewinning recipes on individual recipe cards. Each card contains a stunning, full-color photograph of the recipe as it will look when you have prepared it. And the cards are stain-resistant and may be carried to the market for ease in shopping.

But actions speak louder than words, and to show you how sincerely we believe in this wonderful collection, we would like to send you the first set of cards—OUR RICH HERITAGE—for a 14-day, free trial examination. In this set you will find 31 of the most delicious, all-American recipes you have ever tasted—and all so easy to prepare!

14-DAY FREE TRIAL INTRODUCTORY OFFER

At the same time, we will send you the handsome Bicentennial Recipe Card Case pictured here, plus 24 fascinating Separator Cards describing the hundreds and hundreds of exciting recipe cards available to you. If, after your 14-day free trial examination, you are not entirely satisfied with your first set of recipe cards in every way, just return them to us and owe nothing. The Bicentennial Recipe Card Case and the Separator Cards are yours to keep as a gift.

If you decide to keep the first set, you will pay just $1 plus a small charge for postage and handling. As a subscriber you will then have an opportunity to receive the second set (OUR FAMOUS RESTAURANTS) and the third set (SUNDAYS AT HOME) each about a month apart—always on 14-day approval. Then, if you wish, you may continue to receive the remainder of the sets at the rate of 3 sets a month for 7 months, always on approval and always at the same low price of just $1 per set, plus a small charge for postage and handling, and local tax.

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The Energy Conservation Home is a timely idea. A modern home that saves space, time, money and most of all—natural energy. One of the hottest topics of interest this year is the energy crisis and Scholz has done something about it...designed a home that utilizes all the latest materials, products and ideas that help conserve natural and human energy.

Chosen as American Home's "House of the Year" for 1973, the Scholz Energy Conservation Home provides a luxurious setting for today's modern family while concentrating on the saving of natural and human resources. The floor plans are designed for ease of movement, flexibility and aesthetic appeal. From the insulating value of the wood exterior, to the time-saving and labor-saving kitchen design, and everywhere in between, the Energy Conservation Home utilizes every aspect of design know-how to produce a home that meets today's needs as well as tomorrow's.

The Energy Conservation Home is Scholz Homes' newest entry in a long and distinguished line of exciting homes. The famed Scholz line includes homes in a variety of traditional and contemporary design and floor plans.

We at Scholz designed the Energy Conservation Home because of our concern for people and the environment. It's another example of how we keep up with the growing needs and trends of today's home-buying market. We invite you and your family to take a look at the Energy Conservation Home and the many other homes in the Famed Scholz Design Collection . . . you'll be pleased with what you see!

If you would like more detailed information, send $3.00 to Scholz Homes, Inc., Dept. AH, P.O. Box 3475, Toledo, Ohio 43607 and we will send you our complete design collection.
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KENTILE FLOORS
Our '73 “House of the Year” is a cedar-sided contemporary with a California look, manufactured by Scholz Homes, Inc., and built in a wooded suburb of Toledo, Ohio. An extended, sweeping design, it has free-flowing interior spaces, soaring ceilings and glass window walls usually associated with homes found in warm climates. Our comments, below and following, tell how we met this exciting decorating challenge to create a showcase of handsome, new home furnishings in dazzling new color schemes. For more about the house itself, floor plans and locations of models to visit, see page 28. (continued)

In rooms as large and high-ceilinged as the living room (right), accessories should be of heroic scale. We chose a magnificent old quilt to give focus to a dominant wall. The geometric pattern and bold colors strike a surprisingly contemporary note in a setting where modern and traditional motifs mix. Outside (inset), a generous deck extends along kitchen and family room."
"House of the Year" merchandise is available nationally. See Shopping Information, beginning on page 105.
"We brought our own sunshine into the living room (left) and dining room (below), splashing a gloriously intense yellow on the walls and adding liberal doses of white, kumquat and China blue."

Color brighter than bright, pattern overscaled and clearly defined, accessories with impact—all combine to lend warmth and vitality to these tree-shaded spaces. Recurring color themes unite both areas. Their strong hues, along with distinctly contrasting fabrics, provide a glowingly sunny look. Taking advantage of the living room’s ample proportions—it measures 14 by 20 feet—are two cozy seating areas arranged around a huge lacquered yellow coffee table. Baskets of towering trees set against folding louvered panels point up the lovely indoor-outdoor airiness of this attractive room. (continued)
This is every woman’s dream—a kitchen to work in, eat in and enjoy. It’s a sparkling, spacious area that’s perfectly planned, with an abundance of storage space, elbowroom, time- and work-saving appliances and easy-care materials. Furthering the overall pleasantness, it’s flooded with sunlight all day from sliding glass doors that lead from breakfast area to deck. To extend the outdoor feeling, green glosses the cabinets and patterns the charming washable-vinyl wall covering. For a detailed story and plan of how this remarkable kitchen works, see page 36. (continued)
Family room, shown in two views, flows from adjoining kitchen, which would certainly make it the liveliest, most-used room in the house. To add architectural interest, walls are covered with rough-textured white board-and-batten paneling. Fireplace wall, faced with used brick, calls for congenial seating in front of it. But the arrangement has flexibility: The armchair beside skirted table shifts easily to main conversation area. The severe lines of window wall, with sliding doors leading out to deck, are softened with graceful gingham shades. Here, as throughout the house, fine reproductions mix with antique treasures, and modern art gives contemporary definition to all. (continued)

“We think nothing cojies up a room better than a pileup of pretty patterns. In our family room, stripes, flowers, gingham and patchwork—all variations on a green theme—cover large downy pillows, skirt a table and softly drape the windows.”
What could be pleasanter than awakening each day in a serene world, touched with elegance, where early-morning light steals through gauzy curtains? Breakfast becomes a leisurely experience, enjoyed at a luxurious table that’s placed to take in the garden just outside. Color is the key to this restful retreat—soft but lively. Warm wood tones are sparked with white and clear blue, and accented with black and pale taupe. White stucco walls topped with crown molding at the ceiling establish a country-traditional ambience that enriches what otherwise would have been a boxy contemporary room. We like the sumptuous feeling of the draped bed that dominates. The canopy, simply made by fastening four brass rods into the ceiling and hanging with shirred cotton curtains in a stylized geometric pattern, sets a tone of opulence that extends to the rest of the room. Our curtains are billowy, snow-white and opaque, with smocked headings. They afford privacy, when needed, and also filter the strong sun without cutting out the light completely.

“To give the master bedroom traditional glow, we sought out a rich, lively blend—fine furnishings and accessories old and new. Among the old pieces is the quilt we use as a bedcover. Brand-new are the flowery needlepoint rug and the lacy curtain fabric on our cheery breakfast table.”
Dower chest (right), painted and hand-decorated with tulips for a Pennsylvania Dutch bride in 1800, and balloon-back stenciled rocker are set before unique twin front doors of 1815 house at Pennsylvania Farm Museum of Landis Valley, near Lancaster. Painting shows homestead as it looked a century ago. Matching doors, perhaps born of a Germanic love of symmetry, lead to parlor and kitchen. Parlor (opposite) is simply furnished with Pennsylvania pieces: 10-plate stove, Windsor settee and chairs, corner cupboard and secretary.
Restored stone farmhouse in Lancaster County (below, center), its 18th-century interior woodwork intact, has become a magnificent showcase for typical Pennsylvania Dutch country pieces. Ladder-back chairs, stretcher-base table and decorated pottery enrich dining room (below). Blue-painted dower chest and quilted wall hanging are among treasures in bedroom (below, right).

Gently undulating across southeastern Pennsylvania's interior counties is the rich farmland known today as Pennsylvania Dutch country. Its immaculately tended fields in a vast patchwork of earth colors are dotted with tall, silvery silos that hover protectively over clusters of neat farm buildings, as at left, opposite. The people who live here and so lovingly work the land are descended from German settlers who fled religious persecution in the Rhineland and began emigrating to Pennsylvania in the late 1600s, seeking a better life. Some were dedicated farmers; others were craftsmen of considerable skill. All endowed rural Pennsylvania with a unique cultural heritage—and a lively, colorful folk art—that is deeply rooted in German traditions.

continued
The Pennsylvania Dutch love of pattern and color is reflected in examples of folk art and craft, from left (below), top to bottom: cupboard filled with sgraffito, slipware and other local pottery; papier-mâché and chalkware toy animals; picture cut from paper; detail of dower chest from Farm Museum (page 88); tulip-shaped door latch; sgraffito dish holding decorated eggs; mirror made of tin and cigar-box scraps; illuminated birth certificate; iron trivet; grouping in a Pennsylvania barn (sheet-iron weather vanes, butter molds, egg cups, ladder-back chair, woven coverlet, painted tin coffeepot, decorated candle and dough boxes); ram's-horn hinge.

Flowers, hearts, birds and animals of the field—and of mythology—inspired decorations found on simplest everyday objects. Door latches became tulips, hinges were elaborately curled rams' horns, kitchen shelves were edged with intricate scissor-cut paper designs. Bird below adorned an illuminated birth/baptism certificate.
Country cupboard (right) with mellowed paint and primitive, though neatly detailed, gouge carving is filled with Pennsylvania pottery. Decorated stoneware crocks, hand-forged cooking tools and gleaming copper complete this warm, inviting corner in brick-lined kitchen of early 19th-century farmhouse. In bedroom (inset, bottom), with its views of Lancaster County landscape, blue paint on woodwork is repeated on cupboard and writing box. Unusual tiger-maple pencil-post bed is covered with appliqué quilt in red and white calico. Rare fishnet canopy is probably from Chester County. Bird below is another Pennsylvania Dutch illumination detail.

By the end of the 18th century, Pennsylvania Dutch craftsmen were producing furnishings for their homes that not only showed off their skills, but also satisfied the needs of their womenfolk for things pretty as well as practical. The women themselves were fine housekeepers and accomplished with the needle. Their homespun linens and quilts were a matter of pride as well as of necessity. (continued on page 108)
BAKED STUFFED SHRIMP

Here is a memorable main dish for all who love shi
As it takes only minutes—most work can be done ahead—it's party perfect.

BAKED STUFFED SHRIMP
2 pounds large shrimp
(15 per pound)
3 tablespoons butter or margarine
2 tablespoons minced shallots or green onions
1/4 cup minced onion (1 small)
1 green pepper, seeded and finely chopped
1 cup soft bread crumbs
(2 slices)
1 teaspoon salt
1/2 teaspoon pepper
1 egg, beaten
2 tablespoons melted butter or margarine
Parsley sprigs

Shell and devein 6 shrimp. Set rest aside. Cook 6 shrimp in 3 tablespoons butter or margarine 2 minutes or until pink. Remove; chop finely. Add shallots or green onions, onion and green pepper to skillet left in skillet. Cook 3 to 4 minutes, stirring often. Remove from heat. Stir in crumbs, chopped shrimp, salt, pepper. Blend in egg.

Heat oven to 400°. Mound stuffing mixture in hollow of each shrimp. Bring tail over stuffing. Put shrimp, tails up, in greased, shallow baking dish. (At this point, dish may be covered and refrigerated.) Drizzle shrimp with melted butter or margarine. Bake 10 to 12 minutes. Transfer to warm plates. Garnish with parsley. Makes 6 servings.
GRAINS MAKE THE BREAD

By Lucy Wing

Bread, a staple at nearly every meal, was once a regular part of the week’s baking. But packaged breads made home baking unnecessary, and bread making moved from the kitchen to the bakery. Now it’s moving back again, as more and more cooks apply their creative hands to turning wheat, oats, rye, corn and other grains into heavenly homemade loaves. Try it. You’ll find that there’s nothing so satisfying as bread you make yourself.

Our breads of varied grains surround a butter crock, clockwise from below: Corn Loaf, Oatmeal Bread and slices, Dark Pumpernickel Bread, Braided Cracked Wheat Ring, Bran Batter Bread, Sour Wheat Bread, Caraway Rye Quick Bread, Double Wheat Loaf and slices. Recipes for all begin on page 100.
Nothing can beat the convenience of a meal that's cooked in its entirety in just one pot. It takes a minimum of preparation and little watching. And everything is ready at once. One-pot meals, using the least costly meats, are also a break for budgets. Pictured below, with its raw ingredients, is our Country Boiled Dinner. Recipes for this and other one-pot classics begin on page 102.

—Frances M. Crawford
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Mild, smooth taste.
or all the right reasons.
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SOUR WHEAT BREAD
(pictured on page 97)

2 cups water
1 carton (8 ounces) plain yogurt (1 cup)
2 tablespoons honey
1 1/2 cups unsifted whole rye flour
2 packages active dry yeast
1 tablespoon salt
5 1/2 to 6 cups unsifted whole-wheat flour

Heat water, yogurt and honey in saucepan over low heat until very warm (120° to 130°). Liquid will appear curdled. Combine rye flour, yeast and salt in large bowl of mixer. Add yogurt mixture. Beat on low speed until just blended. Add 2 cups whole-wheat flour. Beat 2 minutes on medium speed, scraping bowl with rubber spatula. Beat on high speed 2 minutes. Stir in about 3 cups flour with spoon to make a firm dough. Turn out onto floured board; gradually knead in 1/2 to 1 cup all-purpose flour. Continue to knead until dough is smooth and elastic. Put dough into greased, large bowl; turn over to bring greased side up. Cover with towel. Let rise in warm place (85°), free from draft, about 1 1/2 hours or until doubled in bulk. Punch dough down; turn out onto board. Knead to distribute air bubbles. Divide in half. Shape each half into an oval about 8 inches long.


DOUBLE WHEAT LOAVES
(pictured on page 97)

2 1/2 cups unsifted whole-wheat flour
1 1/2 cups unsifted all-purpose flour
1 cup water
4 teaspoons baking powder
1 tablespoon sugar
1 teaspoon salt
1/2 cup shortening
1 1/2 cups milk
1 large egg

Heat oven to 375°. Grease 8x8x2-inch baking pan. Combine whole-wheat and all-purpose flours, wheat germ, baking powder, sugar and salt in large bowl. Cut in shortening until mixture resembles cornmeal. Combine milk and egg. Add to dry ingredients. Stir quickly and lightly with fork just until dough clings together. Turn dough out onto well-floured board; knead about 2 minutes or until smooth. Divide dough in half. Form each half into 8-inch log. Place logs in prepared pan, side by side, about 1 inch apart. Make several cuts, about 1/4 inch deep, in each loaf with sharp knife. Bake 1 hour or until brown. Remove from pan. Place on wire racks. Spread crust with softened butter or margarine while warm, if desired. Cool. Wrap in plastic wrap. Makes 2 small loaves.

DARK PUMPERNICKEL BREAD
(pictured on page 96)

2 cups water
1/4 cup cider vinegar
1/4 cup dark molasses
2 squares (1 ounce each) unsweetened chocolate
2 tablespoons butter or margarine
3 1/2 cups unsifted whole rye flour
2 packages active dry yeast
1 tablespoon sugar
1 tablespoon salt
1 tablespoon caraway seeds, crushed
1 teaspoon fennel seeds, crushed
3 cups unsifted all-purpose flour (about)
1 teaspoon cornstarch
1/2 cup water

Heat 2 cups water, vinegar, molasses, chocolate and butter or margarine in saucepan over low heat until very warm (120° to 130°). Combine rye flour, yeast, sugar, salt and caraway and fennel seeds in large bowl of mixer. Add chocolate mixture. Beat until just blended. Beat on medium speed 2 minutes. Add 1/2 cup all-purpose flour. Beat 2 minutes more. Mix in 1 1/2 cups all-purpose flour with spoon to make a firm dough. Turn out onto floured board; gradually knead in 1/2 to 1 cup all-purpose flour. Continue to knead until dough is smooth and elastic. Put dough into greased, large bowl; turn over to bring greased side up. Cover with towel. Let rise in warm place (85°), free from draft, about 1 1/2 hours or until doubled in bulk. Punch dough down; turn out onto board. Knead to distribute air bubbles. Divide in half. Shape each half into an oval about 8 inches long.

Gelatin, 1 tablespoon
2 cups water
1/4 cup cornstarch
2 tablespoons sugar
1/2 teaspoon salt


BREADS continued from page 96

BROWN RICE LOAF

3 cups unsifted whole-wheat flour
2 tablespoons sugar
5 teaspoons baking powder
1 teaspoon salt
2 cups cold cooked brown rice
1 1/2 cups cold water
1/2 cup instant nonfat dry milk
1/2 cup pure vegetable oil
2 large eggs

Heat oven to 375°. Grease and flour 9x5x3-inch loaf pan. Combine flour, sugar, baking powder and salt in large bowl. Add rice; stir until blended. Mix and bran. Stir in oil and eggs. Add liquid ingredients to dry ingredients; stir just until ingredients are moistened. Pour into prepared pan. Bake 35 minutes or until tester inserted into center comes out clean. Remove from pan. Cool completely on wire rack. Wrap in plastic wrap. Makes 1 loaf.

BRAN BATTER BREAD
(pictured on page 97)

1 package (13 1/4 ounces) hot-roll mix
2 large eggs
1/4 cup light molasses
1 cup whole-bran cereal

Dissolve yeast from package of hot-roll mix in large bowl according to package directions. Add eggs and molasses. Stir until blended. Stir in dry mix and bran. Scrape batter down from sides of bowl with rubber spatula. Cover bowl with damp towel. Let rise in warm place (85°), free from draft, 1 hour or until almost doubled in bulk.

Grease 2-quart souffle or casserole dish; line bottom with wax paper. Stir batter. Turn into prepared dish. Cover. Let rise 30 minutes or until double in bulk. Heat oven to 350°. Sprinkle bread on top, if desired. Bake 35 minutes or until lightly browned. Remove from dish. Cool completely on wire rack. Wrap in plastic wrap. Makes 1 loaf.
or people who can’t leave well enough alone, look what you can do with a Banquet Turkey Cookin’ Bag entree.

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

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

Banquet. When you start with great food you end with a great meal.
Banquet Foods Corporation, St. Louis, Missouri 63101
BREADS continued

CARAWAY RYE QUICK BREAD
(pictured on page 97)
2 1/2 cups unsifted whole rye flour
1 1/2 to 2 cups unsifted all-purpose flour
1 tablespoon caraway seeds
1 tablespoon baking powder
2 teaspoons salt
1 teaspoon baking soda
1/2 cup butter or margarine
1 1/2 cups buttermilk
1 large egg
1 egg white, slightly beaten
Caraway seeds

Heat oven to 375°. Combine rye flour, 1 1/2 cups all-purpose flour, 1 tablespoon caraway seeds, baking powder, salt and baking soda in large bowl. Cut in butter or margarine until mixture resembles cornmeal. Combine buttermilk and egg; stir into dry ingredients, mixing until just moistened. Turn dough out onto floured board; gradually knead in 1/2 cup flour; knead until dough is smooth. Shape dough into rope about 18 inches long. Grease large cookie sheet (14x17 inches); sprinkle with cornmeal. Place rope diagonally across cookie sheet. Make several diagonal slashes on top with sharp knife. Brush with egg white; sprinkle with caraway seeds. Bake 35 minutes or until brown. Cool on wire rack. Wrap in plastic wrap. Makes 1 loaf.

OATMEAL BREAD
(pictured on page 96)
3 cups unsifted all-purpose flour
5 tablespoons baking powder
1 tablespoon salt
1 1/2 cups quick oats, uncooked
1 1/4 cups milk
1/2 cup honey
1 large egg

Heat oven to 350°. Grease and flour a 9x5x3-inch loaf pan. Combine flour, baking powder and salt in large bowl. Stir in oats. Combine milk, honey and egg; stir into dry ingredients. Spread mixture into prepared pan. Bake 55 to 60 minutes or until golden brown. Remove from pan; cool completely on wire rack. Wrap in plastic wrap. Makes 1 loaf.

CORN LOAVES
(pictured on page 96)
1 package (12 or 14 ounces) corn-muffin mix or 2 packages (8 or 9.5 ounces) corn-muffin mix
2 packages active dry yeast
1/4 cup shortening
2 cups very warm water (120° to 130°)
5 to 5 1/2 cups unsifted all-purpose flour
1 large egg

good size two 9x5x3-inch loaf pans; set aside. Combine corn-muffin mix, yeast and shortening in large bowl of mixer. Add water. Beat until blended. Beat in 2 cups flour gradually. Beat on medium speed 2 minutes. Beat in egg. Stir in about 2 1/2 cups flour with spoon to make a firm dough. Turn out onto floured board. Gradually knead in 1/2 to 1 cup flour until dough is smooth and elastic. Divide dough into 4 pieces.

Shape each into a rope about 12 inches long. Twist 2 ropes together; pinch ends to seal; tuck ends under. Place in prepared pan. Repeat with remaining 2 ropes. Cover pans with towels. Let rise in warm place (85°), free from draft, about 50 minutes or until doubled in bulk. Heat oven to 400°. Bake 30 minutes or until golden brown. Remove from pans. Serve warm or allow to cool and wrap in plastic wrap. Makes 2 loaves.

ONE-POT MEALS
continued from page 98

COUNTRY BOILED DINNER
(pictured on page 98)
2 pounds short ribs, cut in serving-size pieces
2 veal shanks, cut in 2 slices each
1 small smoked pork butt
2 or 3 sprigs of parsley
2 bay leaves
1 teaspoon leaf thyme, crumbled
1 tablespoon peppercorns
1 small head of garlic, halved
4 carrots, pared and cut in 2-inch pieces
4 small onions, halved
2 celery stalks, cut in 2-inch pieces
1 small cabbage, cut in thick julienne strips
1 pound navy beans, well washed
2 tablespoons salt

Place all meats in large kettle or Dutch oven. Add enough water to cover meats by 2 inches. Bring to boiling; simmer 5 minutes, skimming frequently. Place parsley, bay leaves, thyme, peppercorns and garlic in small piece of cheesecloth. Tie securely. Add spice bag and remaining ingredients to kettle. Cover. Simmer 1 hour. Remove veal shanks. Reserve. Add onions and garlic to kettle. Simmer 15 minutes. Transfer meats and vegetables to serving platter. Discard spice bag. Correct seasoning of broth to taste. Spoon a few tablespoons broth over meats and vegetables. Makes 6 to 8 servings. Remaining broth may be served as a soup.

PORK HOCKS WITH SAUERKRAUT
6 pork hocks
2 tablespoons salt
1 teaspoon caraway seeds
1 bay leaf
3 medium-size onions, halved
3 medium-size carrots, pared and quartered
2 pounds sauerkraut
1 teaspoon caraway seeds
1/2 cup dry white wine
1 can (13 1/2 ounces) chicken broth
1/2 teaspoon salt
1/2 teaspoon pepper
6 knockwursts


RUMANIAN LAMB STEW
1/2 cup pure vegetable oil
3 pounds boned lamb shoulder, cut in 1-inch pieces
1 cup sliced onion (1 large)
2 green peppers, seeded and cut in large dice
1 small eggplant, peeled and cut in 1/4-inch cubes
2 small yellow squash, cut in 1/4-inch cubes
1 clove of garlic, minced
1 can (1 pound, 12 ounces) tomatoes
2 teaspoons salt
1 teaspoon paprika


CHICKEN AND BEANS SAN JOSÉ
3-pound broiler-fryer, cut up
Salt
Pepper
2 tablespoons butter or margarine
2 cups chopped onion (2 large)
2 green peppers, seeded and diced
2 cloves of garlic, minced
1 can (1 pound, 12 ounces) tomatoes
1 teaspoon chili powder
1 bay leaf
2 teaspoons salt
2 cans (15 1/2 ounces each) kidney beans, well drained

Sprinkle chicken pieces with salt and pepper. Melt butter or margarine in heavy saucepan or Dutch oven over medium heat. Brown chicken pieces on all sides. Remove; reserve. Add onion and green peppers to fat left in pan. Cook 3 to 4 minutes, stirring occasionally. Add garlic. Cook 1 minute. Return chicken to pan. Add tomatoes, chili powder, bay leaf and 2 teaspoons salt. Cover. Simmer 25 minutes over surface heat or bake in 350° oven. Add bean mix. Well mixed. Simmer 10 minutes. Makes servings.
Tappan's classy black glass gas range.

If your old gas range needs replacing, look at Tappan's new gas model with the sleek black door. Turn on the light and you can see through it. While it's cooking, the Continuous Cleaning* gas oven cleans itself at baking temperatures. Spillover burner bowls on top are chrome for easy washing. And Tappan's Temp-O-Matic clock turns oven heat down automatically—holds food at serving temperature. See your dealer for all the Tappan features and models. They come with Tappan's one year warranty that provides free replacement of any defective parts, including cost of labor—by Tappan's nationwide Sentinel Service. Gas is clean energy for today and tomorrow. AGA American Gas Association
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E-POT MEALS continued

DOLDEK OF LAMB ENGLISH STYLE
LAMB AND BEAN STEW
1 pound navy beans
2% quarts cold water
2 tablespoons salt
2 tablespoons butter or margarine
2 tablespoons pure vegetable oil
3 pounds boned lamb shoulder, cut in
1-inch pieces
2 cups chopped onion (2 large)
2 cloves of garlic, minced
2 tablespoons flour
2 cans (8 ounces each) tomato sauce
1 can (10% ounces) condensed chicken broth
1 bay leaf
1/4 teaspoon leaf thyme, crumbled
1/2 teaspoon salt
1/2 teaspoon pepper
Wash beans. Place in large kettle or saucepan. Add water. Bring to boiling. Cook 45 minutes. Add 2 tablespoons salt. Cook 15 minutes or until beans are tender but not mushy. Reserve. Heat butter or margarine and oil in heavy Dutch oven over medium heat. Brown meat on all sides. Add onion and garlic. Cook 3 to 4 minutes, stirring occasionally. Sprinkle meat with flour. Mix well. Cook 1 minute. Add tomato sauce, chicken broth, bay leaf, thyme, 1/2 teaspoon salt, pepper. Cover. Bring to boiling. Simmer on surface heat or bake in 350° oven 45 minutes to 1 hour or until meat is tender. Skim as much fat as possible from surface of sauce. Discard bay leaf. Add vegetables to meat. Cook 25 to 30 minutes. Makes 6 servings.

PER SAUCE
tablespoons butter or margarine
tablespoons flour
ash of pepper
cups lamb broth

cup capers, drained

SHOPPING INFORMATION
Merchandise listed here is available in major department and specialty stores. You cannot find it, write to American Home, 641 Lexington Ave., New York, N.Y. Items not listed may be privately owned or custom made.

FACTORY BUILT WITH A CUSTOM LOOK


CURRIED PORK WITH LENTILS
1/2 pound lentils
3 tablespoons butter or margarine
2 pounds shoulder of pork, cut in
1-inch pieces
Salt
2 cups sliced onion (2 large)
1 to 1 1/2 tablespoons curry powder
2 tablespoons flour
1 can (13% ounces) chicken broth
2 tablespoons chopped parsley

U.S. Plywood Div., Champion International; (continued)
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E KITING CULT
continued from page 58

trouble. And steer very clear of overhead wires. Ben Franklin got away with taking a kite in an electrical storm, but he was a genius, and power lines are not to toyed with. Also, watch out for streets and roadways; engrossment in the upper may have you backing into oncoming traffic.

There have been many technological improvements in kites in recent years, cause of plastics and man-made fibers. Recent innovation is the “sky sled” “sled kite,” which is incredibly lightweight. In flight, the kite looks like a fashioned belly-whopper sled with rings attached to its runners; the wind blows along the underside, and caprius breezes can close it like a book has only two parallel support sticks, which is why it’s so light and so easily collapsible. There are ways of bracing open and, of course, this kite is much easier to fly when the winds are ready.

As kite flying intrigues more adults, more books on kites—building them and flying them—are appearing. One good one is the pocket-sized Golden Guide by Wyatt Brummitt called, forthrightly, Kites (Golden Press, $1.50, paperback).

This year, at the New School for Social Research in New York City, kites even became of academic concern. Andrea Bahadur conducted a six-week kite-building class, with flying “labs” in Central Park. The course, to be repeated next summer, taught students to build both basic and unusual kites, using materials as simple as a brown paper bag, as exotic as Mylar and Tyvek. Andrea is president of Go Fly a Kite, a business her late husband founded. The store’s illustrated catalog of kites (the catalog opens into a decorative poster) is available for 25¢. Send your name and address to Go Fly a Kite, 1613 2nd Ave., New York, N.Y., 10028.

But you don’t need expertise to begin enjoying kites. All you need is the kite and string, a patch of ground, a swatch of sky and a little time. Go, indeed, fly a kite.

—Denise McCluggage.

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Their way of life has always reflected their self-sufficiency and a traditional love of craft.

"The State of Pennsylvania is so much indebted for her prosperity and reputation to the German part of her citizens," the colonial governor, George Thomas, wrote to England's Bishop of Exeter in 1747. Four years later, Pennsylvania led the colonies in agricultural production, with annual exports totaling more than a million dollars.

Settlers from the rich farming regions of Germany—from the Rhine Valley to Switzerland—began emigrating to Pennsylvania as early as 1683 at the invitation of William Penn, who promised a "free colony for all mankind" within his Quaker refuge. Early arrivals settled in Germantown, then on the outskirts of Philadelphia. By the first decades of the 18th century, however, with so many immigrants seeking religious freedom and economic opportunity, it became necessary—if only for breathing space—to begin moving out into the fertile limestone valleys that extended northwest of the city.

Mostly farmers, these German settlers quickly made their mark on the countryside with their neat log cabins, huge barns and fields they tended with exquisite care. These settlers were called "Dutch" by the English who used that term to describe everyone of Germanic origin in the 17th and 18th centuries. They spoke a distinctly German dialect, and their traditions and customs often seemed strangely at variance with those of their English and Scotch-Irish neighbors. All were Protestants—Lutherans and Reformed. Some were also sectarian—Amish, Mennonites, Schwenkfelders, Dunkers—who became known as the "plain people" for their simple tastes and adherence to strict interpretations of their faith.

THE "SKILFUL CULTIVATORS"

The Pennsylvania Dutch, who pioneered in York, Lancaster, Lehigh and Berks, among other counties, were an industrious, hard-working people. While many were "skilful cultivators of the earth," according to the 18th-century American statesman Dr. Benjamin Rush, others were artisans trained in all kinds of crafts needed to sustain a community. They could build barns and mills, weave cloth, make pottery and furniture, and fashion anything in iron from stove plates to farm tools.

By the mid-1700s a lively folk culture was developing within the farming/crafting economy of rural Pennsylvania. The farmers' struggles to begin a new life were mostly over, and there was at last time to express a love of color, pattern and whimsy so dear to their European forebears. The influences were many—an abiding faith, a fondness for the birds, flowers and animals of farm life and long-remembered customs and traditions from Germany and Switzerland. Blended uniquely, all found expression in the colorful hand-crafted and decorated objects that were produced among the Pennsylvania Dutch right up to the late 19th century.

The log cabins built by the early pioneers were soon supplemented by little stone houses with steep roofs and solitary chimneys. These in turn gave way to more elaborate farmhouses with hooded doorways, pent roofs and panelled or brightly painted interior woodwork. The simplest kind of dwelling had three rooms all on one floor, with perhaps an attic above. The front door opened directly into the kitchen, which was the center of family life. Doors from the kitchen led both to a small bedroom and a parlor.

SIMPLE, BUT DISTINCTIVE, TASTES

Furnishings in all rooms were simple and rather spare. While Quaker cabinetmakers in Philadelphia were making elaborate furniture for their non-Quaker customers, Pennsylvania Dutch carpenters in the country were producing sturdy chairs, sawbuck tables and solid cupboards that were honest and straightforward reflections of their Rhineland heritage. Rush-seated ladder-backs and Windsor, or "stick," chairs were popular in farm kitchens. Both styles were made early in the 18th century in Philadelphia to satisfy a taste for simple furniture.

Buttermilk paint in bright shades of blue, red and yellow often brightened the surfaces of pine furniture, while native walnut and cherry woods were considered beautiful enough in their natural state to suit finer, more elegant pieces. One characteristic Pennsylvania Dutch piece was the wardrobe, or schrank. It was huge, with heavy pediments and a spacious interior that was significant at a time when closets were virtually unknown. Schranks were occasionally painted, but those of exceptional quality were of black walnut, beautifully decorated with beeswax inlays.

The cupboard, another typical piece, was found in every farm kitchen. It had both enclosed storage and open shelves for displaying brightly decorated pottery. One of the most highly sought-after reflections of Pennsylvania Dutch culture was the decorated dower chest, which a father gave his daughter when she was eight or nine. In it she kept all the quilts, homespun linens and hand-woven coverlets she would acquire—and make—before she was married. Dower chests were painted and lavishly decorated with the recipient's name, year she received the piece and exquisite polychrome designs comprising birds, flowers, stars and mythological animals. Smaller treasures she squirreled away in oval wooden bride's boxes, which were also beautifully decorated and lettered in Germanic script.

The favorite, and most often remaining, flower in Pennsylvania Dutch art was the tulip. Not only did it give color to the early springtime, but it also symbolized a new beginning. Tulips, along with pomegranate flowers, roses and fruit, were prominently painted on serving dishes, platters of all kinds, including those for candles, dough and salt, created surfaces that invited decoration. Gleaming rows of salt-glazed stoneware crocks that stood on benches beside farmhouse kitchen doors were gay with cobalt-blue graphics applied with a potter's brush.
lost 79 pounds and turned into Casanova’s dream girl.

By Donna Arnold — as told to Ruth L. McCarthy

so fat, I wouldn’t be able to get between the seats at the switchboard.

But to get back to the Fire Department, the girls who worked in the investigation division, like me, were put on the second floor. And I’ll tell you, those fire fighters had a ball watching our legs going up the stairs.

Why, they never missed a pair — of slim ones, anyway.

As for me, if they bothered to look up, all they saw was oversized knees, rubbing together. That didn’t stop me, however, from looking down and developing a crush on Ricky. What’s more, I knew when I saw him that the only way I was going to get his attention was to take off those pounds.

Past experience told me that reducing pills weren’t for me. A girl friend at work, however, had some of those reducing-plan candies, Ayds®, so I tried them. And I liked them so much, I bought a box of the chocolate fudge kind and started on the Ayds plan right away. Of course, I’d read the contents on the box and was reassured to learn Ayds contain vitamins and minerals, but no drugs.

I’d never been a breakfast eater, but before lunch, I’d have two Ayds with coffee, as the directions say, and they really helped curb my appetite. I was completely satisfied with a salad and maybe meat. For supper, I’d have two more Ayds with coffee, broiled meat, salad again, a vegetable, and perhaps fruit. But Ayds were the biggest help in the evening, because they kept me from filling up on tons of calories while I watched television.

Well, even the first month on the Ayds plan, that weight really started to come off. It must have shown, too, because Ricky actually asked me for a date. He took me to the beach, and I felt so wonderful, I refused to eat even a custard. Love had taken me over! It was determined that the Ayds plan and I were going to get my man.

Of course, Ricky still played the field while I was going down, but I was getting to him. When I dropped below 150 pounds, one of his friends asked me out and I went just to make him jealous. Well, Rick got so furious at my dating another man, I knew I’d turned the tide.

Anyway, the happy ending is that Rick and I got married a little better than nine months after I’d been on the Ayds plan. I was just below 125 pounds. But don’t think I’ve given up the plan entirely, even now. You see, Rick won’t tolerate my being over 130 pounds. So I know I have to stay between 125 and 130. And the Ayds plan helps keep me there.

Believe me, this is a true story. There are plenty of witnesses. The fire fighters Ricky worked with, thirty men on each of three shifts, all saw how the Ayds plan worked for me.

The supervisor just said I was

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Now that I’m 126 pounds, girls, I’ve won my man — the Casanova of the firehouse.
The heritage lives on, despite giant inroads of “progress.”

Timewares—cookie cutters, cheese molds, pie safes and coffeepots—were fashioned into animal shapes, punched with stars and geometrics or brightly painted.

The needlework produced by Pennsylvania farm women was superb, as were the quilts—quilting bees were a regular part of country social life. Samplers made by little girls on homespun linen attested to the early age at which children began learning traditional crafts.

ARTISANS AND INDUSTRY

Itinerant craftsmen were frequent visitors to Pennsylvania Dutch farms. Some were expert wood-carvers, who in exchange for food and a warm bed would whittle at wood scraps—creating delightful toys and decorative eagles. Other itinerants hauled handlooms on their backs. They stopped at each farm to convert the linen and wool thread spun by the hausfrau and her daughters into brilliantly colored and elaborately patterned jacquard coverlets, which became as famous as Pennsylvania Dutch quilts, also woven on such looms.

Each community had its blacksmith, who hammered out ornately curved hinges and tulip-shaped latches for house and barn doors. Heart shapes appeared on the tips of handles he made for kitchen utensils from bar iron. Later, as sheet iron became more prevalent, the blacksmith fashioned weather vanes in simple forms—fish, deer, horses—to twirl in the wind atop the famous Swiss-bank barns that were first seen in Pennsylvania. These barns were built against the side of a hill, so that horses pulling wagonloads of hay would have easy access by ramp to second-floor storage.

The potter’s craft was one of the earliest to be practiced in rural Pennsylvania. The availability of clay and the abundant skill of Germanic potters gave local industry a good start. These men, and their sons and grandsons, supplied a plentiful volume of everyday pie dishes and pans, but gained fame for their slip-decorated pieces and scratched, or sgraffito, wares. Liquid clay, or slip, was used to decorate simple glazed redware dishes, but the sgraffito technique was more unusual. In this a piece of redware was completely covered with slip, which when dry, was scratched with a sharp quill to reveal the rich red color beneath.

Although sgraffito produced in early Pennsylvania is rare, the technique is still being practiced. A Berks County couple, Barbara and Lester Breininger, whose families have roots in 18th-century Pennsylvania, carry on a pottery tradition that has existed for many generations around Robesonia, where they live. The Breiningers dig clay from a nearby river bank and faithfully reproduce traditional designs in their basement workshop. (The pieces turn red when fired.) Items from their collection of antique Pennsylvania pottery, along with some of their own sgraffito slipware pieces, can be seen on page 93, displayed in their natural-cherry kitchen cupboard.

In Pennsylvania Dutch country today the lifestyle remains largely rural, even as superhighways carve deep into the landscape, and housing developments march relentlessly into some of the bountiful farmland. The “plain people” are a very much part of the farming community, though they represent but a small percentage of the total Pennsylvania Dutch population. One can still meet the horse-drawn buggies driven by Amish farmers clip-clopping along narrow back roads and see children dressing as though living in another era, strolling home from school.

BRIDGING THE CENTURIES

At the Pennsylvania Farm Museum, four miles north of Landis Valley, where many of the pieces shown on pages 88–93 were photographed, the farming/crafting heritage is preserved and sustained in a tiny village that beautifully bridges the centuries. Here the contributions made by country folk to Pennsylvania’s history and economic growth are on display in typical buildings and farmhouses—some preserved from the past, some reproductions. Throughout the year the museum holds regular demonstrations for the public in textile making—from the growing of flax to the spinning of fiber and the weaving of fabric. In addition, each June there is a crafts festival followed by seminars in which various early Pennsylvania folk art and craft techniques are demonstrated and taught. The Farm Museum is open daily, except major holidays, from 8:30 to 4:30. Admission is $1 for adults; children under 12 are admitted free.

If you wish to read further on Pennsylvania Dutch arts and crafts, the following books are recommended: Pennsylvania Dutch American Folk Art by Henry Kaufman (Dover), $2; Folk Art of Rural Pennsylvania by Frances Lichter (Outlet Book Co., Div. of Crown), $4.95; Early Pennsylvania Arts and Crafts by John Joseph Stoudt (A.S. Barnes), $20; Pennsylvania German Fraktur (from the Pennsylvania Farm Museum of Landis Valley), $2.95. The Metropolitan Museum of Art, New York City, lent the dower chest pictured on page 88 and the candle and dough boxes on page 91.
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Please rush me the set of 4 molybdenum steel knives @ $9.98. (Please add $1.00 to partially cover postage and handling.) If I am not completely satisfied I may return them for money back. (No C.O.D.'s.) I enclose □ check □ money order for $.

Name
Address Apt.
City State Zip
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Mail No Risk Coupon Today
Personalized Heirloom Ornament
American-crafted in lifetime solid brass—designed by Lillian Vernon, custom engraved! To gleam on your tree each year, to become a cherished remembrance for family and friends! Solid brass, 4⅛" long, richly polished—won't tarnish or break. Super savings on 6 or more! $1346—1973 Ornament. $1.98 ea., 6 for $9.98

TREW TWINKLES for everyone! Engraved with first names, festive fun for an old fashioned family tree trimming! Gold plated metal, 2¼". $1330—Drummer Boy
1164—Angel/bell
$1.00 each
4 for $3.75
12 for $9.98

For instant use.
equipped with dial, bail, standard phone cord and plug, ready for instant use.

Wayne $7.98
Vicki 20. 38-44 &

Union Pink or
Cold, liberty /

Action-back, adjustable belt. In washable Corduroy:
2Vi 24W.

Blue, Geranium belt. In washable Corduroy: "Favorite Casual"

Black Standard

Send for Free Catalog

Big Variety of other phones.

Indian-Uncoln Cents

Send me trunkful from the 1880's
Stoekbridge, Mass. 01566

By The Pound!
I'm selling my trunkful from the 1880's
Ibrus 1930's.
One pound...... $10
Sample Sack...... $3
Add 50c per lb. for Postage and handling

MRS. PENNY FISHER
Box 17787, Encino, Cal. 91316

Curtain Charm
Ruffled Unbleached Muslin
Tierboard 45", 64", 63" long...
72" long...
82", 90" long...
7.00 pr.

Write for Free Brochure

Our UNBLEACHED-MULLIN curtains have all the original New England simplicity, warmth and handmade look for every room in the house. Satisfaction guaranteed. Check or 5% money back! For orders over $5.00 add $.75 hdlg. Orders over 3.00 add 1.50 hdlg. Sorry, no COD's. Mass. res. add 5% sales tax w/o.

Country Curtains
At The Red Lion Inn
Stockbridge, Mass. 01262

Dept. 101

Indian-Lincoln Cents

By The Pound!
I'm selling my trunkful from the 1880's
Ibrus 1930's.
One pound...... $10
Sample Sack...... $3
Add 50c per lb. for Postage and handling

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Only $995

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Grand Com Inc
Dept. AH10
324 5th Ave., N.Y. 10001

Build These Beautiful Clocks

Now at big savings! Send just $1 for plans. Instructions to build choice of: (A) Grandfather (B) Steeple (C) Grandmother plus information-packed catalog of movements, dials, parts and kits to build these & 16 other fine clocks. All 2 plans $1.50. Catalog alone—25c.

MASON & SULLIVAN CO.
Dept. AM, Galesville, Mass. 02030

Lynn Headley

American Home Market Place

Tooth Fairy pillowcase
Tots adore losing a "first tooth" with this pillowcase to hold it! Friendly Fairy points her wand to the pocket and "someone" can replace the tucked-in tooth with a 25¢ "gift exchange." White cotton. Permanent press. 42x36". Decorated in pink or blue. $2.95. Artisan Galleries. Dept. AH10, 2100 No. Haskell Ave., Dallas, TX 75204.

Rattan kangaroo
You and friends will get a big kick out of this decorative darling with his pouch roomily ready for you to fill with daisies, greens, or whatever pleases your fancy! Handwoven of natural rattan. 10" high, 5" wide, and handsome! $6.95 plus $.50 Catalog. 25¢. Fran's Basket House, AH10, 89 W. Main St., Rockaway, NJ 07866.

"Pineapple" goblets
Hear the oh's and ah's when you set your table with these elegant goblets. Reproduced from a mold as they appeared in the 1860's. In blue, amber, or crystal. 5¼". $5.50 each. 4 or more, $5.25 each. Add 25¢ hdlg. each. Catalog with order; otherwise, 25¢. Sturbridge Yankee Workshop, Dept. AH1, Sturbridge, MA 01566.

Striking guard rings

Ice wool scarf
Looking like a myriad of tiny snowflakes, the delicate lacy pattern in this lovely scarf is intricately woven of soft, soft mohair. Imported from England. Use as a stole, too! Hand washable. 18x66". White, black, beige, pink, or copen blue. $3.98; 2 for $7.75. Add 40¢ hdlg. Holiday House, Dept. AH10, Briarcliff Manor, NY 10510.

Tapestry shoe case
This beauty leads a double life. Use as a saucy shoe tote for travel or as a space-saver storage bag for shoes at home. Vinyl pockets hold 8 pairs neatly. Metal zipper on 3 sides lets it hang full length in closet. Folds flat when empty. 19x13x6". $5.98. Walter Drake, AH71 Drake Bldg., Colorado Springs, CO 80940.
Each month... A look into the nostalgic past through authentic photos, drawings, cartoons, comics, memories, features, songs, poems, letters, ads, etc., from the turn of the century up to a decade or so ago.

You'll relive those days and events through the pages of this one and only magazine of its kind.

For about the cost of a good movie, you can receive this big entertainment value each month for the next 12 months! We guarantee... that you will be thrilled beyond words... or you can have your money back!

Like old time comics?

You'll find complete comic pages from the past featuring such characters as:
• Barney Google • Happy Holligan • Boob McNutt • Tillie the Toiler • Little Annie Rooney • Little Nemo — plus many, many others.

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

Dear Sir,

Frankly it's a good thing that "Good Old Days" is not harmful to our health because it certainly is habit-forming; also hard to find on newsstands too. I'm breaking loose with the four dollars for a year's subscription. I believe anything as good as you've got deserves support. It's refreshing to see a magazine that can sell itself, without the use of sexy covers, lurid stories, and above all, a lack of violence. Honestly, reading G.O.D. gives a feeling of peace no drug can match!

M.J.P.

West New York, N.J.

JUST A FEW OF THE FEATURES
PREFFERED DURING THE PAST
FEW MONTHS.
• Thank heaven for Bisquits!
• Armistice Day of Long Ago!
• I remember Butchering Day
• Remember those Movie kids?
• Early 1900's Shoe Repair
• Looking Hollywood Way
• Growing Pains of a Country Boy
• My 5¢ nickel
• The Old Huckster Wagon
• Dry goods store — 1910 style
• Horse Hitching Posts
• Days of the Woodshed
• Bloomer Girl
• Superstitions 60 years ago
• Straw ticks & feather beds
• They danced for 20 days
• Halloween Memories
• A little red schoolhouse
• Grandma what's a coalbin?
• Glorious Fourth, family style
• Oh women of yesterday!
• Shoe factory work in the 20's
• 1st women's lib — 1910 —
• Durable doll of yesterday

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$2.00 for 6 months = $4.00 for 1 full year

Your money back at once!
If the first issue you receive doesn't please and entertain you beyond words!
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Here's my □ 6 month subscription $2.00 □ 12 month subscription $4.00 □ 36 month subscription $9.00
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Good Old Days — Box 428BT, Seabrook, N.H. 03874
593 Skip St., Cohamt, Mas. 92925
or black brocade.

Don't forget to smell the flowers.
By Dorothy Lambert Brightbill

Wouldn't you love to make these tiny, sparkling Christmas ornaments in time to trim your tree or decorate your mantel? All you do is pin sequins and beads to the little Styrofoam shapes that come three-of-a-kind to a kit. The tree is 3½ inches high, the wreath 3 inches, Santa's boot 2½ inches. Kits include all materials. Another charmer you can make is the angel ball, shown in two versions at left. It's 6 inches high. Kit includes red or white covered Styrofoam ball, angels, beads and pin ons, hanging chain and dolphin stand.

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

American Home Dept. 4099, 4500 N.W. 135th street, Miami, Florida 33059

Check items desired:

- #61722 Christmas Tree @ $2.98 set of 3 plus .50 post. & hdg...
- #61723 Christmas Wreath @ $2.98 set of 3 plus .50 post. & hdg...
- #61724 Santa's Boot @ $2.50 set of 3 plus .50 post. & hdg...
- #61725 White Angel Ball @ $2.98 ea. plus .50 post. & hdg...
- #61726 Red Angel Ball @ $2.98 ea. plus .50 post. & hdg...
- #61014 Colorful catalog of other kits @ .35 ea.

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- #61692 NEW Fall '73 @ $1.25 ea.
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Aged over a year, sharp, yet never harsh. Slice it paper-thin, with no crumbling. (The gourmet's secret test for fine Cheddar.)

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The first American farmers made Cheddar from their native English recipes. Ripened slowly to be drier, mild, yet pungent. A taste of the days when true Cheddar was unsurpassed.

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A superb Cheddar can be made only where fine pastures and pure waters abound. Our aged Canadian reflects these virtues with a bright, full-bodied taste, a delight to the tongue.

Our Cheddar Trio, made famous because Pepperidge Farm remembers.

**Trio Gift No. 1: 3 lbs. $9.85**

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Send check, money order, or MasterCharge or BankAmerican number to:

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Send for free catalogue of all Pepperidge Farm delicates, available only by mail.

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**Country cousins**

And kissin' sweet is Aunt Abigail's Smock in colorfast, machine-washable cotton. Absolutely adorable! Definitely different! Gingham check or bandanna print in red or navy; floral print on red or black. Sizes: S, M, L. Lengths: finger-tip, $12.95; knee, $17.95; ankle, $22.95. J. Jill, Ltd., Dept. AH-103, Great Barrington, MA 01230.

**Terrific tiebacks!**

Flutter your windows with these unbleached muslin tiebacks with color-matched, off-white giant ball fringe that's lush and soft! 80" wide per pair. 45", 54", 63", 72" long, $8.50 per pair. 15" and 18" lengths, $10 per pair. Add $1.50 hdg. per order. Free brochure. Country Curtains, Dept. AH-10, Stockbridge, MA 01262.

**Mini-carpet bagger**

Clutch purses in needlepoint design unspool and fold out to 7¼" x 11". Closed, 3½" x 7½". Contain picture holder, bill and checkbook compartments, plus an attached zipper coin and key purse. Navajo (top), or Concerto (bottom). $3.95 each, or 2 for $7. Available in pretend leather, Catalog. Tex-Made, AH-10, Box 16125, Houston, TX 77002.

**Fancy footwork**

"Germ" is a great foot flatterer. The "widow's peak" vamp design is accented with multi-colored stones entwined with bright metallic braid. 1" heel. Soft-grained leather in gold, black, silver, or white. Sizes 4–12, N, M, W. $14.95 plus 75¢ hdg. Sizes over 10, add $1. Softwear Shoes, Dept. AH-10, 1711 Main, Houston, TX 77002.

**Antique keys**

Now you can have these decorator darlings in lustrous pewter or golden brass. Use them as paper weights, etc., or hang for dramatic wall interest. Sensational gifts, too! Set of 3, each about 4½" long. Brass keys, 1 set, $1.98. Pewter keys, 1 set, $1.98. Add 75¢ hdg. Vernon, Dept. A01, 510 So. Fulton Ave., Mt. Vernon, NY 10550.

**Doll lamp**

Lovely boudoir lamp is almost two feet tall to create an enchanting decorator accent. Hand-painted molded figurine wears a nylon chiffon gown with matching trim "soft-glow" shade. Choose pink, yellow, or blue. Completely washable. $14.95. Two for $27.50. Add $1 hdg. Hanley's, Dept. D-10, P.O. Box 554, Farmington, MI 48024.

**Chandelier elegance**

The Tryon Manor chandelier combines the practical and pretty in its breathtaking beauty. With six lights and six tall crystal spears. Blown and cut all imported crystal. Full cutting brilliant crystals. About 26" wide and 33" long, plus chain, if desired. $650. Catalog, 504. King's Chandelier, Dept. AH-10, Eden (Leaseville), NC 27288.
WITH 1¼" DEEP WOOD FRAME
ALL FOR ONLY $4.98

TREASURE BOXES OF THIS KIND SELL FOR UP TO $15. IN STORES

Imagine decorating your home with this beautiful display chest, framed in walnut-finished wood. You can have a nature box filled with brightly colored and varied textured things like dried peas, beans, herbs or even some dried flowers. Perhaps you collect sea shells. You could display them in this very attractive way. And how about a nostalgia box... a small picture of a loved one, a momento or souvenir of a special occasion, a newspaper clipping, theater stubs, any keepsake that you keep forgotten in the bottom of a drawer.

BEAUTIFUL DECORATOR ACCESSORY AS WELL AS A CHERISHED KEEPSAKE
This is a wall hanging that can be truly personal... completely individual. It's the kind of thing you always wanted to do but didn't have a way to do it. Express your individuality... be creative! And, at this amazingly low price of only $4.98, how can you resist?

HOME DECORATOR SPECIAL
Through this special offer, we now have available, in limited quantities, the completely finished Treasure Chest Display shown in this advertisement. It is a lovely array of dried peas and beans, pasta, all decorator arranged.

You have seen these treasure boxes selling for $10. to $15. in department stores, but if you order now, you can get the completely assembled Country Store Treasure Box as shown here for only $5.98 complete. Satisfaction guaranteed, or return it for a full refund.

The Crackerbarrel
Dept. CS-B39
61 CABOT STREET, WEST BABYLON, NY 11704

Please send me the Treasure Box with walnut-finish wood frame, complete with brass-finished ring, ready-to-fill, all for only $4.98 plus .50¢ shipping. I understand that if I am not completely satisfied, I can return it for a full refund. Enclosed is $_________ (Check or Money Order)
(Orders of 2 or more are shipped postpaid... a great gift idea.)

Name ____________________________
Address __________________________
City __________ State __________ Zip __________

☐ DECORATOR SPECIAL: The completed wall hanging as shown for only $5.98 complete. Satisfaction guaranteed, or return it for a full refund.

SATISFACTION GUARANTEED OR MONEY BACK

HANGS ON WALL! STANDS ON SHELF!

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THE CRACKERBARREL DEPARTMENT STORE
61 CABOT STREET, WEST BABYLON, NY 11704

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THE CRACKERBARREL STORY IS OUR STORY.
PAINT YOUR OWN WALL MURAL!
Enjoy the fun, creative satisfaction of painting a beautiful mural in your own living room, den, etc. New "paint-by-numbers" method is incredibly easy. Paint a 5 x 14 ft. wide mural in just 3 to 5 hours. Our complete kits (patterns, brushes & paint) just $12.95! Many exquisite modern, provincial, oriental, etc. designs. A stunning prestige touch! Send for...

NEW FREE COLOR CATALOG!
Dozens of new designs, accurate color combination, easy "new to" details. (Send $0.25 postage and handling.)

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INTRODUCING THE FIRST NEW INNOVATION IN CUTTING INSTRUMENTS
THE Hi-Rise SHEARS
A new entry into the fashion design world! Now you can have the fabric shear of the future. This precision cutting tool, with off-set handles, lets you move over the material instead of behind it. Less effort, cleaner cuts, and greater accuracy. All nickel plated 8" long. $9.95 + 65¢ postage.

New 96 pg. color gift catalog—25¢
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Clog resists septic tank by powerful, self-contained pump operated by normal water pressure. No digging up basement into game room, den, apartment with private bath. Increases the value of your home. Financing available. Free literature. JESSICA, Dept. D-10, No. Haskell • Dallas, TX 75204

CHRISTMAS TREE CAKE PANS
Bake a Christmas Tree Cake for your holiday table! Set of 3 aluminum pans, graduated from 3" to 6" in diameter makes layers to stack on the pedestal stand. Just frost and trim with garlands of icing and candies. Serves 9 generous slices. No C.O.D.'s. Complete Set, $1.75 postpaid.
Send for Free Gift Catalog

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Christmas Letters
for a truly personal and meaningful Christmas greeting. Friends and family, near and far, will cherish your personally written or typed message. Featuring photos of your family, home and the events of the past year. Faithfully photolithographed on your choice of 40 Christmas letterheads, cards or French-fold designs. 100 letter-size cards, plus envelopes—$16. With photos—$20. Guaranteed to please! Send 10¢ for sample and easy-to-follow instruction kit to Christmas Letters, 2923 Pearl Street, Boulder, Colorado 80302. Peace.

Send Christmas Letters
... for a truly personal and meaningful Christmas greeting. Friends and family, near and far, will cherish your personally written or typed message. Featuring photos of your family, home and the events of the past year. Faithfully photolithographed on your choice of 40 Christmas letterheads, cards or French-fold designs. 100 letter-size cards, plus envelopes—$16. With photos—$20. Guaranteed to please! Send 10¢ for sample and easy-to-follow instruction kit to Christmas Letters, 2923 Pearl Street, Boulder, Colorado 80302. Peace.

ARTISAN GALLERIES
2006 D-10 No. Haskell • Dallas, TX 75204

WORTH OVER $3.00 AT CATALOG PRICES!
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FOUR STRIKINGLY BEAUTIFUL FULL COLOR PAINTINGS FINELY REPRODUCED FOR YOUR HOME

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Imagine pictures this beautiful priced at $1 for the set of four. Each lovely reproduction is a large 15” high by 6” wide, and is printed in full color on fine art stock. We urge you to order your “Bonnet Girls” Children while our first edition is still available. With pictures this beautiful and with prices like these our supplies are sure to go fast.

AMERICAN CONSUMER, Dept. WB-7
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Why not have them bronze-plated in solid metal as a forever memory! Ideal gifts for parents or grandparents! $3.99 a pair. Also portrait stands (shown), TV lamps, bookends, and insulators, $1.99 each. Add $1 for postage and handling. R.J. res, add 35% tax.

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NEEDLEPOINT no experience necessary. likeness guaranteed or your money refunded. Kit includes artist's rendering of your subject on an 18" x 22" needlepoint canvas, wool, needle and instructions.

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BENTLEY'S, Oept. A-18S, Box 554, Orchard Lake Rd., Farmington, Mi, 48024.
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Our first time exclusive—Limited Edition in Color!

“A waterfoot”

“A Friend in Need”

FREE!

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I enclose $______ for

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Amount enclosed $______

Check or money order, no C.O.D.’s please.

Please include 25¢ to partially cover postage and handling.

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Before

After

Special Introductory Price
$2.98

The secret of "Minute Curl" is a special comb called an ondulator—with an ingeniously designed double row of teeth. It's made expressly to train your hair into beautiful natural looking waves and curls as you comb it—give you flattering coiffure without the high cost of a beauty salon visit—and in a fraction of the time! Great for men's hairstyling, too—helps you get that natural look women love.

The ondulator comb is 9" long in black plastic. It comes with a bottle of special curling lotion sufficient for 3 to 4 glamorous coiffures—extra lotion may be ordered as needed. And the complete "Minute Curl" set—comb and lotion—is only $2.98—sold on a money back guarantee! So mail the no risk coupon now!
These Ore-Ida fries are America's best sellers.

It's a matter of taste.

As millions have discovered, our Golden Crinkles® brand cook up extra crisp because that crinkly surface means they get more exposure to heat. In the skillet or in your oven.

Golden Crinkles go great with almost everything. Steaks, chops, hamburgers, fried chicken. In a casserole. Even with soups.

And they're just one of Ore-Ida's full line of frozen french fries. For a tasty change of menu try these other Ore-Ida brands like Pixie Crinkles®, Or Golden Fries®, Or Shoestrings.

Or our Country Style Dinner Fries®. They're cut so thick that they taste like an Idaho® baker.

You'll find them all in your store's freezer section. Just make sure the package says Ore-Ida, and you can be sure of good eatin' from Boise.

Good eatin' from Boise.
“Do you want a manicure or a pair of mittens?”

“It’s dishwashing Madge.”

“Ever try Palmolive Dishwashing Liquid? It softens hands while you do dishes.”

Palmolive Liquid is a lot more than just mild. Suds last from the first glass, clean through to the last greasy pan, and it softens hands while you do dishes.

FREE BOWLING!... Bowl a game, get a game free with each label from Palmolive® Liquid, Ajax® All-Purpose Cleaner or Cold Power® Powder. Offer good at all participating bowling centers until S P.M. during open play.

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