



February 1977 Volume 80, Number 2

Busy couples like Ann and William Shepherd who spend so much time apart, treasure their time together. One of the things they enjoy most is entertaining.... Ann entertains in a sportswear look to sew in a Vogue Pattern. All fabrics by Earl-Glo, William's clothes are Polo by Ralph Lauren. Her makeup is Maybelline, hair by Gregory, make-up by Neila, both of Cinandre. Dinnerware by Iron Mountain Stoneware from Tiffany. For more on creative couples, turn to page 34. Photography by Barbara Bordnick.

AMERICAN HOME

PUBLISHER AND EDITOR IN CHIEF
Leda Sanford

EDITOR
Nancy Love

ART DIRECTOR
Richard M. Ference

ARCHITECTURE/BUILDING
Bo Niles Editor
Nina Williams Assistant

INTERIOR DESIGN/FURNISHINGS
J. Christopher Jones Editor

FOOD/EQUIPMENT
Gale Steves Editor
Linda Foster Associate

FASHION/CRAFTS
Pat Sadowsky Editor
Alexandra Kuman Assistant

HEALTH/BEAUTY
Camille Duhe Editor

SENIOR EDITOR
Janet Muchovej

FEATURES
Ann Scharffenberger Associate
Joanne Johnston Assistant

COPY
Dorothy B. Humanitzki Editor
Phyllis Schiller Associate
Christine Arthur Assistant

ART
Stephanie Blumenthal Assistant
PRODUCTION COORDINATOR
Ferdinand D'Esposito

READER SERVICE
Mary L. Davis

ASSISTANT TO THE EDITOR
Linda Forcht

CONTRIBUTING EDITORS
Sylvia Auerbach
Catherine Bigwood
Craigton Churchill
Daphne Davis
Keltha McLean
Peter McCabe
Marvin D. Schwartz
Doris Tobias
Audrey West

CONSULTANTS
Lawrence V. Power
Roy D. Smith, A.I.A.
MERCHANDISING EDITOR
Jane Crane

PROMOTION DIRECTOR
Wenda Leigh Harris

ASSOCIATE PUBLISHER & ADVERTISING DIRECTOR
John Rodney

EASTERN MANAGER
James E. Trask III
641 Lexington Avenue
New York, NY 10022

WEST COAST MANAGER
Suzanne Douglas
3801 Rhodes
Studio City, California 91604

MIDWEST MANAGER
Dwight Reynolds
401 North Michigan Avenue
Chicago, Illinois 60611

ADVERTISING PRODUCTION
Helen Winiski

ASSISTANT TO THE PUBLISHER
Nancy D'Ambrosio

CHAIRMAN OF THE BOARD
RAYMOND K. MASON

PRESIDENT
LEDA SANFORD

VICE PRESIDENT & ASSOCIATE PUBLISHER
ALDO IAVARONE

© 1977 American Home Publishing Co., Inc., 641 Lexington Avenue, New York, N.Y. 10022. (212) 644-0300. All rights reserved. Title reg. U.S. Patent Office. Published monthly. Second-class postage paid at New York, N.Y., and at additional mailing offices. Authorized as second-class mail by the Post Office Department, Ottawa, Canada, and for payment of postage in cash. All mail concerning subscriptions should be addressed to American Home, P.O. Box 4568, Des Moines, Iowa 50306. Subscription Price: U.S. and Possessions: One year \$5.94; two years, \$9.00; all other countries: One year, \$8.94; two years, \$15.00. Editorial and advertising offices, American Home, 641 Lexington Avenue, New York, N.Y. 10022. Manuscripts must be accompanied by self-addressed envelopes and return postage. Publisher assumes no responsibility for return of unsolicited manuscripts or art. CHANGE OF ADDRESS: If you plan to move, notify American Home, P.O. Box 4568, Des Moines, Iowa 50306, at least 8 weeks in advance. Send new and old address from recent issue. Use change-of-address coupon from recent issue. Postmaster: Send form 3579 to same address. Other subscription correspondence to: P.O. Box 4571, Des Moines, Iowa 50306.

EDITORIAL

- 2 **F.Y.I.** From the Desk of Leda Sanford, Publisher

HEALTH & BEAUTY

- 10 **Hair Care:** Having healthy glowing hair is easy—if you follow this advice—by *Karen Cure*

DECORATING

- 26 **What's New? Romance Is In:** Nostalgic home furnishings and accessories say love—by *Chris Jones*
42 **Two's Company:** A bathroom for two where he and she can find privacy—by *Bo Niles*
50 **Apartment Living:** And Baby Makes Three—by *Bo Niles*

FOOD & WINE

- 6 **Wines:** Perfect Matches: Here are some new pairings of foods and wines to try for Valentine's Day—by *Doris Tobias*
54 **Seeing Red:** A special collection of soups from the love apple—by *Gale Steves*
58 **Please Pass the Fiber:** New high-fiber, reduced-calorie breads—by *Joanne Johnston*
60 **What Mother Never Told You About Tea:** How to Brew the perfect cup of tea—by *Gale Steves*
62 **Tea for Two...with Homemade Strudel:** Cooking authority Julie Dannenbaum shares secrets of making strudel—by *Gale Steves*

LIFESTYLE

- 30 **Emerging Woman:** Success Is Sweet and So Is Love—by *Janet Muchovej*
34 **Creative Couples:** Here's how the Shepherds, a busy career couple, find time together. Plus separates to sew for women on the go—by *Pat Sadowsky*
36 **Creative Couples:** The Wallachs have decorated their home with

folk art and parlayed their hobby into a business—by *Bo Niles*

- 38 **Everyone Works:** Mom and Dad Have Jobs, so here's how to get the kids into the act, too—by *Claudia Jessup and Genie Chipps*
66 **Why We Can't Stay Married:** Debunking the great American marriage myth—by *TD Allman*

FEATURES

- 9 **Apartment Living:** Who Needs a Kitchen Really? Apartment buildings with communal kitchens could have unexpected advantages—by *Raymond Sokolov*
13 **Home Front News:** Special 8-page Section on People, Places, and Things You Should Know About
22 **Plants:** Don't Let Orchids Scare You—by *Betty Gardner*
24 **One-Stop Decorating:** Department store designers offer the first and last word in decorating—by *Charles Kriebel*
33 **America My Love:** A valentine by Peter Max to AH readers
40 **Danger in the Combat Zones:** Here are suggestions on how to stop arguments before they start—by *Daphne Davis*
46 **Sex in the Seventies:** Bob Guccione, publisher of *Penthouse Magazine*, is interviewed by AH publisher, Leda Sanford
68 **More than Money:** His and Hers Ownership—by *Sylvia Auerbach*
82 **How Much Do I Love Thee?** Let Me Count the Change—Here are ways to stop quarreling about money—by *Vivian Grey*
85 **Antiques:** Questions from Readers—by *Marvin Schwartz*
104 **Our Readers Write:** Letters to the editors

INFORMATION

- 86 **Shopping Guide:** Product Information for this issue

The time-honored perfect matches of wines and foods are always right for any special occasion, but you needn't be rigid or conventional about pairings. There are many delightfully compatible liaisons to please your palate and inspire the heart.

Some of the happiest matches are not necessarily those of the same national origin. For example, while you can mate a hearty lasagne with a full-bodied red Chianti, a zesty California Zinfandel or Ruby Cabernet is just as satisfying. Or try a chilled Alsatian Gewürztraminer, a light spicy wine, for a perfect match for southern-fried chicken. With a delicate French Coquilles Saint Jacques, that delicious melange of seafood and light cream sauce served in a scallop shell, uncork a crisp dry white Italian wine, such as Soave or Frascati. The important thing is to create matches that please you. It's festive and fun to mix and match. Here are some perfect pairings for a romantic Valentine's dinner party for two, or whatever number are helping you to make the occasion gala.

APPETIZERS

- Crudités (raw vegetables)—sticks of carrots, celery, whole green beans, thin, peeled asparagus stalks, and clumps of cauliflowerets—piled with mounds of black and green olives around a dip of tuna puréed with lemon juice and mixed with a little sour cream. Wine Match—A gentle, flowery California Chenin Blanc, served well chilled.
- Shrimp, boiled until just tender, marinated in lemon juice, oil, salt, freshly ground pepper, and spiked with a little dried oregano, served in lettuce cups. Wine Match—A crisply tart, chilled French Muscadet de Sèvre-et-Maine.
- Brook trout, poached in white wine and herbs, drained and placed on a platter with a mustard-enhanced mayonnaise. Wine Match—A fresh, charming young California Johannisberg Riesling.
- Pâté, robust country-style, surrounded by radish roses, black olives, and tiny sweet pickles. Wine Match—A beautiful French Beaujolais, young, fruity, and ruby colored, served lightly chilled. (Place the bottle in the refrigerator for 15 to 20 minutes before uncorking, or immerse in a cooling bucket filled half with crushed ice, half with cold water, for 10 or 15 minutes.)
- A piping hot quiche, redolent of fresh ham, served in wedges, garnished with cherry tomatoes and a sprig of



Certain foods and wines are made for each other. Here are some new pairing ideas for you to try this Valentine's Day.

by Doris Tobias

fresh watercress. Wine Match—A chilled California Mountain Chablis.

ENTREES

- Prime ribs of beef, or an elegant porterhouse steak. Wine Match—A full-bodied Italian Chianti Classico.
- A romantic duet of little game hens, stuffed with slices of fresh pear, seasoned with freshly ground pepper, salt, and finely chopped parsley and onion. Wine Match—A robust California Zinfandel, dry red wine made from California's "mystery" grape, whose origins have never been traced back to a European wine district. The Zinfandels are zesty and spicy.
- A roast leg of lamb, savory with sprigs of fresh rosemary, and just a hint of garlic, served, as they enjoy lamb in France, on the pink side. Wine Match—A mature, velvety Cabernet Sauvignon from California.
- A succulent whole striped bass, baked with white wine, parsley, a touch of thyme. Wine Match—A full-bodied, elegant French Pinot Chardonnay, served well chilled.
- A platter of cold meats for the buffet table: country-style ham, turkey, roast beef. Wine Match—A French country wine, such as Corbières, from the Midi in the south of France. This is a robust wine, similar to a Côtes-du-Rhône.

SWEET ENDINGS

- Strawberry shortcake, made with layers of sponge cake, real whipped cream, and fresh or frozen strawberries. Wine Match—A not-too-dry pink California champagne.

- Chocolate cake baked in a heart-shaped loaf, lathered with sweetened whipped cream. Wine Match—A smooth Marsala or Ruby Port.

CHEESES

- Port Salut, a semisoft cheese, and Pont l'Évêque, soft-ripened: A lightly chilled, young, vigorous Beaujolais.
- Bleu de Bresse, Roquefort, Gorgonzola, and other blue-veined cheeses: An elegant Saint Emilion from Bordeaux.
- Brie de Meaux, Camembert, or other soft-ripened cheeses: A California Gamay Beaujolais, lightly chilled to enhance its young, zesty qualities.
- Boursin, St. Paulin, and other double and triple crème cheeses: A California Mountain Red.
- Bel Paese, Fontina, and Provolone, a stronger-flavored cheese: An Italian Bardolino, Valpolicella, or Chianti.

PERFECT GIFT-GIVING MATCHES

- Bundle a bottle of Crème de Cassis, the luscious French black currant liqueur, in bright red tissue and tie white and red velvet ribbons around the neck. Include a hand-lettered card giving a recipe for Kir, the popular apéritif: To each balloon wineglass add one teaspoon, more or less Cassis, plenty of ice, then fill the glass with white wine. Cassis is richly sweet, so use just enough to color the drink a light rose shade.
- Stuff a shallow, handwoven basket with pink and red tissue paper. Add a bottle of lighthearted, fruity California Gamay Beaujolais, a pound of Fontina cheese wrapped in a pink-tinted plastic, and a loaf of sourdough bread.
- Box together a bottle of Amaretto di Saronno, an Italian liqueur with the taste and bouquet of apricots and almonds, and two tiny crystal liqueur glasses.
- Wrap a bottle of Leroux Chocolate Amaretto liqueur in silver foil. Tie a small plastic bag filled with chocolate mints around the neck of the bottle with red velvet ribbons.
- Nestle a bottle of fruity white wine, a French Macon Blanc or California Chardonnay in plenty of pink tissue paper.
- For a very special person, wrap a bottle of pink champagne in clear plastic. Tie with a white velvet ribbon and a red rose. Add two elegant tulip or flute-shaped champagne glasses. □

Doris Tobias, a free-lance writer who specializes in wine and food, was the author of "Quick Cooking! Great Eating!" in the May, 1976 American Home.

Win a Houseful of Beautiful Furniture or any of 1,805 other big prizes in the Pledge Furniture Sweepstakes!

Grand Prize: *Thomasville* Furniture!

2 exquisite pieces in all for your living, dining, and family rooms, master and guest bedrooms!

There's more! All five first-prize winners receive luxurious *Thomasville* furniture for the family room or den. Second-prize winners, 300 of them, get to relax in the indoor-outdoor "Anywhere" chair from **Extraordinary Usuals of Aspen, Colorado**. To all 500 third-prize winners, lustrous wooden plant hangers

to beautify any room. And, to, 1,000 fourth-place finishers, copies of *Better Homes and Gardens* "Decorating Ideas for Under \$100."

So many prizes to win and easy-to-use Pledge makes it so easy to enter. See entry form and rules below for details. Enter as often as you wish, but no later than June 15, 1977. Extra entry forms available wherever Johnson's Pledge is sold.



A. First Prizes!
Thomasville Den
Furniture, 9 pieces, to
5 winners!

B. Second Prizes!
300 "Anywhere" Chairs
with oiled oak arms, heavy
canvas sling!

C. Third Prizes!
500 "use-anywhere"
wooden plant hangers!

Fourth Prizes!
1,000 "Decorating Ideas Book"
by Better Homes and Gardens.



HERE ARE YOUR PLEDGE FURNITURE SWEEPSTAKES OFFICIAL RULES:

On an official entry blank, or a 3" x 5" piece of paper, hand print your name, address, and zip code.

With each entry, send a cash register tape with the purchase price of Pledge circled or, the word "PLEDGE" hand printed in block letters on a plain 3" x 5" piece of paper. No purchase required. Enter as often as you wish, but each entry must be mailed in a separate envelope. Mail to: **Pledge Furniture Sweepstakes, P.O. Box 8208, St. Paul, MN 55182.**

Entries must be postmarked by June 15, 1977, and received by June 30, 1977.

3. Winners will be determined in random drawings conducted by Spotts International, an independent judging organization whose decisions are final.

4. The Grand Prize Winner will receive five rooms of furniture—Living room, Dining room, Family room, Master bedroom and second bedroom (no style/color choice).

5 First Prize Winners will receive furniture for the Family room (no style/color choice).

300 Second Prize Winners will receive an "Anywhere" Chair (wood and canvas chair).

500 Third Prize Winners will receive a wooden hanging plant holder (plant not included).

1,000 Fourth Prize Winners will receive a "Decorating Ideas Book" by Better Homes and Gardens.

5. Prizes are non-transferable and non-redeemable for cash. No substitutes for prizes are offered. Only one prize per family. The odds of winning will be determined by the number of entries received.

All 1,806 prizes will be awarded.

6. Local, state and federal taxes, if any, are the responsibility of the winners.

7. Sweepstakes open to residents of the United States. Employees and their families of S. C. Johnson Company, its advertising and promotional agencies, the judging organization, are not eligible. Void in Missouri and wherever else prohibited by law. All federal, state and local laws and regulations apply.

8. To obtain a list of the Grand and First Prize Winners, send a postage-paid, self-addressed envelope to: **Pledge Furniture Sweepstakes, P.O. Box 8209, St. Paul, MN 55182.**

Do not include request for winners list in sweepstakes entry.



P.O. BOX 8208
ST. PAUL, MINNESOTA 55182

On this entry form or a 3" x 5" piece of paper print your name, address and zip code. With each entry include a cash register tape with the Pledge price circled or, the word "Pledge" hand printed in block letters on a plain 3" x 5" piece of paper. Mail entry to above address. **No purchase necessary.**

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Entries must be postmarked by June 15, 1977, and received by June 30, 1977.

A



Introducing fashionable new draperies by Del Mar.

Del Mar Loomcrafted® Woven Woods instantly create a new mood. Rooms go from subdued to smashing. From drab to dramatic. From bland to beautiful.

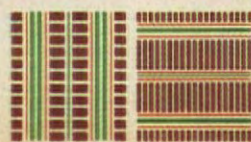
The effect you want is easily yours. In over a hundred elegant, yet affordable patterns. All blend beautifully with cloth valances and draperies.

Fine yarns. Imported woods. With a wealth of trim and custom options.

See the complete collection of Del Mar Originals at your Del Mar dealer—a fine decorating center,

drapery or department store nearby. Or send \$1 for a colorful thirty-two page brochure brimming with decorating ideas. Del Mar Loomcrafted® Woven Wood, 7411 Lorge Circle, Huntington Beach, California 92646.

*Commission a Del Mar Original
for Your Home.*



DEL MAR
LOOMCRAFTED
WOVEN WOOD

Who Needs a Kitchen Really?

This controversial proposal for apartment buildings with communal kitchens could have unexpected advantages.

by Raymond Sokolov



• Susan G. moved into a new apartment last spring and hasn't turned the stove on yet. She goes out to dinner every night.

• Peter S. works late at the law office. He's single, and when he does have supper at home, he defrosts it in a toaster oven.

• Harry and June S. don't cook much either. He doesn't know how and she won't, not after a full day at the office, thank you. Mostly, they dine in restaurants. They joke about their "self-cleaning" kitchen. It's always spic 'n' span because it's never used.

Do these people really need full-time private kitchens? Should they be paying generous portions of their rent for rooms they seldom use?

I know what some of you are thinking. Someone should talk to these people, tell them what they're missing in life by not cooking for themselves. I feel the same way—partly. The thought of all those TV dinners and meals in fast-food palaces does make me shudder. But the use of prepared and packaged food is the wave of the future, a trend that is not only here to stay, but accelerating at a pace that is altering lifestyles.

Perhaps you are already a part of this burgeoning throng of virtual non-cooks. To you the idea of restaurants and frozen foods cutting your kitchen drudgery to almost nothing is not news. Sure, you may use all four burners and both self-cleaning ovens every third Saturday to make veal Orloff for dazzled friends, but you bolt burgers the rest of the week. If this sounds like you, have you ever considered the price you're paying for the privilege of being Julia Child for a day?

Residential real-estate brokers usually consider the kitchen one room of an apartment. In a three-room apartment, the kitchen accounts for one-third of the rent. In a \$300-a-month apartment, homemade cherry pie costs \$1,200 a year—before you buy the cherries.

The cost is probably higher than that. In terms of a builder's investment, the kitchen is the most expensive room in the house. It's a high-priced marvel with built-in, color-coordinated, major appliances; paneled cabinets; and butcher-block counters.

While model housewives in television commercials are brewing instant coffee in those well-appointed settings, you are out hustling real estate or seeing patients. Even if you are at

home, you don't need an entire kitchen to make coffee. Jamaican Blue Mountain coffee can be brewed magnificently on a sideboard next to a small pantry sink.

Think about it a minute. Do you really need a kitchen inside your apartment at all? If you had access to a real kitchen when you wanted it, couldn't you get along nicely with a minimal set-up for breakfast, snacks, and frozen meals? Maybe all the equipment you need from Monday to Friday is a miniature refrigerator, a hot plate, and a toaster oven.

Some day the construction industry will realize this. Then architects will design apartment complexes in which individual units no longer contain conventional kitchens. Instead, each floor will feature one communal kitchen for residents to share, a master kitchen containing much better equipment than any contractor could afford to install in the separate apartments of today's buildings.

Obviously not everyone will want to share a kitchen with neighbors. Some people do too much cooking. Others just couldn't face the prospect of whisking together a hollandaise with Mrs. Jordan from down the hall looking on. Still, a vast group of occasion-

ally serious cooks might be glad to save on rent while sharing a range—the same way they share a washing machine.

These flexible realists are the ones who will quickly perceive the advantages of a communal kitchen. They will appreciate the fact that it costs less to install a 12-burner professional range, four ovens, and two restaurant broilers than it does eight free-standing stoves in eight separate kitchens. The builder could capitalize on similar efficiencies by using big refrigerators, freezers, and dishwashers. He could afford to include ducted venting with a powerful fan that would eliminate cooking odors in the common hall. Theft, the major foreseeable problem, could be minimized by installing locks on cabinets and individual refrigerator and freezer compartments.

By sharing, residents would enjoy better-equipped kitchens for less money. They would also be forced to cooperate on keeping the facilities clean. Some groups might decide to assign specific work spaces and maintain individual caches of pots and pans. Then again, there is the possibility that truly communal kitchens will develop.

Marketing, cooking, and kitchen maintenance could be rotated among residents on a fair and equal basis. If one adult cooks for the group during the first week of January, his or her turn may not come up again until March, or the group might elect to hire a member or an outsider to be a full-time cook. Divided eight ways, the salary of a professional might seem like a real bargain for nightly home-cooked meals.

The possibilities are virtually unlimited for neighbors who want to be neighborly. Eight cooks could easily afford to buy a food processor, and they would get real use out of it. They could organize a food cooperative, prepare box lunches, and pool cookbooks and recipes. They might even become friends.

Author's note: I hope this will not turn out to be just utopian wool gathering. In fact, I am now awaiting the results of a grant proposal requesting funds for a practical time-and-motion study intended to produce a concrete plan for a prototype communal kitchen.

Raymond Sokolov is the author of The Saucier's Apprentice and writes frequently about food. His kitchen is 15 feet long and six feet wide.

Having healthy, glowing hair that's irresistible to touch, that surprises you with its luxurious softness when it falls against your cheek, is easy—if you know how. Each year better products hit the market, and new research leads to wise guidelines for taking care of hair. Today a beautiful mane is within the reach of every woman, including all those who have to cope with problem hair.

STYLING. Women have rejected the time-consuming, artificially constructed "hair-dos" of yesteryear and are opting for natural, easy-care styles tailored to individual lifestyles. Ideas about looking good have changed, and media goddesses, polished by endless beauty routines, have retired to the late-late show. A glow of health and confidence—with careful grooming—is what it takes these days.

Start with a modern natural hair style that's right for you. Today the secret is in the cut, not the set. Take the attributes of your hair into serious consideration. If it's fine or wildly curly, a short cut will be more manageable and flattering. Perhaps your gray handsomely frames your face and you'll choose to let the silver shine through. Think enhancement—then invest in a good cut.

The less care required, the shinier your hair will be. Each time you brush or comb it; tug, roll, or dry it; go out in the sun or put in a barrette; you're delivering what dermatologist Dr. Norman Orentreich calls an "insult" to your hair. Over time, the insults add up to injury. The flat outside scales of the hair shaft start curling away from the surface like the shingles of an old house. No longer smooth, the hair shaft reflects less light and the ends begin to split. So don't tease or wear severe styles that pull on your hair. Remember to treat hair carefully and

gently and it will reward you with a healthy glow.

WASHING. Hair gets its shine and bounce from the right shampoo—an opaque, creamy one for dry, curly, coarse, or porous hair; and a clear liquid type for straight, smooth, fine, flyaway, or oily hair. "Protein shampoos" add luster by coating the hair shaft and partly filling in the raised shingles of older or damaged portions of the hair. Do stay away from shampoos that leave your hair squeaky clean because they strip away the natural oils. Also avoid real soap shampoos; they leave a residue.

Handle your hair gently when you lather—it's at its most fragile when wet because the molecular bonds are slightly relaxed. This means when you pull on it, it will stretch, then snap like an old rubber band. Take care to keep it untangled while you wash. Hair stylist George Michael of New York recommends sneaking your fingers underneath and massaging the scalp gently with your fingertips, carefully

smoothing the suds down the length of the shaft, and rinsing thoroughly to make sure you haven't left a dulling film. Then apply conditioner or cream rinse to keep ends from tangling, rinse, and blot with a towel. Short hair can be washed every day; long hair less.

Comb out wet hair with a heavy wide-toothed comb to avoid snarling and breakage. Start at the bottom and comb out a few inches at a time, using short strokes and moving up the strands only as the ends are untangled. Christian at New York's Louis M Salon encourages clients to work snarls out slowly and gently. He warns that hairbrushes not only break long hair in the middle, they shear damaged or treated hair at the scalp line.

DRYING. Letting your hair air-dry—recommended for many of the new natural styles—is easiest on your hair. It also takes the most time. If you must blow dry, use the appliance correctly and your hair will retain its shine. Go for cool-to-medium settings; any hotter and the cuticles on the hair shaft will rise, leaving it dull. Keep the dryer in motion. Use a comb instead of a brush while drying, until ready to style.

Short hair survives blow-drying well, but if your hair is long, the old-fashioned hood-type dryer that requires less handling of hair is best. George Michael insists gentle drying is a must: Alternate medium and cool.

CURLING. The wet-and-set and clip method is kindest to hair, but many women love the convenience and softer curl of electric rollers. Once again, treat your hair with care. Christian recommends end papers to protect against damage. Wind super-smoothly to keep scales lying flat, and never use a higher setting than medium-heat. Rollers too hot for your fingers are too hot for your hair and damage (continued on page 102)

Healthy Hair



PHOTOGRAPHED BY LARRY ROBINS

“Every time you style your hair you do a little more damage. 30 minutes with condition* will help undo it.”

David Daines
DAVIAN SALON



“Hairblowers, heat curlers and curling irons are the greatest things that ever happened to hair styling. Without them, the marvelously flattering new hairstyles couldn't exist.



Do your hair 30 minutes worth of good.

Of course, the new lengths and silhouettes mean women are spending more time on their hair. Shampooing it more often. And, naturally, more frequent shampooing means more frequent styling. More brushing and combing. More hair damage.

That's why, if my customers do any home styling, I recommend condition* at least once a month.

condition* is the 30-minute treatment, so it has plenty of time to do its good work. First, to help repair the damage that frequent shampooing and styling already may have done. And then, to help protect hair against any further damage.

Thick, creamy condition* is specially formulated to help recondition damaged hair. It actually penetrates deep into the hair shaft, seeking out trouble spots. Then the protein-rich formula goes to work restoring body. Helping to repair splits and breaks.

After one condition* treatment even overheated, overtreated hair looks healthy and shiny again. Becomes bouncy and well-behaved.



Don't stop using blowers.

Just start using condition.

Naturally, you want your hair to look good and healthy. No matter how much shampooing and styling your new hairdo calls for. That's why today — more than ever before — your hair needs condition.*

condition*

The 30-minute treatment for mistreated hair.



TASTE THE GOOD TIMES. RALEIGH



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



Raleigh's good time gifts. Get a Norelco electric shaver with Raleigh coupons, the valuable extra on every pack. See over 1,000 Raleigh gifts, write for your free Gift Catalog: Box 12, Louisville, KY 40201.

You'll remember Raleigh. The genuine tobacco flavor. The valuable gift coupons.

Filter Kings, 16 mg. "tar," 1.1 mg. nicotine; Longs, 17 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report Apr. '76

© B&W T Co.

HOME FRONT NEWS

ATCHED IN TERRY

Did you ever dream of seeing your name in lights? How about your signature in terrycloth? Celebrity signatures bath sheets (\$30) and bath towels (\$15) allow you to play designer and sign your own towels. Available in Cognac, sable, and champagne at Higbee's Cleveland; Neiman Marcus, Houston; Bloomingdale's, New York.

IRON-ON-RECIPES

Meischmann's Yeast, long-time helper to home bakers, gives you recipes you can't lose. Just cut the recipe off the package and iron it onto a recipe card—or make your favorite recipe T-shirt!



La-Z-Boy's
"Sofette"

LIBERATED LOVESEAT

Independence and intimacy join forces in this new recliner-for-two from La-Z-Boy. The Wall Recliner Sofette lets you sit up while he reclines. Great for

apartments and small spaces. Available in five furniture styles from Colonial to Contemporary with your choice of upholstery. From \$399 to \$459.

WOMEN POWER

New York: If a new day-care center has been started somewhere around the country or a new women's book has been published, the Women's Action Alliance will probably know about it. This activist-oriented clearinghouse for women's movement activities provides women across the country with information about what's happening, where, and whom to contact. Besides an extensive library, the alliance provides a unique technical assistance service for solving nuts-and-bolts problems like preparing budgets and proposals and the how-tos of fund raising. A new monthly magazine, *Women's Agenda*, will come out this month. Information: Women's Action Alliance, 370 Lexington Ave., New York, N.Y. 10017.



FEAR OF

FLYING

Aviaphobes, unclench your teeth, help is here. Fearful Flyers Seminars are being offered by Pan American Airways in cities around the country. Seven 2-hour seminars, led by Pan Am's Captain W. T. "Slim" Cummings (who is also a licensed psychologist) are

based on the principle if you're relaxed, you can't be afraid. Terrified travelers learn just that: relaxation techniques and an understanding of what all those noises mean. Write: Jay Beau-Seigneur, Pan Am, 30 S. Michigan Ave., Chicago, Ill. 60603.

DO-IT-YOURSELF APPLIANCES

Handypersons, now you can save money by installing your own home appliances, with a little help from General Electric. Their new do-it-yourself kit (\$14.95) has everything you need to install a new GE dishwasher, using only simple tools—provided the plumbing hookup is already there.

Even easier, GE disposal garbage units can be installed without a kit, just by following the instructions in a booklet available from GE



FADS

Swinging California: Folks on the West Coast have rediscovered romance in the form of old-fashioned nonalcoholic gatherings.

San Francisco's futuristic Hyatt Regency Hotel holds free tea dances every Friday from 5 to 8 PM in the main lobby. Guests sip tea and munch on crumpets and cucumber sandwiches between dances to live music from the 20s, 30s, and 40s, played by a 16-piece orchestra. Organizers of this genteel social event report a flood of volunteers as "taxi dancers" who offer their services as dancing partners for 10¢, which goes to local charities. Taxi dancing is a great way to make friends.

Down south in Orange, Calif., tea-totalers are flocking to The Basement, a non-drinking, non-smoking discotheque, operated by World Missions United. The former hard rock disco allows no smoking or drinking and offers contemporary and live gospel music. During the day The Basement is a Christian center that operates an emergency hotline, stop-smoking program, and Bible classes. Manager Hal Ruppert claims his new nightclub has been so successful, he's considering opening a chain of similar discos around the country.



FANTASTIC FREEZE

The hottest thing on the East Coast these days is frozen! It's soft frozen yogurt and it comes in a cup or cone. Unlike ice cream, soft frozen yogurt is sensible in calories and low in fat. Dannon has introduced Danny, individual 8-ounce containers of 100 percent natural frozen low-fat yogurt in vanilla, red raspberry, strawberry, and boysenberry, which sell for 59¢ in the Northeast. If you can't find frozen yogurt in your area, don't despair; you can make it at home with an electric ice cream machine. Soften 1 envelope unflavored gelatin in ¼ cup cold water. Add to 1 cup scalded evaporated milk; stir until dissolved. Add 3 cups plain yogurt, 1 cup strawberry or other fruit preserves, and ½ cup light corn syrup, well mixed. Chill about 1 hour. Freeze according to directions for your electric ice cream maker. Makes 1 quart.

INSTANT BEDMAKING

The latest word on the "10-second bed" is "The Dreamer" by Providence House. The pillowcase, top and bottom sheets are all in a single piece for instant bedmaking. "The Dreamer" comes in a variety of patterns and colors in twin or special "snoozer" size for boats, bunks, and campers. \$19.95 at department stores.

SKATEBOARD PARADISE

Parents worried about their skateboard daredevils' antics on city streets have some comforting news. Skateboard Parks of America is building the first "skateboard racetrack" in San Jose, Calif., and hopes to build 100 safe skateboard parks for kids across the country. For a \$2 admission, the 50,000-acre landscaped park is a skateboarder's dream—bowls, rills, pipelines, and channels. The



emphasis is on safety: Required gloves, elbow and knee pads, and helmets can be rented for 50¢.



Peter Paris' "survival suit"

TWO EASY PIECES

Peter Paris' two-piece "survival suit" is all you need for a weekend wardrobe. One size fits all in nubby cotton or all-weather parachute cloth. In cotton (brick, dark blue, chrome yellow, black): hooded jacket, \$40.50; pants, \$24. In parachute cloth (electric blue, red, yellow, dark blue): hooded jacket, \$50.50; pants, \$29.50. From The Combine, 101 Vallejo St., San Francisco, Calif. 94111.

IN THE BAG

Ecolobags, by St. Regis Paper, provide a convenient way to dispose of trash without endangering the environment. These large, sturdy, water- and tear-resistant garbage bags decompose entirely in landfills and burn without emitting toxic gases. Available from Dano Supply Associates, P.O. Box A, Hicksville, N.Y. 11802. Package of 25: \$6.95. Add \$ for shipping west of Denver.

IT'S A STEEL

Steel-frame furniture may be the wave of the future. Although most people are used to thinking "below the surface" when they buy new furniture, studies show that consumers are increasingly looking for strength and durability as well as style. Proponents of the new steel-structured furniture claim that compared to traditional frames, steel frames could mean lower costs, stronger construction and less damage in shipping. U.S. Steel has developed a system through which almost any style of upholstered furniture can be manufactured using only four basic steel channel shapes, and already manufacturers are beginning to turn to steel. The trend is sure to continue.



**easy
DOES IT**

STANT GREENERY

o your houseplants have
ne February blues? Here are
ome ways to save time—and
rn them to leafy green.
o speed up a tedious task,
ive your leafy friends a
community shower. Gather
hem in the shower stall or tub
or their weekly watering/
isting, and turn on the
pray—no more messy spills
the living room.
eep a pocket calendar with
our gardening tools. Jot
own feedings and watering
chedule. (Good reference o
r plant sitters, too!)
tart a pit pot. Save seeds
om apples, half-eaten raw
gs, oranges, and other fruits
nd vegetables. Soak seeds
overnight in water and plant.
hey won't all come up, but
ou may be surprised at how
many do!
ew products to make your
lant tending easier:
Vonder Garden keeps your
plants green all winter.
Flowers and vegetables
hrive in this two-level planter
hat contains an electric
ump to circulate water and
utrients through the soil.
rom \$24.95 to \$169.95.
The Plant Caddy from
lexite is a 12½
nch-diameter saucer
hmounted on casters that
eeps pots off the rug and
allows you to move your
plants to follow the sun;
5.75. Both at plant and
eartment stores.

—by Wanda Warner

HAVE A HEART

CUP OF LOVE

This tiny white Limoges demitasse cup and saucer is encircled with red hearts. The cup has three handles for good luck. \$20 ppd. from Ferry House, Dept. AH, 554 N. State Road, Briarcliff Manor, N.Y. 10510.



Limoges demitasse

VALENTINE FEAST

Serve a valentine dinner on Lancaster's red cotton tablecloth scattered with white hearts which measures 60 inches in diameter; \$26.50. Write Lancaster Colony Corp., 115 Broadway, New York, N.Y. 10010 for store nearest you.

LOVE LIGHT

This 3½-inch-high white candle with a 4-inch diameter is surrounded with red hearts that glow warmly as the candle burns down. By Havi for Arabia, \$5 at department and candle stores.



Limoges music box

SENTIMENTAL SONG

Hand-painted with pink roses and lined with pink velvet, this 4¾-inch heart-shaped Limoges porcelain music box plays "Somebody Loves Me." \$48.50 ppd. Schirmer Music, 4 East 49 Street, New York, N.Y. 10017.

HEART DECO

Here's a ceramic, heart-shaped art deco box to hold all the things close to



your heart. Approximately 4 by 6 by 6 inches. At Lord & Taylor, \$15.

RUN FOR YOUR LIFE

Healthy hearts are those that belong to runners. Start slowly, and you'll soon build up your life mileage. Other "body" sports like swimming, cycling are good, too. A loving message from the Heart Association.

—by Joanne Johnston

HEART THROB

"The Heart" really beats! This 3½ by 3-inch red plastic heart uses a 9-volt battery to produce a gentle rhythmic beating, soothing to babies, pets, insomniacs, and meditators. \$11.95 ppd. (refer to code # S222) from Childcraft, Dept. AH, Education Corp., 20 Kilmer Road, Edison, N.J. 08817.



brass heart necklace

HEARTSTRING

Lucy Isaacs has designed this necklace, a string of tiny hearts in pure brass for Sweet Inspirations. Necklace is \$22.95 ppd. from Sweet Inspirations, Dept. AH, 1199 Pleasantville Road, Briarcliff Manor, N.Y. 10510.

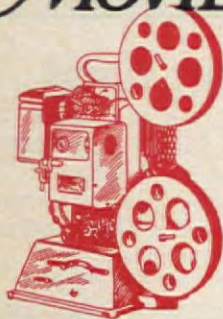
A KISS IS STILL A KISS

In this tribute to the pleasures of the osculatory art, one picture says more than 1,000 words. *The Kiss* eloquently celebrates maternal, fraternal, passionate, platonic, classical, and political variations on the theme with paintings, photographs, woodcuts, and drawings by artists ranging from Botticelli to Picasso. (Universe Books, \$4.95)



heart candle

MOVIES



HEROES

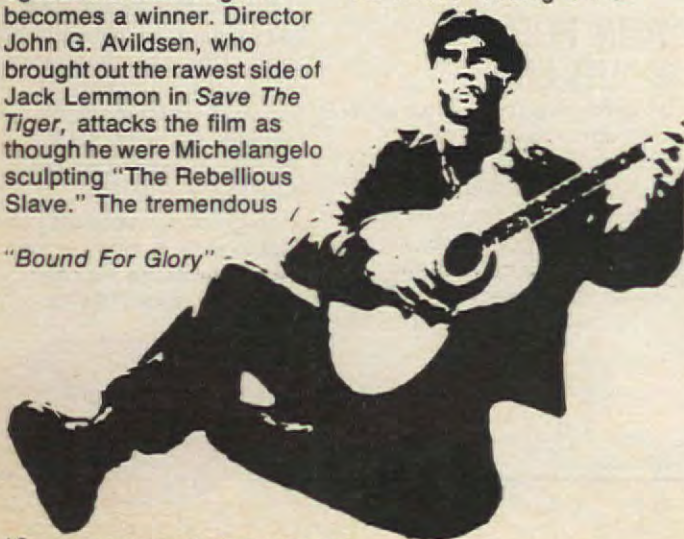
What's new at the movies? Apathy and the coward are out. Heroes and commitment are in. At least that's how it looks this month.

If you crossed *Somebody Up There Likes Me* with the Fonz from *Happy Days*, you'd get Sylvester Stallone and **Rocky**, the film he wrote and has the lead in. A throwback to 1950s T-shirt realism, it's the agony and ecstasy of a neighborhood boxer—the one who wears a leather jacket and talks like a Marlon Brando bum—and his shot at fighting a Muhammad Ali-like heavyweight for the world championship.

Just as you're ready to dismiss it as macho wish fulfillment number 108, the beefy, tender film gobbles you up in the myth that every person has the capacity to go the distance if only he or she is given the chance.

As **Rocky**, Stallone doesn't act so much as thickly caricature himself, the talented amateur and egocentric underdog who becomes a winner. Director John G. Avildsen, who brought out the rawest side of Jack Lemmon in *Save The Tiger*, attacks the film as though he were Michelangelo sculpting "The Rebellious Slave." The tremendous

"Bound For Glory"



15-round fight between the Italian Stallion and the world champ is choreographed prizefight madness.

Not to be outdone in sophisticated fight movies, Muhammad Ali is now before the cameras making **The Greatest**, his biography. It's going to have to be very, very good to surpass *Rocky*.

A surprise to many will be David (Kung Fu) Carradine's adroit portrayal of Woody Guthrie, the Depression era singer-songwriter, in **Bound for Glory**. This movie proves once again that American history is compelling drama tailor-made for political cinema. Guthrie, who lived what he sang, used his music to help Dust Bowl victims unionize against the fruit growers. The irony is that life for migrant workers hasn't improved much in the last 40 years.

Bound for Glory takes up Guthrie's life from 1936 to the end of the decade: the horrors of the worker camps; the censorship of Guthrie's lyrics on a local radio show; the break-up of his marriage; and, finally, the decision to go to New York and organize for change through activism.

While it remains to be seen whether Carradine will go on to other challenging film roles, he is clearly convincing as the contradictory Guthrie, a lady killer at one moment, and a fighter for human rights the next. Carradine has Guthrie's gestures and unpretentious talk down pat, but what's missing is the



Sean Frye, George Segal, Jane Fonda

rebel martyr's irascible charm and loveableness. Likewise Haskell Wexler's dynamic cinematography almost overshadows director Hal Ashby's thoughtful depiction of the period and Guthrie's motivations as a Depression Everyman. Though *Bound for Glory* tackles social protest and injustice, it is not bleak or pessimistic. On the contrary, it is uplifting and inspirational and radicalizes, through the most characteristic of American virtues, optimism.

Sunset Blvd. remains the unchallenged film about what went on in Hollywood's golden days. Coming in second is the faithful film version of F. Scott Fitzgerald's unfinished novel **The Last Tycoon**, based on boy movie mogul Irving Thalberg. Omnipotent Robert DeNiro plays Fitzgerald's Monroe Stahr, the aesthetic but money-smart studio head. The movie handles Fitzgerald's haunting, poetic, double-edged story of lost love. The yearning to belong and love someone is more dazzling and intense in this film than in anything created by the Hollywood dream farms.

Like the movie business, Stahr, widower of a famous movie queen, is slowly dying

along with the cinematic fantasies he has been responsible for nurturing. Accidentally, he meets and falls in love with "the perfect girl" only to lose her. A free spirit, she unconsciously symbolizes the individuality and independence that would soon emerge in American life and movies. The love scene between the mysterious, priceless girl and the movie mogul are divine and romantic. Robert DeNiro is hero-idol in the grand tradition.

Radiant and at times ambiguous, *The Last Tycoon* is the finest rendering yet of any of Fitzgerald's novels. By comparison, *The Great Gatsby* seems like a house tour of partially restored mansions.

NO EXIT

It's impossible not to get emotional at movies about smug Nazi Germany and the persecution and elimination of Jews. Worth crying over is **Voyage of the Damned**, a sensitive international production (with an impressive cast too long to list) about a propaganda stunt manufactured to focus

world-wide attention on the Jewish problem. Drawn from the upper classes and concentration camps, 937 Jews sail for Cuba in 1939 aboard a luxurious slave ship. Denied entry, they must turn to their misery. Most admirable are the women. Like Grant and Faye, they are doomed wives and mothers always thinking of husbands and families and how to survive. Tense and heart-breaking, *Voyage of the Damned* is a timely reminder of the evils of racism and the treatment of people as disposable objects.

DICK AND JANE ON UNEMPLOYMENT

On with Dick and Jane, hiring Jane Fonda and George Segal, is a plucky winner in the light entertainment sweepstakes. Bright and funny contemporary screwball comedy, it spoofs the recession and the nouveau or middle class. Segal sees his job as an aerospace executive; Fonda has a try at modeling; work the pool behind their



Robert De Niro

California dream cottage stops, and gardeners come and take away Dick and Jane's roll-up lawn. As a sideline to unemployment, the couple takes to ripping-off drugstores, record shops, a drive-in church, and their masterwork, Dick's old company's \$200,000 slush fund. Jane Fonda shows she's a topnotch comedienne with rat-a-tat timing. Segal and his familiar mannerisms are good but Fonda gives him a run for his money.

HIGH SCHOOL CONFIDENTIAL

A bizarre, horror exploitation flick, *Carrie* takes up where *The Exorcist* and *The Omen* fear to tread—the girls' locker room of an all-American high school. Carrie (Sissy Spacek) is a teen misfit with the power of telekinesis (the ability to move objects) and a mother who's a sexually repressed Jesus freak. Somewhat retarded, Carrie becomes hysterical when she gets her period after gym class and is savagely attacked by her classmates, a gaggle of cheerleaders, and future Cosmo girls. Carrie gets back at them in a bionic orgy of destruction at the senior prom. A Grade-B candy bar of supernatural goo, *Carrie* breaks up audiences with high-flying special effects and pseudo-humorous suspense.

—by Daphne Davis



Sissy Spacek

ART & DESIGN

ARTS AND THE WOMAN

The significant contributions of women to the arts are starting to get the recognition they deserve. The Los Angeles County Museum of Art's "Women Artists: 1550-1950" is the first international exhibition of work, primarily European and American painting, created by female artists.

At the Los Angeles County Museum through March 13, the show will travel to the University of Texas at Austin (April 12-June 12), the Carnegie Institute in Pittsburgh (July 14-Sept. 4), and the Brooklyn Museum (Oct. 4-Nov. 27).

"... REMEMBER THE LADIES..." *Women in America 1750-1815* illustrates the profound changes in women's lives



INTERIOR OF THE ATELIER OF A WOMAN PAINTER, 1796 by Lemoine (L.A. County Museum of Art).

during the revolutionary period with works of art and craftwork. At the Chicago Historical Society (through February 20), the exhibit goes to the Johnson Library in Austin (March 15-April 23) and the New York Historical Society (May 10-June 15).

—by Linda Forcht



BOOKS

VIRGINIA WOOLF REVISITED

Moments of Being by Virginia Woolf (edited by Jeanne Schulkind, Harcourt Brace Jovanovich, \$8.95) is a book of previously unpublished essays, written over an extensive period (1907 to 1940). These pieces vary considerably in tone and quality, but give one a marvelous glimpse at the development of her unique personal and artistic sensibilities. There is the 25-year-old apprentice writer making a rather stilted, self-conscious examination of her childhood in "Reminiscences," while she takes an utterly charming, evocative, and unsentimental look at her famous circle of artistic and intellectual friends ("We discussed copulation with the same excitement and openness that we had discussed the nature of the good") in "Old Bloomsbury." The most moving piece — "A Sketch of the Past" — is an exquisite childhood memoir intertwined with a beautifully crafted exploration of the nature of reality and consciousness. Written two years before she committed suicide, it is also probably one of the most intimate views we will ever have of her exceptional life and art.

—by Catherine Bigwood

BOOKLETS



ON THE FOOD FRONT

"All About Mayonnaise," a free booklet from the makers of Hellmann's/Best Foods, charts the history of mayonnaise, including storage and usage hints. For a copy write to "All About Mayonnaise" Dept. AM-AH, Box 307, Coventry, Conn. 06238.

"Kool-Aid Comes of Age" is a colorful 48-page booklet filled with recipes and ideas for empty packages and canisters. Send 50¢ in coin and name, address, and zip code to: "Kool-Aid Comes of Age," P.O. Box 3101, Kankakee, Ill. 60901.

"Six \$10,000 Chicken Recipes" offers prizewinners from recent National Chicken Cooking Contests and information on how to enter the 1977 competition (entry deadline is March 1): It could be worth \$10,000 if you win first prize. For a free copy send a self-addressed, stamped envelope to: "Six \$10,000 Chicken Recipes", Dept. AH, Box 28158, Central Station, Washington, D.C. 20005.

THINK GREEN

"Listen to Your Plants" tells you symptoms—and cures—of common plant problems such as over- and underwatering, drooping, and loss of leaves in a whimsically illustrated booklet. Single copies are available free from General Electric Co., Dept. 125-627-AH, Inquiry

Bureau, Nela Park, Cleveland, Ohio 44112.

SETTING THINGS UP

"To Have and to Hold" is a free pamphlet to help you select, care for, and set a table with your fine crystal and china. For a copy, write to Fostoria Glass Co., Dept. AH, Moundsville, West Va. 26041.

SETTLERS' GUIDE

"The Bekins Survival Guides" for 15 major American cities can help you get settled in a hurry. Prepared by Bekins moving company, they cover the basics—weather, housing, transportation, amusements, social services—in a clear, concise style. The guides



Bekins' Guides

are available from local Bekins agents, or write Bekins Co., Consumer Information, Dept. AH, 1335 South Figueroa St., Los Angeles, Calif., 90015.

FOR KIDS' SAKE

"The world of Children's Play and Toys" a 16-page booklet from the Toy Manufacturers of America, can help you decide exactly what toys you want to buy and how to become involved in your child's playtime. Send a stamped, self-addressed business-size envelope for a free copy to TMA Toy Booklet, Dept. TMA-3, 200 Fifth Ave., New York, N.Y. 10010.

—by Phyllis Schiller



TELEVISION

ACTORS GET INTO THE ACT

TV actors and actresses, seeking to expand the limitations of television's prepackaged shows are moving beyond their roles as performers to take on the roles of directors, producers, and writers.

Jackie Cooper has been directing for years, as has actor Bill Bixby, and Telly Savalas has moved to the other side of the camera for several episodes of *Kojak*. Spurred by his success in co-producing the film, *One Flew Over the Cuckoo's Nest*, this season Michael Douglas left his role as Steve Keller in *The Streets of San Francisco* to devote full time to producing. Carroll O'Connor, America's famous Archie Bunker, developed the original concept for *Bronk*, a cop show aired last season.

Their reasons for branching out into different aspects of television production are individual and varied, but most see it both as a means for self-growth and a chance to bring more artistic quality to television from their own experience as actors.

Like many TV actors and actresses, Joan Darling, best known as *Owen Marshall's* assistant, Frieda, has gone for long stretches without work waiting for parts. Always thinking of career advancement, she spent these periods searching out stories to adapt to television—and provide her with interesting roles. "The kind of material available to women is boring—very few good parts . . . I was always looking around for projects, trying to get things together

for myself as an actress." Two years ago she brought script outline for one of her ideas to Norman Lear, founder of many popular series including *All in the Family* and *Good Times*. She turned it down but then asked her to cast and direct pilots for a new property called *Mary Hartman, Mary Hartman*, now one of the most innovative and successful shows running. Subsequent offers to direct episodes of prime-time shows such as *The Mary Tyler Moore Show*, *Phyllis*, and *Rich Man, Poor Man* have made Darling the first established female television



Paul Michael Glaser

director and has helped to open up the field to women directors.

Determined to put her own ideas on the TV screen as well, last year she formed her own company, Second Artists. Now developing a television movie she hopes to produce next season, Darling says, "With my own production company I'm thinking of doing it all . . . directing, acting, producing

Paul Michael Glaser, who plays Starsky of *Starsky & Hutch*, used his leverage as the show's star to turn director for a segment of his own series. The *Starsky & Hutch* episode, called "Bloodbath," will air early this year. Glaser, who has previously directed theater, took this on to "get his feet wet" in film directing and inject new vitality into the program, which he thinks has gotten repetitive. "Instead of examining new situations, the tendency is to repeat what 'worked' last year." Thus, it is a constant challenge for Glaser and David Soul, who plays his partner, Hutch, to inject some individuality into the same police-action scenes week after week. To spark them, Glaser has written in many of the humorous repartees Starsky and Hutch launch into on subjects ranging from food to why the sky is blue.

He believes that the key to being really creative and original in any aspect of television—acting, writing, directing—is the ability, after all the planning and rehearsing of the scenes, to do what you feel is best on the spur of the moment when the cameras are actually rolling. "You can be unspontaneous on television and grind it out . . . but you can also let it roar and just fly with it."

Increasingly, top actors and actresses are doing just that.

—by Laurie Loughlin



Joan Darling

MUSIC



SENSUOUS SOUNDS

What is the ultimate recorded sound for good lovin'? A human heartbeat. So says an expert in the field of sound's psychological effects, Irv Teibel, who claims to have issued the only album ever specifically consumer-tested and approved as erotic accompaniment. One of eight remarkable records from Teibel's Syntonic Research, Inc., "Environments Disc 5" features 20 minutes of a woman's heartbeat slowed down to 40 beats per minute and reversed so the accent is on the first beat. "Simply put," explains Teibel, "the recorded heartbeat serves as a subtle, psychologically correct pacemaker. We found that people were able to make love better because they took their time and interacted more intensely."

As their title indicates, the *Environments* albums are meant to provide aural alternatives to the noises that surround us. According to Irv Teibel, "For the first time, we are truly isolated from nature's myriad sounds. Civilization has replaced them with man-made sounds that have none of the pleasant characteristics of nature. Ninety percent of the mechanical sounds we hear

all day didn't even exist a century ago!"

Teibel's records do more than serve as sonic wallpaper or glorified sound effects records. Designed to be played at a level where they can barely be heard, they work directly on the subconscious, soothing, stimulating, or, in the case of Teibel's latest release, inducing meditation.

Teibel, an audio perfectionist, has devoted the last seven years of his life to creating the most effective *Environments* possible. He does all his own recording, editing, mixing, mastering, cover design, and liner notes. When his first recordings of the ocean didn't live up to his expectations, he resorted to a computer to get the sound just right. The result was "Psychologically Ultimate Seashore," released in 1969 and by now a turntable

Environments Disc Three. Be-in/Dusk at New Hope, Pa. Side one lets you relive the Psychedelic 60s. Nostalgia, anyone? Side two offers the peacefulness of verdant countryside.

Environments Disc Four. Ultimate Thunderstorm/Gentle Rain in a Pine Forest. Enjoy the fierce romance of the elements at their most awesome on side one, then flip the record over for gentle whispers.

Environments Disc Five. Ultimate Heartbeat/Wind in the Trees. Lub-dub. Lub-dub. Whoosh!

Environments Disc Six. Dawn and Dusk in the Okefenokee Swamp. By popular request, mosquitoes, toads, and ten-foot alligators.

Environments Disc Seven. Intonation/Summer Cornfield. Side one features a sustained Om chant; side two, high noon in the sun.



classic. "To date we have sold more than enough copies of it to qualify for a gold record."

Environments Disc One. Psychologically Ultimate Seashore/Optimum Aviary. Side two, the sounds of birds in a cage, is enervating, but the ocean sound is sheer ecstasy.

Environments Disc Two. Tintinabulation/Dawn at New Hope, Pa. Side one of mystical bells, bells, bells soothes and relaxes. Side two is nature's own alarm clock.

Environments Disc Eight. Country Stream/Sailboat. The Stream is shady, wet, and wonderful. The Sailboat sounds realistic enough to make landlubbers seasick.

Environments albums list for \$6.95 and are available at most record outlets or directly from Syntonic Research, Inc., 175 Fifth Avenue, New York, N.Y. 10010.

—by Steve Ditlea



consumer WATCH



RX FOR POISONING

Look for some changes in the first-aid poisoning instructions on many common household products. At the urging of experts at poison-control centers nationwide, the Consumer Product Safety Commission is studying these emergency procedures on labels and finding some of them incorrect, overly complicated, and possibly dangerous. The same questions are being asked about first-aid charts and anti-poisoning instructions put out by prestigious groups.

For example, you're commonly instructed to give a salt solution to a child who has swallowed poison to induce vomiting. But experts say the salt often doesn't work and overdoses have even caused more serious poisoning and death.

Further, most instructions give a variety of antidotes for various types of poison, telling you to administer egg white or magnesia if the poison is an acid, and vinegar or citrus juice if the poison is an alkali. These so-called antidotes are supposed to neutralize the poison, but Dr. Barry Rumack at Denver's poison-control center, says they are not only unnecessary but can increase the damage.

Since parents can't be expected to be chemists in such times of crisis, experts now say the best policy is to prepare a strategy in advance for coping with poisoning emergencies using these guidelines:

- If a child takes an overdose of a systemic poison—like drugs or pesticides—that do their damage by being absorbed into the system,

affecting the central nervous system and vital organs, try to induce vomiting to get the poison out of the stomach. The best way is to give the child syrup of ipecac that you can buy at drugstores without prescription. It's a sure-fire emetic. If you have young children keep it on hand.

- If a child swallows a poison that works by eating away at tissues (these are acids and alkalis such as drain cleaners, lye, toilet-bowl cleaners, dishwasher detergents, oven cleaners) try to get him to drink large quantities of plain milk or water. The purpose is to dilute the poison in the stomach and internal passages, lessening its strength and thus its potential for destruction. A child who has eaten one of these products usually shows some burns around the mouth. In such cases do not induce vomiting, for that enables the poison to make further contact with tissues, aggravating burns on the way back up.

- The best course of action is to get in touch with a poison-control center and/or a physician and follow their instructions. Get a seriously poisoned child to a hospital immediately. If in doubt, you're probably better off taking no emergency first-aid measures. In fact, many experts consider this so critical, that for many labels the Product Safety Commission is considering abolishing all emergency poisoning directions, except, "Call your doctor."

—By Jean Carper



CO-OPS

Cooperatives are experiments in working together to create alternatives to America's over-priced and over-advertised commercial stores. Here, we explore different ways people pool their talents for savings.

FINANCIAL CO-OPS

Nearly 58 percent of the 40,000 cooperatives in the United States are credit unions. They are member-owned and operated financial institutions, chartered under federal or state government, and managed primarily by volunteer members.

Originally started during the depression years to provide high-interest savings and low-interest loans to small depositors, credit unions have expanded to include a wide variety of services. The most recent, share drafts, has given credit-union members checking privileges for the first time—including automatic overdraft protection and interest payments on the amount in the share draft account. Other services include:

Regular savings:

"Income" from credit unions goes back to members in the form of dividends or shares, providing a higher rate of interest than banks.

Payroll deduction:

Since most credit unions are organized within a particular company, members can arrange to have a portion of their paycheck deposited directly.

Protection: All

federally chartered credit

unions are required to insure savings up to \$40,000. State-chartered credit unions provide similar protection.

Loans: Annual percentage on credit union loans is usually 12 percent—or even less.

Insured loans:

Members and their families are protected in case of death or disability.

Additional services:

Larger credit unions also provide travelers' checks and money orders, financial counseling, and share drafts.

How to start a credit union: Credit unions are usually organized around a common bond such as a company, church, or fraternal organization.



Most recently, feminist credit unions have been started by various women's groups as a way of providing financial services and easy credit.

The usual number of members required to start a credit union is 200, and the larger the credit union, the more varied the services. Contact your state credit-union league or CUNA (Credit Union National Association), P.O. Box 431, Madison, Wisc. 53701.



The spirit of Marlboro in a low tar cigarette.

Marlboro Lights



Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.

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

13 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Apr. '76

Don't Let Orchids Scare You

Contrary to popular opinion, Orchids are easier to grow than many house plants and you don't need a greenhouse to prove it.

by Betty Gardner

My first contact with an orchid came, predictably, when I was 17, and received a corsage for the Senior Prom. But it's taken me almost 20 years to develop my deep appreciation for orchids.

Contrary to anything you've heard, orchids are not very difficult to grow once you've learned basic rules. If you don't have a greenhouse, there are many species that will thrive and bloom on any windowsill in your home and orchids cost no more than other houseplants.

Orchids comprise one of the largest botanical families, consisting of

40,000 or more species. They grow naturally in China, Africa, India, South America, Malaya, Latin America, and some parts of the United States, notably California and Hawaii. Their shapes, sizes and colors are limitless. Some are beautifully scented, some are foul-odored, and others don't smell at all. Some grow in the ground, some in trees, and some actually grow completely underground.

About the only thing all orchids do have in common is their elaborate and unconventional sex life. They neither reproduce nor are pollinated in the usual way. Should you be curious or if you advance to the stage of breeding your own orchids, Anthony Huxley's book, "Plants and Planet," gives all the details.

Orchids got their original and undeserved reputation as temperamental prima donnas when their culture became the hobby of wealthy Victorians in England in the middle of the 19th century. These treasures, brought back from colonial outposts, were sheltered in glass houses or under bell jars. Despite—or because of—their owners' pampering, they frequently died from suffocation and over-care. It was after the First World War when orchids began to be used as corsages, that they were determined to be a strong and sturdy species designed for survival under all sorts of growing conditions.

So don't let the myth of their delicacy deter you; even a beginner can grow orchids successfully by following these basic rules.

TYPES OF ORCHIDS

For the novice's purposes there are two types of orchids. *Terrestrials* grow in the ground and have roots and leaves like other plants. *Epiphytics* grow naturally in trees, deriving their moisture and nutrients from the air and rain. They have aerial roots and pseudobulbs from which grow one or more leaves.

GROWING CONDITIONS

Orchids prefer anything from 60 to 80 degrees during the day with a 10-degree drop at night. They dislike sudden temperature changes and drafts, but they definitely insist upon some air circulation, particularly under their bottoms. Ideally, orchids should be grown in special pots with slotted bottoms, but if not, pots should be raised off their surface onto redwood strips or some sort of ventilated coaster. Orchids thrive outdoors during the summer months in light shade, and many can be left outside until late fall when cooler temperatures drop into the mid-50s. (continued on page 93)

BUY A BOTTLE OF SUPER PLENAMINS® AND GET 50% MORE FREE.



Look for this special on Super Plenamins at your nearby Rexall Drug store.

Buy our 144-tablet size and get another bottle of 72 Super Plenamins free. Buy 288 and get 144 free. Or buy 72 and get 36 free.

No matter which size

you choose, you'll be getting one of America's favorite multi-vitamin, multi-mineral products. Eight minerals and eleven vitamins, plus Rexall's guarantee of complete satisfaction or your money back.

Offer available at participating stores while supplies last.



**Rexall's special on Super Plenamins.
It's a good deal, on a good deal more.**

"We're looking for people to write children's books."

If you ever wanted to write and be published consider this opportunity.

by Francis Gemme

We need writers. There are over 150 publishers of books for children and more than 250 magazines, all of which have a need for writers.

Have you ever read a children's story and said, "I can do better than that"? Have you ever deplored the lack of good new literature for young readers? Do you love children? Do you want to do something important with your life? Do you want the personal satisfaction and the rewards that come with writing for children? That very attitude may be the clue that you can do it, for the desire to write must come first.

Stories only you can write.

Once you learn to use the basic writing techniques, writing for children may be easier than you think. Your personal experiences, fantasies, personality traits, and hobbies all lend themselves to good subjects. Many of these subjects have been written about—plainly and simply—and have been published. You probably have within yourself many children's stories that only you can write.

A new kind of school.

At the Institute of Children's Literature top writers and publishers have worked together to create a professional course to teach you to write for young children and for teenagers. They include people like Lee Wyndham, a teacher and author of forty-eight books, including *Writing for Children and Teenagers*, Hardie Gramatky, author and illustrator of many famous children's books like *Little Toot*, and Stanley Glos, President of Scroll Press and publisher of many award-winning children's books. In total, these professional writers have published hundreds and hundreds of books and magazine articles for young readers. They know how to write—how to teach—and how to help you get your writing published.

Learning to write and to sell.

This course will train you step-by-step from the writing of the opening sentence through the polishing of a finished manuscript. Yes, you will have completed a manuscript suitable for submission to a publisher when you finish this course.

The success of this course has been demonstrated time and again by people who simply knew in their hearts that they could write in a way that would enrich children's reading experiences.

Francis Gemme, a Founder of the Institute of Children's Literature, is the President and Publisher of *Gallery Books* and former President of Young Reader's Press.

Your own instructor.

Because writing is a very personal experience, we believe that the teaching of writing must also be personalized. That is why, in addition to writing materials, textbooks, instruction, and assignments, you will receive personal guidance on every lesson from your own instructor.

The instructor chosen for you will be a professional writer who will remain with you throughout the course. He will show you how to use your personal feelings, experiences, imagination, and interests to write for children—in your spare time at home.

Work at your own pace.

A writing course is most effective when you can work at the time you feel most like working. With this course, there is no bell to end the class and no interruptions from other students. You and your instructor can work together at the pace most suitable for you. This flexible schedule allows more time for each student than is possible in a classroom situation.

You mail your completed work to your instructor who carefully reads and edits each assignment. He then writes you a long personal letter explaining in detail his corrections and makes specific recommendations. You receive professional advice and guidance while you work where you want—when you want.

The rewards.

While there are no promises, many writers of children's books report earning \$10,000 to \$15,000 a year and more. In addition, the benefits of a career in writing also include the challenge, the ex-



citement, and the great satisfaction of doing something important with your life. When you complete this course, you will be a trained writer with a future. And what a future!

The market is enormous. Editors and publishers of children's literature are searching for talented writers.

Last year, more than 30 million children's books were published, producing total sales of over 170 million dollars! And over 250 periodicals for children with a combined circulation of over 60,000,000 were published. Books and magazine articles for children are frequently adapted for television and for the movies. In addition, there are twenty-six children's book clubs and a rapidly expanding children's paperback market.

Writing is truly satisfying only when your work is published and, for writers of children's literature, there have never been more publishers.

Free test.

To find qualified men and women with an aptitude for writing, the Faculty and Consultants of the Institute have prepared a special Aptitude Test. It is offered free of charge and will be evaluated at no charge to you by members of our staff.

If you want to be a writer, send in the coupon below for this free test and for a free brochure which fully describes the Institute, our course, our faculty, the current publishing market for children's literature, and your new future. If you demonstrate an aptitude for writing, you will be eligible to enroll. Of course, there is no obligation.

Francis Gemme

Francis Gemme, Director

Institute of Children's Literature Redding Ridge, Connecticut 06876

T 13

Yes, Mr. Gemme, I am interested in your program to help new writers. Please send me your free brochure and aptitude test right away. I understand that I am under no obligation whatsoever and that no salesman will call.

MR.

MRS.

MS.

MISS

(Please circle one and print full name clearly)

STREET

CITY

STATE

ZIP

(Province)

Approved by The State of Connecticut Board of Education

One-Stop Decorating

by Charles Kriebel

Today's department store designers offer the first and last word in decorating—everything from the floor plans to the furniture.

Marge Nanni of the interior design studio of Washington, D.C.'s Woodward & Lothrop had spent eight months putting together a new model room for the store's home furnishing floor. When the room, a mix of cream-colored upholstered walls, squashy sofas, antique armoire, and accessories such as satin lilies and a carved ivory alligator, was unveiled to the public in mid-October, a customer walked onto the furniture floor, stopped at the room and bought the entire package.

This doesn't happen every day, but the fact that it did confirms the impact department store model rooms, such as designer Nanni's, are making on design-conscious consumers. More and more people are realizing that expert help and assistance are available to them for no more than the retail price of furnishings in department stores.

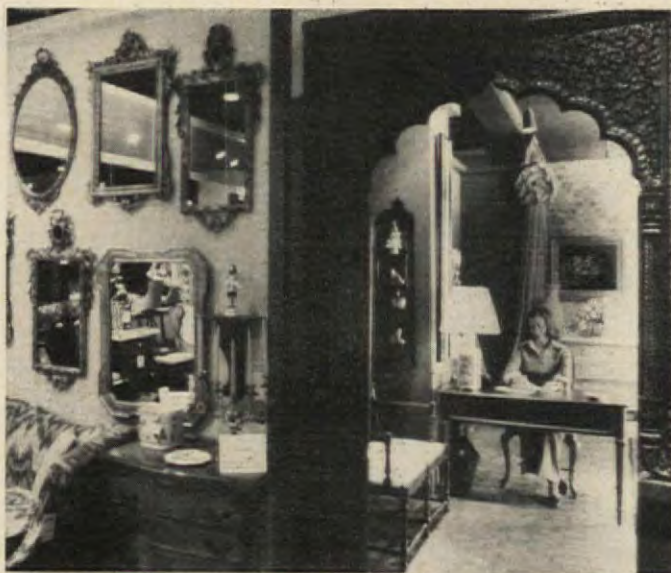
A GROWING TREND

Nationwide, retail stores have doubled or tripled the size of their design staffs—particularly in suburban branches. Macy's and Bloomingdale's branches have expanded their design departments. J.L. Hudson, Detroit, has experienced booming business. Brandeis, Omaha, reports growing and continued interest in home furnishings via the interior design department. Rich's, Atlanta, continues to increase its staffs in different stores. J.C. Penney, with stores all over the country, has approximately 1,000 professional interior designers to work with customers both in and out of the store.

Most stores charge a consultation fee, to cover their designers' time in case you decide not to go ahead with the job. However, this fee is deducted from your bill once purchases reach or exceed a certain amount. This amount will vary from store to store, but is usually around \$1,000. The understanding is that the customer will pay the retail price—and get the advice of a qualified professional interior designer who will help solve a specific problem.

DO YOUR HOMEWORK

If this sounds as if it would work for



Many stores now "sell" design advice with the furniture.

you, here are some preliminary steps you can take.

- Visit stores and study model rooms (there are always do-it-yourself ideas here, even if you're not interested in going the whole route).
- Clip pictures of rooms or furniture you like from magazines.
- Visit decorator show houses.
- Think about what you like in terms of color, texture, pattern (or lack thereof).
- Think about what you and your family need for comfort and function.

Then, prepared with notes, clippings, and a list of likes and dislikes, call up the stores in your area and ask them about consultation fees and minimum charges.

WHO PAYS FOR WHAT?

Here are some other things to check into once you have picked your store:

- Is there a delivery charge?
- Will the store order exclusive-to-decorators merchandise for you? Some stores allow their designers to shop wholesale showrooms for merchandise not available on the retail selling floor. Others will insist on selling only what is available in the store.
- Will the store do custom work? Do they design and supervise the installation of one-of-a-kind items tailored to your space?

The next step is to go to the store in person. Upon your arrival at the store, ask to speak with a designer, or request to speak with the designer who did a particular model room you liked.

Designers range in background

from those with a degree from a design school to those with no formal education, but a knack for the style and flair required for decorating.

Your designer may be a member of ASID (American Society of Interior Designers) or IDS (Interior Design Society) or unaffiliated, but all department store designers should be equipped by education and/or experience to identify, research, and creatively solve problems relative to the function and quality of your environment.

THE FINAL STEP

In the initial meeting with the designer, discuss your home, who lives in it, how you and your family use it,

what rooms need work, what colors you like, etc. Then, your designer will go to work creating a floor plan, selecting fabrics, furniture, floor coverings, wallpaper, accessories. At your next meeting, you will be shown a decorating scheme. This is the time to iron out any differences of opinions, and to give the go-ahead for ordering furniture and starting work. Remember that interior decorating is a two-way street: You have to give it as much as you take from it. If you do not think something is going to work, don't hesitate to say so. A good store is as interested as you are in your having the interior you want. It will also stand behind its merchandise if it isn't acceptable for some reason.

If you're planning on spending \$500 on a sofa and the same on two chairs, why not consider getting expert advice? Those first purchases will enable you to continue using the services of your designer whenever you decide to buy additional items for your home. One designer reports she has some clients who have been coming to her for advice for over a period of 25 years.

Whether you request the designer of a specific model room or leave yourself in the store's hands completely and are assigned a designer, you will be working with a competent person who can meet your needs.

Charles Kriebel is a New York-based free-lance writer who specializes in the home furnishings field.

Win IN THE Homecare Sweepstakes

KITCHEN PRODUCTS

GRAND PRIZE AMC PACER

protected by the AMC
Buyer Protection Plan
and filled with \$1,000
worth of groceries.

274

other fabulous prizes



homecare

Enter as often as you like,
just mail in the coupon
below to be eligible for this
super array of prizes. Look
for additional coupons on
our well known Homecare
Kitchen Products—towels,
aprons, dish cloths, pot
holders—and multiply your
chances to clean up in the
Riegel Homecare Kitchen
Products Sweepstakes.
Good Luck!

0 G.E.
Electric
Knives

00 Homecare Kitchen
Set

4 Sharp Microwave
Ovens

20 Rival
Crock Pots

20 Toast-
master
Toaster Ovens

OFFICIAL ENTRY BLANK

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

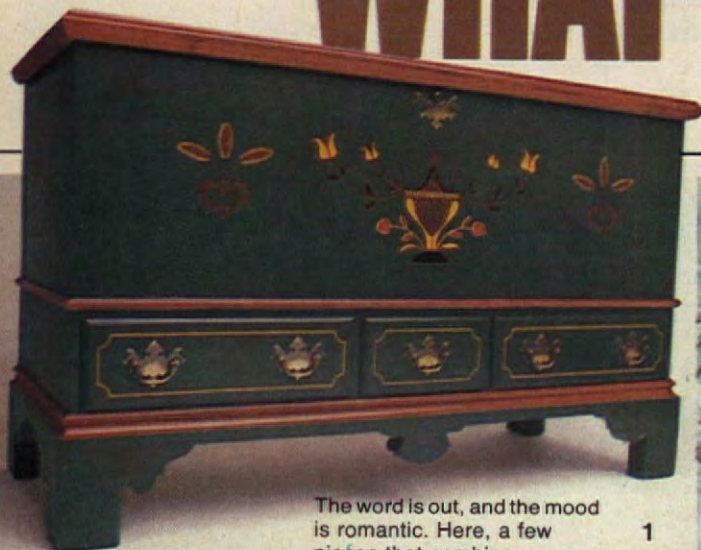
Send to: RIEGEL HOMECARE SWEEPSTAKES
P.O. Box 2002 Westbury, New York 11591

OFFICIAL RULES—NO PURCHASE REQUIRED

- On an official entry blank or a plain 3" x 5" piece of paper, hand print or type your name, address and zip code. Include with your entry the word "Homecare" or "Star" from any food or package of Riegel in the products, or print the word "Homecare" or "Star" in block letters on a plain 3" x 5" piece of paper.
- Enter as often as you wish, but each entry must be mailed separately to: RIEGEL HOMECARE SWEEPSTAKES, P.O. Box 2002, Westbury, New York 11591. Prizes will be awarded by June 30, 1977.
- Winners will be selected in random drawings conducted by National Judging Institute, Inc., an independent judging organization whose decisions are final. All prizes will be awarded. Only one prize to a family. Prizes are non-transferable and non-refundable for cash. Liability for taxes is the responsibility of the winners.
- Winners may be asked to execute an affidavit of eligibility and release. Sweepstakes is open to all residents of the U.S., except employees and their families of Riegel-Kaiser Corp., its advertising and sales agencies. This offer is subject to all federal, state and local laws and regulations and is void where prohibited, taxed or restricted.
- For a list of major winners, send a stamped, self-addressed envelope to: HOMECARE SWEEPSTAKES, P.O. Box 2436, Westbury, New York 11591.

WHAT'S NEW

ROMANCE IS IN



The word is out, and the mood is romantic. Here, a few pieces that combine old-fashioned charm with contemporary convenience.

1) "Christina" a three-drawer Pennsylvania Dutch chest in enamel green with a floral motif, from Lane (48"x20"x29 1/4"); \$378.

2) For the convenience-conscious, these no-iron percale sheets from Cannon. The pattern, "Shangri-La" in forget-me-not blue.

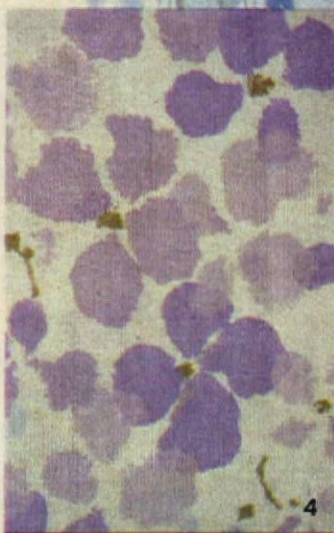
3) The small compartments and shelves inside this "Biscuit Box" make it a functioning bit of nostalgia. The tin bow front has porcelain hardware. From Sugar Hill Furniture's Front Porch Collection (18"x20"x29 1/4" h); \$149.

4) Fragile pastel flowers on a white background make a soft, sentimental statement. "Halston Flowers" sheets, from Fieldcrest.

5) Practical romanticism in dishwasher-proof, hand-painted china in the "Desert Rose" pattern from Franciscan. The tea pot (\$18.25), after-dinner cup and saucer (\$5.85) from a 24-piece collection.

6) The "Cambridge Chair" from Hitchcock echoes the graceful lines of the original Sheraton design and brings it up to date with a new color: sienna; \$129.

7) Finally, a classic, the crystal dinner bell. From Fostoria, in their "Navarre" pattern; \$12.95.



PHOTOGRAPHED BY CHRIS STYGA

“Any woman who has a great deal to offer the world is in trouble.”

Hazel Scott on Hazel Scott, in *Ms.* Magazine.

“If men could get pregnant, abortion would be a sacrament.”

Flo Kennedy talks 'verbal karate,' in *Ms.*

“Black family life will be a disaster if it copies white family life.”

Eleanor Holmes Norton talks about black feminism, in *Ms.*

“Like 60% of all the people on welfare in the United States, I am white...welfare is a woman's issue.”

Marie Rataigick tells the truth about welfare, in *Ms.*

“The Sexual Revolution and the Women's Movement are polar opposites on philosophy, goals and spirit.”

Anselma Dell' Olio talks about the sexual revolution, in *Ms.*

“We want live activists, not imprisoned martyrs. Yet, what do we do with our rage?”

Gloria Steinem on rape and retaliation, in *Ms.*

“I do not agree with your last article, and I am cancelling my wife's subscription.”

Jane O'Reilly quotes a letter from an irate husband, in *Ms.*

What is *Ms.* magazine and why is it saying all these terrible things?

First, because they're true—women's lives are as sad, funky, outrageous, exhilarating, creative, angry, funny, wasted, vulnerable and strong as these quotes, and thousands more like them.

And second, because no other magazine is saying them. That's why *Ms.* got started four years ago, and that's why it has become successful beyond the usual rules of the publishing world.

Other magazines help women escape from the reality of life, and help men escape from the reality of women. *Ms.* Magazine creates a forum for change; for the honest voices of people who are trying to grow and to change the world around them. It's a bundle of support, shared expertise, intimate revelations, laughter and insights. A portable friend.

To see if you agree, we'd like you to take advantage of our *special half-price offer* as described in the coupon at right.

You may love it or hate it. But you won't find anything else that's saying the same things. Read *Ms.* Magazine, the national alternate publication for women (and for humanist men). Find out how the other half lives—the other half of ourselves.

**Mail Coupon Today
to get 50% Off!**



Please allow 6-8 weeks
for your first issue
to be shipped.

Ms. 123 Garden Street, Marion, Ohio 43302

Thanks, I'll take you up on that!
Please send me *Ms.* for one full year (12 issues) for only \$5.00*
—a savings of 50% off the regular subscription rate of \$10.00
(58% off the single-copy price).

Satisfaction Guarantee: You may cancel at any time and receive a refund of the unused portion of your subscription.

Check one: ☐ Bill me. ☐ Payment enclosed. D503

Ms. _____
Mr. _____ (Please Print)

Address _____

City _____ State _____ Zip _____

*For subscriptions outside the U.S., its possessions and Canada, add \$2.

Ann Person, a vibrant, happy woman, thrives on business achievement, friendship, and romance.

by Janet Muchovej

SUCCESS IS SWEET AND SO IS LOVE



The attractive blond woman of 53, perusing her mail in the colored light of her office stained-glass window, is no ordinary American business entrepreneur. She's Ann Person, the bright, bubbly originator of the successful home-sewing corporation, Stretch and Sew.

Raised in a logging camp without the conveniences of modern living, Ann still takes a childlike pleasure in the luxuries that come with success. She rhapsodizes about buying a dozen pairs of shoes during a recent fashion-hunting trip to Paris, and giggles at the outrageous indulgence of being chauffeured around in her vintage Rolls Royce.

She is buoyantly romantic, a woman who fell in love with her husband Herb 30 years ago and whose cheeks still turn pink when he enters the room today. Herb, their three daughters, and Ann's parents are all deeply involved in the business.

At work she practices a brand of benevolent management, finding time to share the joys and disappointments of all her employees. She has endured personal setbacks and gone on with her fight to triumph at life. Most special of all, she is filled with such vitality and warmth that those who know her call her "a beautiful person" and speak glowingly of her ability to inspire.

Ann was born in 1924 to Helen and Claude Potter, backwoods pioneers in

the Pacific Northwest region. A plank road wound its way through the Coburg Hills up to the sawmill and rough wood house where Ann, her younger sister, and parents lived. "You could see daylight through the cracks," she grins, "and there was no electricity. The only running water was from a stream down the mountainside."

Ann's parents ran their logging business together, a childhood experience that prepared her for the uncommon harmony that she and Herb enjoy as partners of Stretch and Sew. Her mother ran the cookhouse where meals were prepared for 30 workers three times a day, while her father supervised the activity in the woods.

When Ann was 17, her father sold the sawmill and retired a prosperous man. The family moved into the city of Eugene and their first house with electricity. "A toaster, a waffle iron, wallpaper, paint!" The elegantly tailored woman slaps her knee and rocks with laughter. "Why, it was a house fit for Cinderella."

While attending the University of Oregon as an art major, Ann met her husband, Herbert Person, at a dance. "The moment I laid eyes on him, I knew he was the one. Herb was the first man I ever met that I wanted to marry."

During an excursion up the McKenzie River on their second date, the pair stopped by a little grocery store that served a small mountain population

fifty miles outside the city. Before the afternoon was over, they decided to marry and buy the place.

When the population shifted after the newlyweds' first few years in business and the store began to fail, Herb invested \$10 in a horse, \$5 in a hand saw, and began logging cedar poles. A devoted home sewer all her life, Ann started a dressmaking business out of their home. The Persons' three daughters were born during the first six years of their marriage from 1946 to 1952.

"Then in 1957, Herb was injured," Ann recalls. "A log hit him in the back." Partially paralyzed at first, six months of traction were followed by six months of rest and a physical fitness program. In the meantime, the logging business, then estimated to have a net worth of \$300,000, collapsed.

Other business ventures followed. The Persons sold vitamins door to door and invested in an aircraft dealership that "never got off the ground." Finally, Herb accepted a position with the sales department of an industrial supply firm where he soon rose to the rank of Vice President in Charge of Operations. Ann went to work for the Singer Sewing Company as a saleswoman and sewing instructor.

Five years after Herb's accident, Ann was hurt in a car crash and disabled for two years. Almost as soon as she was back on her feet, the doctors



Ann selects a fabric with manager Bill Rister (opposite), leans across her beloved Rolls as chauffeuse Theresa Deutsch waits, and considers financial plans with husband Herb.



informed her that she had tuberculosis. "I was sent to the state hospital," she remembers, "where I expected to die. During the first week, I thought about my life and how I had never really achieved anything. I knew I had so many gifts and talents, but they had gone to waste.

"I was scared, really scared. I prayed to God, saying that if I could only get out of this one, I would do something important with my life. A few days later, the doctors discovered that the X-rays had been misread. The tuberculosis was really scars from the asthma I had had as a child. I went home to my family a different person."

The lifelong home sewer — "I learned from my mother on her foot-operated treadle machine" — decided to devote her time to the activity she loved most and started giving sewing classes. Knits were new on the market in 1966, and none of the sewing companies sold patterns or gave instructions for working with the material. Still, Ann was already a great believer in their flexibility and easy fit. She took apart store-bought garments, looking for clues. "I was not bound by any hard-and-fast rules. I didn't know how it was supposed to be done, so I invented a new way."

Because knits stretch, Ann found that it was possible to eliminate some steps that are necessary when work-

ing with wovens. Edges don't need to be bound, zippers aren't necessary, and elastic, rather than construction, can cinch in a waist.

Ann incorporated her innovations into her classes, word spread, enrollment swelled, and soon she was traveling all over the state, training home sewers to work with knits the Stretch and Sew way. Those who wanted to be instructors themselves were licensed for a \$200 fee once they were qualified. Within a year, the first Stretch and Sew Fabric Center was opened. The store sold fabrics, matching notions, and patterns, and conducted classes.

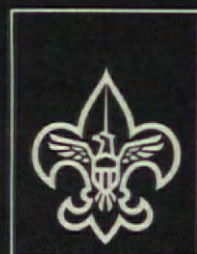
Next Ann wrote an easy-to-understand instruction book for sewing with knits, complete with friendly, folksy pictures of her family modeling finished garments. The first book ever published on the subject, *Stretch and Sew* sold more than a million copies. Its success led to a five-year national television series called "Sewing with Ann Person."

Herb Person, Ann's dashing blue-eyed husband and Chairman of the Board, complements her marketing sparkle with strong operational and financial expertise. "Eight years ago Ann's business had grown to the point that she paid more in income taxes than I made in salary," he says, leaning forward and speaking with great sincerity. "So it was time for me to

become involved in managing the business."

After Herb left his position at the Williamette Valley Company to take charge at Stretch and Sew, the firm began to diversify. It was he who conceived of the idea of the franchised store, supplying the owner with the company's name; fabrics, patterns, and notions for retail sales; teacher training and class curriculums — in short, everything needed to make the store a success. Today, ten years after the company was founded, there are 220 Stretch and Sew Fabric Centers in the United States and Canada.

Ann and Herb are more than a husband-and-wife corporate team to the 400 workers who make Stretch and Sew such a booming success. The love and nurturing that make their marriage work is extended to those in their employ. The Persons listen to every suggestion, expand the business to make room for talent on its way up, and promote an atmosphere of team effort that makes the company one big happy family. Their three daughters are managers: Claudia, 29, operates her own franchise; Kris, 28, is developing a line of children's patterns; and Mindy, 25, is the staff pattern designer. Ann's father, now 80, has run the pattern shipping department for the last ten years, and her mother, 78, works in the Eugene company-owned store. (continued on page 102)



SCOUTING/USA

America needs Scouting. Scouting needs America.

Today, more than ever, isn't it great to know Scouting is still going strong? Still helping our kids grow up to become good Americans. To be prepared.

Yes, thanks to the United Way and people everywhere, Scouting is still teaching honesty, self-reliance, respect. All the ideals worth believing in. Ideals worth supporting.

Get behind Scouting. Become a Sustaining Member. Make a contribution to your local Scout Council.

Scouting

Let's keep Scouting
going stronger than ever.

Call Boy Scouts of America or write: Scouting, North Brunswick, New Jersey 08902.

AMERICA MY LOVE...

A special issue dedicated to our
continuing pursuit of love, liberty, and
the tradition of the American home.

See page 65



PETER MAX
© COPYRIGHT 1976 PETER MAX

Two-career couples have problems finding time to share. Here's how the Shepherds make sure they allow for their common interests as well as their separate ones.

CREATIVE COUPLES



PHOTOGRAPHY BY BARBARA BORDNICK; MAKE-UP BY NEILA; HAIR BY GREGORY; BOTH OF CINANDRE

WHEN TWO PEOPLE like Ann Webster, designer of girls' sportswear, and William Shepherd, an editor and writer for a national business magazine, each have a very highly personal style and interests and are each deeply immersed in their separate careers, how do they manage to find time to relate to each other? Married for 11 years, they share common ground in their zest for the life of New York, for their Upper West Side apartment and their lively interest in many of the same leisure pursuits.

Together they are the ultimate theater, dance, and ballet devotees and are always entertaining their many artist, dance, and theater friends. A big chunk of their time together is spent on things crafty. William loves to do macramé and hand weaving; Ann knits, crochets, and weaves. The lush afghan (opposite) on the chair was an AW project. Their large outdoor terrace (designed by William) is a veritable forest of evergreens and flowers that they spend many evenings and weekends caring for. They are especially fond of the fig trees and an herb and vegetable garden from which they and some friends harvested a bumper crop of luscious strawberries and raspberries last summer. *(continued on page 74)*

SEW MIX'N MATCH SEPARATES for fast-paced living. No one moves more and faster than Ann . . . who is wearing a collectable mix of sportswear that all come in one Vogue Pattern designed by Carol Horn. Stitch up the same loose overblouse twice in two different fabrics (see stripe overblouse above and solid version, opposite). Mix with coordinating stripe pants, and apron, belts, or a solid skirt . . . the mixing possibilities are endless. The solid and stripes are a menswear-type oxford shirting in a cotton blend. Both the solid and stripe are color matched so they can be worn interchangeably. The peach knee-length multicolor cotton homespun coat, skirt, and terry tank top is perfect for entertaining (see cover and above right). Stripe Tease . . . both the green/white oxford cloth and peach homespun fabric stripe it up in varying widths. The homespun is striped in multicolors for contrast. All fabrics to sew are by Earl-Glo, mail order from Fabrics 'Round The World, William's clothes are Polo by Ralph Lauren, make-up by Maybelline, dinnerware by Iron Mountain Stoneware. Porcelain paisley jewelry by Sandra Paillet, Cathy & Marsha for Catherine Stein accessories with peach coat. For backviews and information see Shopping Guide, page 86.—Pat Sadowsky





PHOTOGRAPHED BY ROBERT LAUTMAN

Ideas for decorating with folk art:

A grand pair of scissors (top) makes an effective room divider. This pair was crafted by Charles Robb, most famous maker of cigar store figures, for a tailor in New York.

A quilt (top and opposite above) becomes a "soft painting" when sewn onto canvas and pulled taut on stretcher bars. This Civil War-era quilt was the creation of Nannie Page Hodge Borton of Virginia.

A weathervane (center) can be used as wall art. A 1780 sheet-iron horse, one of the earliest ever made, hangs in the stairwell. Another, a great eagle, with wings spread (right) stands as a statue in the dining room.

A huge watchface (far right) dominates the kitchen. The chimney breast was designed to show off this sign and the 1800 mantle.





CREATIVE COUPLES

Their love of folk art grew from a hobby to a business.

Their work lives take them in different directions from their Washington, D.C., home base—he is diplomatic correspondent for a newspaper network, she is fashion director of a department store—so John and Janet Wallach rely on a hobby they discovered together, collecting American folk art, to give them many shared experiences.

The Wallachs restructured and designed their 1850s rowhouse around their collection. They tore out two walls and doors downstairs to create one big living/dining room—and to allow perspective on favorite pieces such as their first purchase, "Man in a Top Hat" (right), which they bought because he looks like John!

Fabric inspired by an early American coverlet design, by Greeff, blends with the Wallachs' art (opposite).

Collecting and living with folk art is particularly rewarding to the Wallachs because each piece, to them, symbolizes a feeling of self-fulfillment in the artist. Each piece reflects a useful purpose, or sense of fun, and, above all, a special expression of love. As their passion for collecting grew, John and Janet found they couldn't accommodate all their art at home and so, with their typical energy, they parlayed this engrossing pastime into a viable business. The overflow from their collecting trips grew into the American Folk Art Gallery in Washington's Georgetown district.—**Bo Niles**

John and Janet Wallach breakfast (above) with sons David and Michael underneath portraits painted by a Washington artist, John Arnold, of Rev. and Mrs. Mattingly.



by Claudia Jessup and
Genie Chippis

Mom and Dad have jobs . . .
so do the kids.

EVERYONE WORKS

"I think it's important to be with children when they're young," says Cyndy VanderPoel, who designs and builds play structures for parks and schools. "They need that security." Cyndy runs her business, Play and Skill, out of her home so she can be near her children, Trinette, 5, and Erik, 8.

"But I also wanted to work. So I came up with a business I could run from home, and when I go out on jobs I take my children with me. They shovel sand, clear away rocks, hammer, and bolt—and when they get tired, they play." Both Cyndy and her husband are very satisfied with this arrangement. "I like what I'm doing and Hans is very supportive. The children enjoy it, because they're involved. I have the best of both worlds."

Cyndy VanderPoel is one of a new breed of working women, mothers both married and not married, who combine careers with parenthood by including their children in their work. This mingling of two usually separate spheres benefits everyone. The children learn about work, money, time management, and responsibility in a loving atmosphere. The businesses profit from the input of extra heads and hands. The mothers have more time to spend on their jobs and with their families—instead of being constantly torn between the two.

"Having your own business and involving your children enriches both areas," affirms Martha Stuart of Martha Stuart Communications. Her teen-age children, Barkley and Sally, were youngsters when she started her video-tape production company eight years ago. Martha is in her 40s and divorced. "I think it's terrible that most children don't feel part of the normal scheme of things, so I have always hired mine to help me. There is a real family closeness in working together for a common goal."

Most of these women established

their homes as their base because their businesses were so flexible. Ellen McKenney Fahey, owner of Boston's Exec-U-Tours, a guided tour and executive relocation service, was one who needlessly feared that the lack of a formal, professional setting would be a hindrance to her business. Mother of four, ages 18 to 26, Ellen is 49 and recently remarried.

"In the beginning, I hesitated telling clients that I worked from home," she remembers. "But over the years I found that if you deliver a sound, reliable service, then it doesn't matter at all. Of course, I don't think the reality hits people until the first time they see my office and my children, hear the dog barking in the background, and smell brownies baking in the oven."

Alice Allen Donald, a public relations and publicity consultant, is 33, married, and has two children, Bobby, 13, and Helen, four. She and her four associates work out of her New York apartment. Alice reports that her home office is actually a business asset. "Most of my clients like the family atmosphere and it doesn't bother anyone if my youngest comes in after school and talks to them."

Besides, she feels the environment is good for the kids. "My children see me working and dealing with people on a professional level, and yet I'm still at home. My children accept me on both levels, and my business is part of their everyday lives."

Children can actually be a big help to working mothers who are willing to involve them in their businesses. Far from a hindrance or an annoyance, they can perform needed services and provide creative inspiration when their energies are properly directed.

Barbara Hinrichs of Santa Barbara, Calif., publishes a newsletter for working women called *In Touch*. She is 33 and married; her daughter Jennifer is seven. Barbara enthusiastically re-

ports, "You know, children can do a lot more than we give them credit for. Most children can perform really helpful chores. Jenny staples and folds the newsletters, stuffs and stamps envelopes for mass mailings—tedious work I'm impatient with. She's good at it and takes pride in knowing that she's performing a necessary chore and making a valuable contribution."

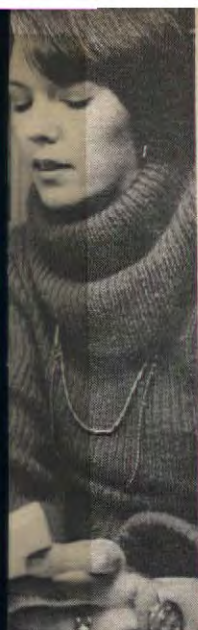
Betsy Buddy, a partner in The Happy Cookers, a catering service in Greenwich, Conn., recently appointed her six-year-old son as her chief kitchen mate. "Seth started with routine cleaning up, but now he whips egg whites, assembles ingredients, and helps decorate food platters." Betsy is 32, married, and also the mother of four-year-old Noah. "It's incredible how much help children can be if you're willing to take the time to involve and instruct them."

Public relations consultant Alice Allen Donald presented her teen-age stepson with a certificate making him a "captain" of her business. "Bobby's very proud of that and has become my messenger service. After school, he zips all over town making deliveries for me and he loves it."

These children are not a source of free labor. All of these enterprising mothers agree on the importance of compensating their children for their help. "Paying a salary gives Michael, 12, and Linda, 10, a sense of their own worth," declares Dusty Collier, co-owner of a Chicago appliance repair service. Dusty is 42 and was widowed eight years ago. "In this society, money is a form of communication, and it says something to children as well. Not that children should be sent to labor long hours in sweat factories, but they should be allowed to earn money for what they do."

Video-tape communications expert Martha Stuart agrees. "At first my two children, who were 12 and nine when I





PHOTOGRAPHED BY D. DANIEL AND E. RIISNA

Far left: PR consultant Alice Allen Donald prepares book list with "staff"—daughter Helen and stepson Norman. Left: Son Barkley adjusts Martha Stuart's microphone for a taping by her company.

went into business for myself, helped me for the fun of it. But as they got older, I wanted to give them more of an incentive. Once IBM called to order three video tapes, and I paid my 17-year-old son Barkley 10 percent of the sale because he handled it. Now Sally, who's 20, and Barkley each own 20 percent of my business. It's a family endeavor."

Alice Allen Donald pays her stepson by the hour. "Bobby, who is in the eighth grade, reports on his time, so he has learned a concept of time and how to measure accomplishment in terms of it. This is already helping him in school. I asked what he thought was a fair price and we started at 50¢ an hour. Now it's up to a dollar. I think it's important to give raises, based on added responsibilities."

Barbara Hinrichs pays her daughter, who is in the second grade, by the job. "She's still too young to keep track of her time, so we figure out a fee for what has to be done. Say, 500 envelopes need stuffing and stamping by the end of the week. That particular assignment would pay about \$10. At seven, she already understands how free-lancing works: You're hired to do a job, and when it's done you get paid, regardless of how much time you spent."

Children can do more than complete assigned tasks, checking back with Mom before taking the next step. They may have a special creativity to offer. Tour guide executive Ellen McKenney Fahey explains, "My children were never just my helpers. I think some of the best ideas come from young people and their fresh view of things. My son Brian, a recent college graduate, came up with a concept last year for college orientation tours that has now expanded into a whole new service area of my business."

Play-equipment designer Cyndy VanderPoel says her two youngsters

are her best critics. "My little girl has even started to come up with new designs for my play structures—good, workable ideas. It's amazing how much children have to contribute if you listen to their ideas."

"I'm really proud of my children," adds Martha Stuart. "Barkley has now gotten into the more technical end of production, and even made a lighting board for his high school—he's a senior—from what he's learned."

"And," she continues, "having Sally along when I'm taping has helped me in other ways. Once about seven years ago I was doing a film about kids on drugs. Sally was 13 and the kids were hardly any older. They saw the way I worked with my daughter and she with me. It was a real exchange and I think that made them trust me as an adult. Sally made the taping go well and my job easier."

Meanwhile, what happens on the domestic front? When do the routine chores like cooking and cleaning get done? "Good things are happening at home," Cyndy VanderPoel reports. "My family knows I don't have as much time to spend on the house, so they're pitching in. The kids clean and pick up their rooms on their own—I don't have to nag them. My husband helps on the weekends. We're learning as a family how to share the work load."

"Involving my children in the business all these years taught them the meaning of work," states Ellen McKenney Fahey. "It helped them to understand the responsibility one has to a job. Now they're adults, but when they were living at home they used to pitch in with the housework and assist each other when I was away."

Of course there are the pitfalls in working with your own children. Jean Davis, who owns a boutique in Lexington, Ky., summarizes how these working mothers feel about being sensitive to the needs of grow-

ing young people. "You must be in tune with your child's talents and limitations," says this divorced mother of an 11-year-old son. "It's important not to over- or underestimate their abilities. Get them interested in what you're doing, but don't push them or you'll wind up with a frustrated child."

Make no mistake about it, however. No matter how hard they try to plan, working mothers occasionally miss a school play or are too busy to listen at an important time. But when the children participate in the business at hand, such crises are easier to deal with because they understand what their mother's work involves. Liza Blotter, an Arabian horse breeder in Santa Fe, N.M., is 31, married, and the mother of four, ages five to 11. She has a special formula for keeping the family in balance. Once a week, she has a round-table conference with Suzan, 11; Mike, 8; Rebecca, 5; and Nancy, 5. Her husband often participates. "Getting feelings out in the open and airing gripes before they build up is important for a family as well as a business."

All the women interviewed wholeheartedly agreed that involving their children in their work created closer and better parent-child relationships. Encouraging such participation helped their children to mature, to develop a sense of importance, and to see themselves as useful human beings. It gave them a better idea of what the grown-up world they would someday have to face is all about.

How do these children feel about their enterprising mothers? Ellen McKenney Fahey's daughter, Marianne, once summed it up, "Life with Mother may be many things, but it's never dull!" □

Claudia Jessup and Genie Chipps are coauthors of The Woman's Guide to Starting a Business, published by Holt, Rinehart & Winston.

DANGER IN THE COMBAT ZONES

"You can tell how well a family or couple is getting along by how messy the bathroom is," according to one amateur psychologist. And professional social scientists agree. There are some areas of the home that are neutral and others that seem to be the breeding grounds for constant arguments, squabbles, and disagreements. These crucial combat zones are bathrooms, bedrooms, and kitchens.

Contrary to myth, the battles among families, career couples, and other people who live together in these places are fought not over taste in decor, design, and color but over space, tools, utensils, cleanliness, appliances (especially maintenance, repair, and access), degrees of heat and cold, smells and odors, and methods of operation.

"An infallible barometer that a fight is brewing," contends the male half of a couple who lives together, "is an

argument over whose turn it is to take out the garbage."

"Infidelity, sexual performance, emotional upsets, and feelings of not being loved or being taken for granted," believes a marriage counselor, "have more to do with what kind of a night's sleep you got and what kind of bed you slept on than most people realize or care to consider."

With this in mind, we'd like to tackle the danger zones in the home with a check list of common grievances/complaints and some strategies and reasonably priced solutions.

KITCHENS

Garbage crisis: Whose turn to take it out? Solution: An automatic disposal will take care of 80 percent of all garbage. Freezing small amounts will cut down on trips you have to make to the garbage can.

Dull knives: The number-one utensil complaint can be conquered with a set of electric knives or a high perform-

ance knife sharpener. Can openers that don't work (the number-two problem) can be solved with a wall-mounted or electric model.

Who's on dish duty? Stock up on disposable and reusable plates, cups, glasses, flatware, napkins, and dish towels.

Too busy to cook: Invest in a blender, crock pot, food processor—any appliance that cuts down food preparation and cooking time.

Offensive and irritating odors: Depollute the air to avoid gripes or allergic reactions to food smells with an electric room deodorizer.

Stopped-up sinks: A 15-foot Flexi-core that anyone can use will unclog drains.

Can't see: Install proper lighting for cooking and eating and have extra refrigerator bulbs on hand.

Emergency repairs: Keep telephone and vital statistics book with serial and model numbers, guarantees, repair





PHOTOGRAPHED BY ALAN BERGMAN

If sloppy kitchens and topless toothpaste tubes are coming between you and your mate, it's time to demilitarize your household. Here's how.—Daphne Davis

services, etc., that's easy to find and use.

Container crisis: Stock lots of different-size baggies, foils, plastic boxes, wraps, shopping bags to meet any demand.

BATHROOMS

Mirror hogs: A his and hers, or giant, family-size mirrored medicine chest—also adds much-needed storage space.

Clogged toilets: A plunger within easy reach. Teach everyone how to use it.

Ring around the tub, toilet, or sink: Cleanser and a big, efficient scouring brush are needed here.

No place to hang anything: Extra racks and hooks provide help.

Neat vs messy: Sew loops on towels so no one has to fold.

Wet towels on the floor: Have a damp-proof hamper to put them in.

Dirty glass: Paper cups stop the spread of germs.

Who used my toothbrush?: An electric toothbrush and Water Pik with extra heads.

Puny accessories that break or disintegrate: Replace them with sturdy shower caps, man-size soap dishes, utilitarian sponges.

Running out of supplies: Stockpile (cheaper by the case) soap, cleansing tissue, toilet paper, sponges, and everyone's preferred brand of toothpaste, mouthwash, and shampoo.

Toothpaste tube traumas: Get a roll-up key to end bickering over where to squeeze from—and conserve toothpaste, too.

BEDROOMS

He's hot, she's cold controversy: A dual control electric blanket.

Restless nights: Queen- or king-size beds with firm mattresses, or air and water mattresses and extra pillows.

Whose turn to read? Individual lamps, a copy of *Public Places, Private Spaces*, and bed rests.

Stuffy rooms with little ventilation: A humidifier will moisten air, prevent colds and protect your clothes and furnishings.

TV or no TV? A set with earphones.

Who makes the bed this morning? Fitted sheets and an overhanging comforter eliminate blankets, spreads, and sloppy, unmade beds.

Can't sleep because of aching feet and back: A foot massager stimulates circulation and results in a better night's sleep.

The phone is always busy: Get separate lines.

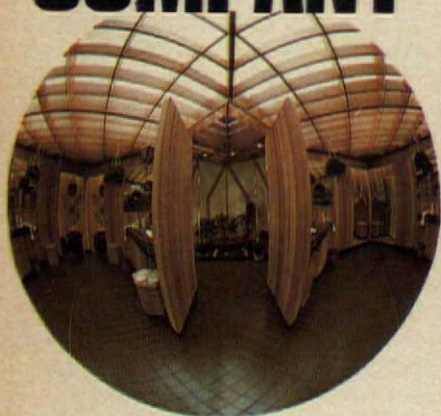
Who forgot to set the alarm? A digital clock-radio wakes you so pleasantly no one will forget to turn it on.

An end to messiness: A realistically shaped wastebasket and substantial closet and drawer space.

Can't locate ties, belts: Buy efficient racks to mount on a wall or hang in a closet or devise your own with peg-board and cup hooks. □



TWO'S COMPANY



A bathroom-à-deux where he and she can find privacy—or relax together.

Being alone. Being together. The best of both ideas are incorporated into a special bathroom/greenhouse for two designed for *American Home* readers by Roy D. Smith & Associates, A.I.A., Architects, and built by the Kohler Company for the National Association of Home Builders (NAHB) annual building show in Dallas. The center of the bathroom is a shared bathing area; lavatories, separate for him and her, branch out from the entry; and, for total privacy (see next page), toilet and bidet, and a shower, at opposite ends of wash-up corridors are enclosed.

The focal point of the bathroom is a luxuriously large—five foot by seven foot—oval tub for two (right) equipped with six nozzles that emit jets of water to create a healthful hydrowhirl massage. Showers, mounted on two stanchions at corners of the tub, can be used in lieu of soaking. The tub, a deep espresso brown, is set into a tile surround of similar coloring; the floor drops to a wraparound deck in the skylit greenhouse area. Towels, big, squooshy floor pillows wrapped in sheeting, and china used to hold soaps were all inspired by Egyptian themes. — **Bo Niles/Niña Williams**

continued

PHOTOGRAPHY BY HARRI/HEDRICH-BLESSING



TWO'S COMPANY

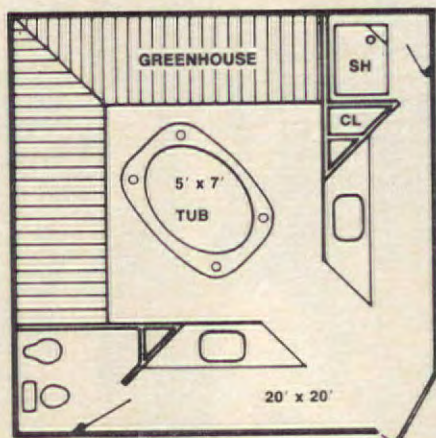
Opposite, top: Areas of increasing privacy fan out from the entrance to the bathroom; toilet cubicle and matching shower stall can be completely closed off. Beyond the entry is the shared space—the room he and she can enjoy together, with the big oval tub and greenhouse. Four-inch-square ceramic tiles and redwood siding, treated to repel moisture, unify areas. Overhead, a ceiling grid, also constructed of redwood, is dropped below luminous panels that light up lavatory corridors. The bathtub is highlighted by track lights. Mirrors line lavatory corridors—hers, here.

Opposite, bottom left: Mirror triptychs over each sink allow easy visibility for make-up and grooming; the farthest panel on each side swings out to reveal medicine cabinet.

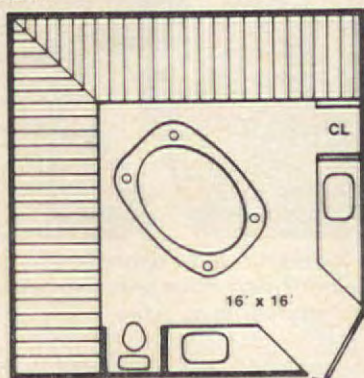
Opposite, bottom right: Storage for towels, sheets, and assorted bathing aids is provided beneath counters and in a big closet adjacent to the man's sink. These closets have invisible hinges and locks; just push the door slightly and it opens. Hanging plants and trees flourish in the bathroom because of the moisture in the air and because of the diffused light from both the greenhouse walls and overhead light panels.

The following suppliers cooperated in the design of this bathroom: Bath fixtures and fittings: Kohler Company; Redwood siding: Simpson Timber; Floor tiles: American Olean; Mirrors: Twin Country Glass; Countertops: Formica; Track lighting: Halo Lighting; Towels and sheeting for floor pillows: J. P. Stevens; Weavings: Don Freedman for Interlude; Cosmetics: Estee Lauder; For complete product sources, turn to page 86.

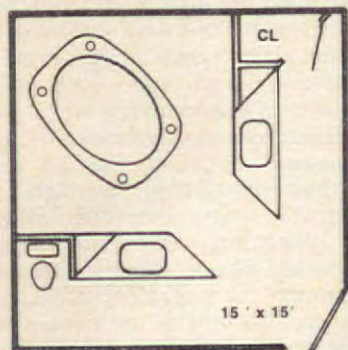
PHOTOGRAPHY BY HARR/HEDRICH-BLESSING



Original scheme was designed to be flexible. See fixtures, spaces change below.

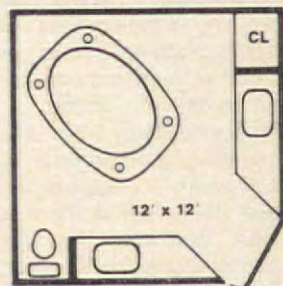


Here, lavatories are reversed, toilet and closet moved, bidet eliminated.

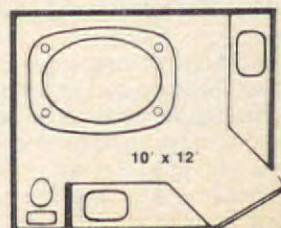


With greenhouse removed, toilet and closet relocate alongside lavatories.

Floor plans: Ways you can work with the basic modular scheme shown in the original 20-foot-by-20-foot plan (left), and scale down in size by rearranging the fixtures are suggested in alternate plans. In the smaller versions of the room, the separate shower and bidet are eliminated; the shower stanchions on the tub suffice, or a shower can be installed in the wall over the tub. Another idea for this space is to translate it into a design for a summer or weekend cottage, especially desirable for the mountains or the beach where you want resilient materials and no-maintenance living. If you remove the bathtub and substitute comfortable, easy-care furnishings, you can have a spacious living room. The man's lavatory corridor could be replaced with a small, efficient galley kitchen, with food storage shelves where the mirrors hang. A stacking washer and dryer set would fit into the shower stall. Woman's lavatory corridor would remain as is. Remove mirrors on corridor walls and use pegs to hang swimsuits or outdoor gear.



Above, plan combines reversal of sinks, removal of greenhouse. Below, tub shifts.



SEX

Leda: To what do you attribute the astonishing success of *Penthouse*?

Bob: I think in making *Penthouse* a magazine really of its time—one that reflected all that had happened socially, all the results of the so-called sexual revolution, the trends . . . we realized that *Playboy* was sexually out of touch with this audience. *Playboy* still viewed its centerfold as the so-called girl-next-door, the girl who was unapproachable, unreachable, the girl who did not communicate physically with the men in the world around her. *Penthouse*, on the other hand, brought its girls right smack into focus, into 1969-1970 when we began here. Our girls were reachable, they were touchable. They weren't the perennial virgins that *Playboy* saw, and by the same token, *Playboy*, which enjoyed a large female following, as *Penthouse* always has, tended to put its female readership down by both its editorial and photographic approach to women. . . . We always took the position that life was impossible without women, that women were as important to the life scene, the social scene. They were different, of course, *vive la différence*, but we allowed women to appear real in *Penthouse*, we allowed them to say real things. We were the first real people to introduce the deep caption in the pictorial spreads where women really said whatever was on their minds. They were sexually conscious, they had a sexual awareness which *Playboy* had never attributed to its girls . . .

The challenge of meeting and making out with women sort of left shortly after I grew up. When I was an adolescent I didn't have that; for me it was always a struggle. But as I grew up women became a lot freer. I spent all my young adulthood in Europe. Eroticism and sensuality abounded in the



Bob Guccione, publisher and editor-in-chief of Penthouse, an innovative sex-oriented magazine, also takes many of the photographs that appear in its pages.

land as I left. But *Playboy* never saw that. *Playboy* still thought it was a great thing to take a girl out and seduce her. It didn't want to realize the fact that women were as interested in taking men out and seducing them as men were in seducing women. . . . We introduced our now infamous—I say "infamous" because it's still very controversial—letter section in *Penthouse* where individual writers write about their very extraordinary first person sexual experiences. And this brought the magazine almost right back into the laps of the people because you knew if you had something peculiar or interesting or controversial or satirical to say, if you wanted to

IN THE

make fun of everybody else, you could always write to *Penthouse*, Forum section, and get a letter printed.

Leda: I always wondered about those letters. Do you think most of them are real or fantasies?

Bob: A lot of them are fantasies, but fantasies are written by real people. . . . The section is run in such a way that it gives people the feeling that they have the opportunity to be published. You simply have to write about yourself and your own private experiences. . . . It is almost like a psychiatric couch, like graffiti, you can get it out of your system, see it in print, and see what other people have to say about it. So this obviously induced college kids and other young people to write letters—ridiculous, fantasy letters, satirizing those that had appeared in the magazine and poking fun at them. . . . But if you consider what these columns are intended to do, that is to say, give real insight back to the public, where we are socially today, then the fantasy letters are even more valid than the genuine letter where one writes of one's day-to-day

experiences. If you know anything about psychiatry, then you know that a psychoanalyst prefers to listen to his patient's dreams, his fantasies than to an accurate account of his day-to-day experiences which tells us really very little. It is through the fantasies of the individual that we learn so much. So, taking all these things together, I think it's a fairly substantial picture of where the public's head is at. Some of the letters in their own right would be unprintable in any other medium, but we established it as an open forum to begin with. There's nothing we won't print there unless it deals with some subjects which we think would be genuinely and generally harmful to the public. There is very little of that that I

SEVENTIES

In this conversation with *AH* publisher Leda Sanford, *Penthouse* publisher Bob Guccione discusses love, life, and women.

can imagine. We treated the public as being much more adult than *Playboy* did. . . .

Leda: To me *Playboy* represents more of the American point of view and *Penthouse* the international one.

Bob: There's something called the "European reality" vis à vis life in America. Europeans have a way of cutting through a lot of the flab that we surround ourselves with socially in this country because we haven't come of age in a lot of ways. I don't mean this in a way to deprecate quality of life in America because the quality of life in America leaves the rest of the world so far behind that it isn't even worth mentioning. But there are many ways that we remain immature compared to the rest of the world. . . . I think that we are politically possibly the most sophisticated nation in the world. I think that socially, our attitude toward sex, for example, is still very Puritanical in many respects, although we've come a long way. We still have laws in existence that are ludicrous, and if one were to recount them to some Europeans they wouldn't believe it. . . .

Leda: Don't you think the success of the "skin magazines," if you'll pardon the expression, in this country is really based on the fact that we still have a repressed society?

Bob: Precisely, precisely. Now, let me explain what I think makes the atmosphere in America receptive to this kind of a magazine. It's very easy to make a mistake here and say well, because we're sexually repressed any magazine which deals with sexual problems as openly and forthrightly as we do will be successful. And to some extent that is true. To a great extent it is true. . . . But this is where Americans are not so naive as we're made out to be. We want that which appeals to us because of our sexually repressed atmosphere in America, but at the same time, we want a good package. We're a country that is quality oriented. We don't want junk. We want the sort of things that men's magazines deliver, but we want them with the best possible photography, with the best-looking girls possible. We want the whole thing to appeal to us intellectually, as well. We want a

good solid editorial package wrapped around these girls. . . . A magazine like *Penthouse* is controversial but it does contain very serious articles and interviews, as *Playboy* does. . . .

Leda: Do you think looking at *Penthouse* is giving teenagers a fresh and healthy attitude toward sex and love? I don't even know if I should bring love into this conversation.

Bob: I think you should because *Penthouse* always does. We make a very big thing of love and we make love and sex, in many instances, quite inseparable. We've done this by romanticizing our pictures.

Leda: Yes, they're very romantic.

Bob: And making guys feel that women are not to be merely looked at, but to be experienced. And by building up the importance of the female in the human relationship rather than putting her down as the other magazines do. The other magazines think it's very clever to put the woman down—you know, she's just a toy, take it out on Saturday night and play with it, and when you're finished you put it away for another time. But this is wrong. Guys don't really want that, anyway. Men don't really respond to that.

Leda: What do they want, in your opinion? What do they really want in a woman?

Bob: There you go back again to the other part of my philosophy. Again, it's a reaction against the collectivization of acting and thinking and living in America. Men really want women to be as they were in their mother's era and their grandmother's era. They want women to be romantic, they want to be romantic about women. They want to develop their interests with women on a partnership basis. They still want to get married or they want to live as a couple without benefit of the legal arrangements that marriage bespeaks. They still want that closeness. They want one woman, they don't want a bunch of women. . . . I don't think that women's lib is a success possibly for this reason. The women's lib movement is not unlike the *Playboy* attitude on the part of the men. You know, we can't divorce ourselves from the opposite sex. They are as important to us

as we are to them. In some ways more important, in some ways we're more important, but one cannot divide the two and say, well, let's look at women without the benefit of their relationship with men. Or let's look at men without the benefit of their relationship with women. I think that that is impossible. I think that any group which tends to try to do that is going to fail. I think *Playboy* tried to do that in their own way. It was like men's lib. *Playboy* was really a version, a very strange version, of men's lib. And it has failed exactly as women's lib has failed or is failing to grow.

Leda: There's been a lot written lately about the *Total Woman*, a book written by Marabelle Morgan—have you read it? She wrote about teaching women how to be a "total woman"—telling them to dress up as sex kittens and open the door in cowboy boots and a whip if that's what turns their husband on. There's a tremendous emphasis, and always has been, on women pleasing men. Now, do you think *Penthouse* is encouraging men to please women?

Bob: Yes. Very much so. I didn't read the book, but if the *Total Woman* dealt with this aspect of women, then I think to a great extent it will do good, but I think that it is unfortunately limited. That is to say, it is dealing with women doing everything they possibly can to make the man comfortable. I think the opposite must be true as well. You cannot take one, again, without the other. You must deal with these matters together. The man comes home and finds his wife wearing cowboy boots because this is what turns him on, well this is great but what is he doing? I think it has to be a two-way street. . . .

Leda: Don't you think it's difficult for people to reveal what it is that really turns them on?

Bob: It's interesting that you bring this up. The reason why there are so many divorces in America and why there has been a break-down in marriages and marriage-like arrangements is because of the terrible lack of communication on the part of couples who are living together. . . .

There is a need for them to feel they can openly and sincerely discuss sexual matters because, let's face it, marriages break down 99 times out of a 100 because of sexual incompatibility.

Leda: So are you saying that 99 percent of every solid relationship is sex?

Bob: No, I'm saying that 99 percent of the breakdown of all relationships may be traceable to sex in one form or another. When I say sex I'm talking about the under-flooring or the under-pinning of any amorous relationship, any love relationship.

Leda: There is much that corroborates this even in the studies that have been done more scientifically, that usually if that part of your life is okay, chances are the relationship will withstand just about anything, but if that is rotten, as you say, the under-pinnings. . . .

Bob: Because what else is left? Sex is the mucilage that holds the relationship together. It is the context within which, or the environment within which, that relationship works or doesn't work. If it provides the right kind of environment, then as you say, love will develop and grow and flower and be something marvelous. But without it, love dries up because love needs to be fueled. And it can only be fueled by the intimacy that must exist between two people. That intimacy cannot be confined only to the emotional relationship or the spiritual relationship, it has to admit the physical relationship as well. Many marriages start off where couples are in love, but because of physical sexual incompatibility, the marriage breaks up. Or a lot of relationships and marriages begin because sex is marvelous but there is an emotional or spiritual or intellectual incompatibility and the marriage may break down because of that. So, ideally, one wants both. One wants the ability to communicate physically as well as the ability to communicate emotionally. The two are inseparable, in my opinion. . . .

Leda: I tend to agree with much that you've said and I think, philosophically, it does make a lot of sense. I used to believe that it was very hard for a real, active, healthy man to be satisfied with one woman his whole life, particularly if he married very young. I'm beginning to see, more and more so, as women become more "liberated," that it may also be impossible for women to live with this. Although I do believe that

if we are aware and sensitive and intelligent, we are searching for that ideal relationship all the time, even when we are experimenting. But, if women are becoming more prone to being the same things men have been accused of being: experimenters, curious, are not satisfied with one person, is that going to be an impediment to a lasting relationship?

Bob: No. . . . As women become more liberated and acquire many of the interests that men have now, that men have always enjoyed traditionally, that

band, the one who keeps the household, who contributes to the family income, and who sleeps with him at night and is the receptacle for his physical desires. She can also play an infinite number of roles for him sexually to keep turning him on again and again and again. And he with her. It could be the way they dress, the way they act, the games they decide to play between themselves and so on and so forth.

Leda: If morality changes and if younger people are more natural and aren't hampered by a lot of things that probably afflict our generation, will guilt then disappear? Because guilt is what people can't deal with. The guilt they feel after they have done certain things. And I guess I really should have started this by asking if you've ever experienced guilt. They asked Carter if he'd ever experienced lust. So have you ever experienced guilt?

Bob: Let me talk about guilt for a moment. Guilt is the result of the collision between the individual's attempt to express his or her individuality and the social order. . . . When the individual comes into conflict with the accepted order of things, the result is guilt and it's a human affliction over which none of us has any control. . . . One of the things that the letters in *Penthouse* do is to accomplish the following: A man will write in and say that "for many many years I thought I was a freak because I cannot make love to a woman who is not dressed in black leather and I have been out with several girls, I had terrible affairs, terrible relationships, I never scored at all. I never met a girl I have

been intimate with yet and I recently reached the point where I wouldn't make dates anymore because I was constantly being let down. I've never been able to tell a girl that the only way I could make love to her and be responsive to her is if she wore black leather." So this guy sits in his little apartment somewhere smoldering within himself with all kinds of normal desires and can't get out, can't break out, because he's unable to liberate them. . . . All of a sudden he picks up a copy of *Penthouse* or a magazine like ours today and reads that there are thousands of guys that make love to women wearing leather. Suddenly he feels liberated. He doesn't (continued on page 68)



Guccione works out of his house. His study (above), is decorated with antiques and equipped for viewing all the graphics that are used in Penthouse.

is to say, an interest in variety, society will eventually have to meet the demands of the individual, and morality will have to change. This may seem immoral today to a great part of our population that is, a woman having experiences with a variety of men, having many affairs before she settles down and has one long protracted affair and then perhaps decides that she is going to deviate from that as well. Well, morality will have to change to meet the demands of the individual and eventually it will. . . . But the point here is that as communications widen between people, they will find ways . . . they can be more things to each other than they are now. A woman need not only be a wife to her hus-

I didn't always smoke Winston Longs.

I was looking for a longer cigarette. But I also wanted taste. Only Winston Longs give me both. Winston Longs have the length I like, and all the real taste I want. If a cigarette doesn't have taste, it doesn't have anything. For me, Winston Longs are for real.

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

18 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report APR '76.

& BABY MAKES 3

These days, having a baby — even a job — doesn't mean you have to move. Using space-saving savvy, one room in a tiny apartment becomes nursery, home office, sleeping quarters.





A tiny baby takes up very little space. And even all the equipment that goes with a newborn, if properly organized, need not be overwhelming. And so, Carolyn and Ron Burton decided to simply adapt their one bedroom apartment to accommodate baby Christopher, and postpone moving until he needs his own room.

A mini-nursery was created from the double-width closet by designer Susie Taylor. The clothes were moved out into a new box-like closet divider that separates the sleeping area from Carolyn's home office. New carpeting—a soft, but wear-and-tear resistant Dacron polyester plush—softens the floor for Chris's first exploratory steps; new fabric and a coat of paint give the room a lift.

Storage units in the closet (left) were planned not only for newborn convenience, but also for Chris's future room. Two base units are proper height and width for the bassinet and for diaper changing; when Chris gets older, the units can be converted into a desk by separating and putting a board on top. Laundry-basket bassinet is lined and skirted for softness and camouflage.

Closet divider in the bedroom (far left) conveniently holds suits and dresses with shoes underneath. Doors on home office side run on tracks. The two shelves on either side will stack with the upper shelf unit from the closet (now holding baby clothes) to make a bookcase. Curtains framing the closet door match new draperies and window valances. Taylor chose four colors of the same fabric; for sewing and storage unit how-tos turn to page 100. See Shopping Guide, page 86. —Bo Niles

PHOTOGRAPHED BY HANS VAN NES
FABRIC BY BURLINGTON/KLOPMAN
DACRON POLYESTER CARPETING FROM QUEEN CARPET

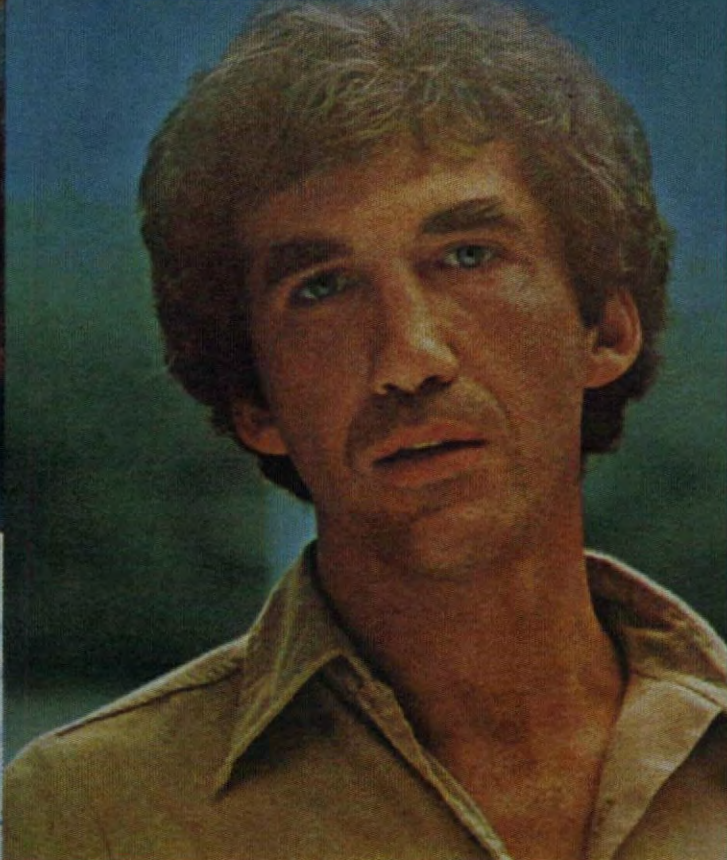
The Excedrin

It comes in all

"It's a nagging little headache that can really ruin my day."



"Just an ordinary, crummy, medium size headache."

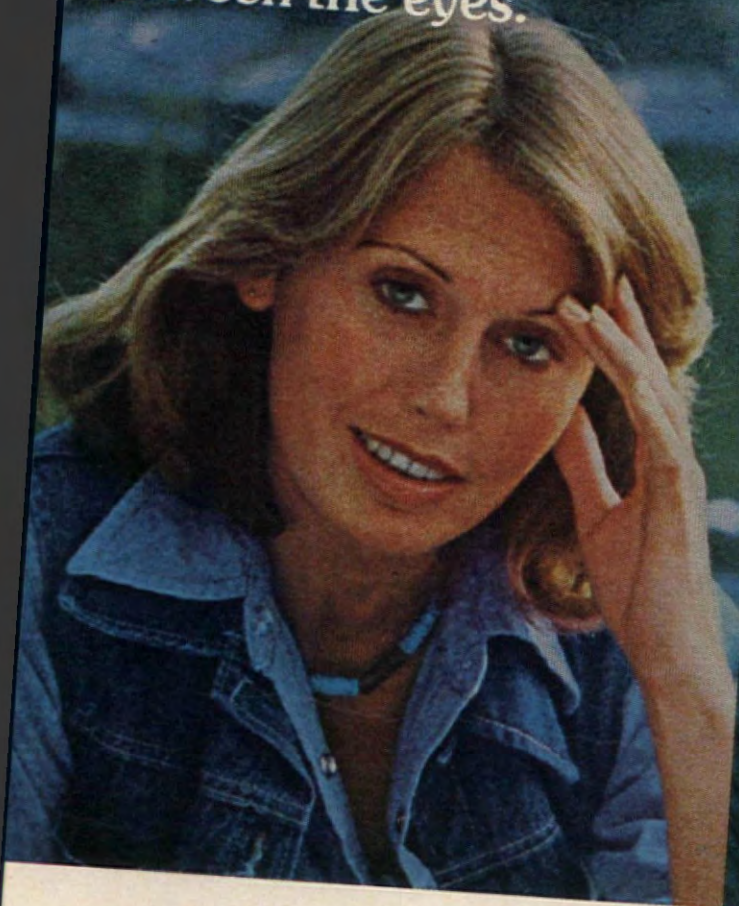


©Bristol-Myers Co., 1977

Read and follow label directions.

Headache. sizes.

"A bad one. The kind
of headache that gets me
between the eyes."



"It's beautiful
when the pain stops."



When you have a headache... any size headache...
the one thing you want is relief.

And that's the reason you should try Excedrin®...
the Extra-Strength Pain Reliever.™

Excedrin has the strength you want to bring you
relief. Fast relief. Effective relief. Excedrin relief.



Any size headache deserves Excedrin relief.



*Seeing
Red*

RED, THE LOVE COLOR flames up in a collection of delicious, soups and suggests ways to color-perk yourself up. Put a little red in your life . . . whether it be a heart-y soup based on tomatoes (known as love apples in 16th-century Europe), a new lipstick, or shirt. It will make you feel brighter, and chase any winter blues.

1. RED HANDED . . .

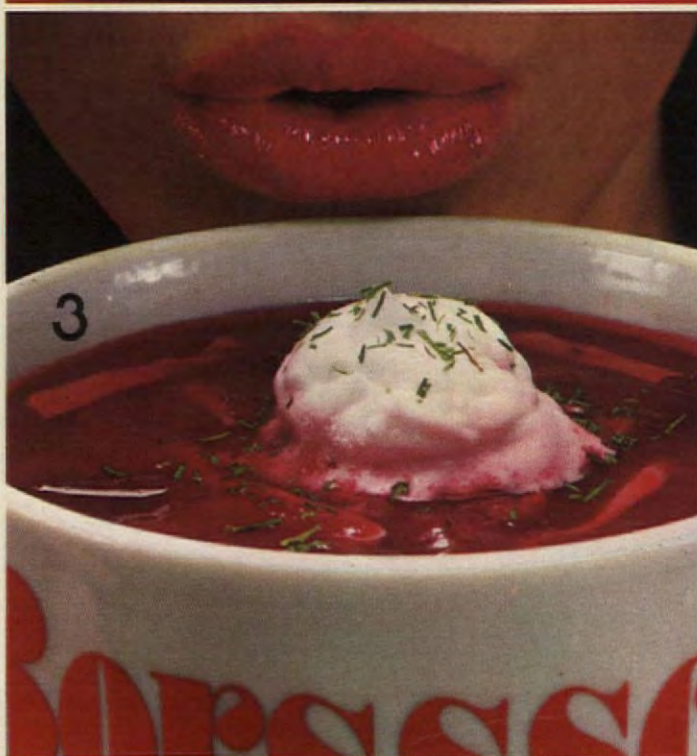
Scoop rich, red tomato soup into a sweetheart of a bowl—crisp red-hot hearts on white say I love you. Ceramic bowl, part of a set from Jenny B. Goode.

2. COLOR IT RED . . . And pronounce it cioppino (chio-pee-no), a heart-warming soup stew concocted by Italian fishermen. A stripe tease of red surrounds a gleaming white porcelain soup bowl by Rosenthal Studio-Haus.

3. RED HOT . . . You can't beat a boldly lettered borscht bowl to serve borscht! From Sigma Marketing.

4. IN THE RED . . . For the pure-hearted—a white ceramic heart for a hearty minestrone, an Italian import of vegetables and pasta. Heart bowl with matching top (not shown) is a clever way to keep soup warm when serving. Designed by Joy Christov for Rubel, stoneware-handled spoon by Denby Ltd. See page 57 for recipes.

Pat Sadowsky and Gale Steves



RED LETTER DAY . . .

Make today one by glossing your lips and nails and highlighting your hair with sparkling reds that will give you a lift. Treat yourself to a red-hot accent with a sensational silk shirt, a cozy cashmere sweater, red leather clutch or boots.

1. GO FLAME HAIRED . . .

Give your hair a color lift. Try Clairol's Loving Care Color-Foam. It's very easy to use and only lasts five to six shampoos, in case you change your mind. It doesn't alter your hair color, but lets you try on twinkly highlights. Color-Foam contains no peroxide and comes in a push-button container. Hair color by Marie-Louise, hair styling by Marcel, both of Cinandre.

2. HAVE A HEART . . .

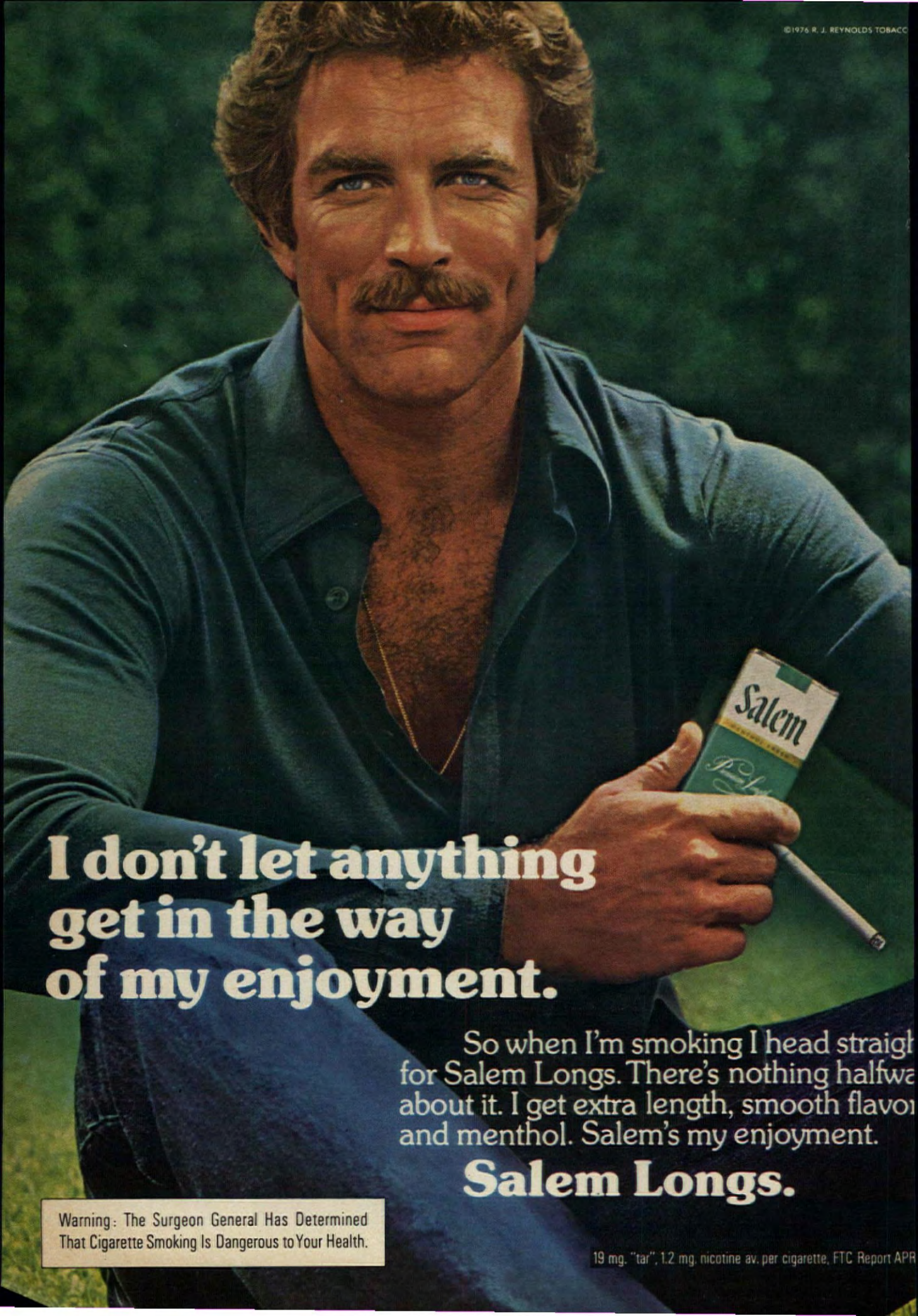
Dangle a carved, clear rock crystal heart pendant (designed by Elsa Peretti) on a gold chain, a perfect foil for a sensuously soft silk blouse by Christian Dior. All jewelry by Tiffany.

3. & 4. CHOOSE A RED

. . . For lips and nails from a deep, rich palette with names like "Love That Red," "Rich Red," "Certainly Red," all by Revlon. Moist lips and shiny nails for a paint yourself red look.

Manicure: Nails by Margaret. Ring from Tiffany. For all accessory information see Shopping Guide page 86.

PHOTOGRAPHY BY GORDON E. SMITH



**I don't let anything
get in the way
of my enjoyment.**

So when I'm smoking I head straight
for Salem Longs. There's nothing halfway
about it. I get extra length, smooth flavor
and menthol. Salem's my enjoyment.

Salem Longs.

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

19 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report APR

Seeing Red

continued from page 55

Soup can be warm, satisfying, and downright lovable. Nothing warms the heart so quickly as a bowl of steaming soup. Turn any day into a red-letter day with a hearty bowl of tomato-based soup. Centuries of good cooks have kept the soup pot bubbling all day, but no longer is it necessary to start the soup pot simmering early in the morning to have hearty thick soup to put on the table at night. Canned soups, dried soup mixes, and even sauces help you create the most delicious soups in almost a flash. You add the homemade touches. All of the six red heart-warming soups below can be made ahead and then just reheated before serving. The flavors do improve on standing, if the soup lasts that long. Create a memorable meal in a mug today, and then call the gang with "Soup's on!"

TOMATO-ORANGE CONSOMME

Total preparation time: 40 minutes

- 2 cans (10½ ounces each) condensed beef broth
- 1 can (1 pound) sliced tomatoes
- 1 large onion, peeled and sliced
- 1 cup sliced celery
- 1 carrot, peeled and sliced
- 1 egg white and shell of 1 egg (save yolk for future use)
- ½ teaspoon celery salt
- Pinch cayenne pepper
- 2 cups orange juice
- Orange slices for garnish, optional

Combine all ingredients in large saucepan, except orange juice and slices. Simmer, covered, for 30 minutes. Remove from heat. Strain through wire sieve or several thicknesses of cheesecloth. Stir in orange juice and reheat to simmering. Garnish with orange slices. Makes 6 servings (77 calories per serving).

SWISS TOMATO SOUP

Total preparation time: 35 minutes

- ½ cup finely chopped onion
- 2 tablespoons butter or margarine
- 2 cans (11 ounces each) condensed tomato bisque soup
- 1 cup heavy cream
- ¼ teaspoon fresh-ground black pepper
- ¼ teaspoon dried rosemary, crushed

- ½ cup dry white wine
- 6 slices toasted French bread, about 1 inch thick
- ¾ cup grated Gruyère or Swiss cheese

Sauté onion in butter until lightly browned in a large saucepan. Add soup, cream, pepper, and rosemary. Simmer over low heat, stirring occasionally until very hot, about 15 minutes. Add wine and simmer 5 more minutes. Ladle soup into 6 earthenware or other ovenproof bowls. Top each serving with toasted French bread. Sprinkle with grated cheese. Broil until cheese is melted and golden. Makes 6 servings (409 calories per serving).

FRESH TOMATO SOUP

Total preparation time: 25 minutes

- 2 pounds ripe tomatoes, peeled, seeded, and diced
- 3 tablespoons butter or margarine
- 2 tablespoons flour
- 1 teaspoon salt
- ½ teaspoon sugar
- ¼ teaspoon fresh-ground black pepper
- 1 cup water
- ½ cup dry white wine or chicken broth (canned or dehydrated)

In a large saucepan, simmer tomatoes in butter about 5 minutes. Remove from heat and rub through wire strainer or whirl smooth in a blender. Return to saucepan. Sprinkle in flour, salt, sugar, and pepper, mixing well. Bring to boil. Reduce heat. Simmer for 2 to 3 minutes, stirring constantly. Add water, and wine or chicken broth. Heat to simmering. Garnish with pat of butter or crisp crackers. Makes 6 servings (85 calories per serving).

CIOPPINO

Total preparation time: 1 hour, 10 minutes

- 1½ pounds halibut or firm-fleshed fish, fresh or frozen
- 2 cups sliced onion
- 2 cloves garlic, finely chopped
- ¼ cup olive or cooking oil
- 1 can (1 pound 12 ounces) Italian plum tomatoes, undrained
- 1 cup (8 ounces) tomato sauce or 1 cup fresh tomato soup
- 1 cup water
- ¼ cup chopped parsley
- 2 teaspoons salt
- 1 teaspoon dried basil
- ½ teaspoon dried oregano
- ¼ teaspoon fresh-ground black pepper
- 1 dozen clams in shells, washed
- ½ pound peeled, uncooked (medium-size) shrimp, fresh or frozen

Parsley for garnish

Thaw fish if frozen and drain thoroughly. Cut fish into 1½-inch chunks. In a large heavy saucepan, cook onion and garlic in oil until onion is tender but not browned. Add tomatoes and next seven ingredients, mixing well. Cover and simmer gently about 30 minutes. Add fish chunks; cover and simmer 10 minutes. Add clams in

shells and shrimp; cover and simmer over low heat 10 more minutes or until fish flakes easily when tested with a fork and clams are steamed open. Makes 8 servings (239 calories per serving).

MINISTRONE

Total preparation time: 1 hour, 25 minutes

- ¼ pound salt pork or bacon, diced
- 1 onion, peeled and coarsely chopped
- 2 cloves garlic, finely chopped
- 1 jar (15½ ounces) extra-thick prepared spaghetti sauce
- 6 cups water
- 2 envelopes dehydrated beef broth
- ½ cup sliced carrots
- ½ cup sliced celery
- 1 large zucchini, sliced
- 1 teaspoon salt
- ½ teaspoon lemon-pepper seasoning
- 1 can (1 pound) kidney beans
- ½ cup vermicelli or small shell macaroni
- 1 tablespoon chopped parsley
- 2 tablespoons grated Parmesan cheese

In a Dutch oven or large heavy saucepan, sauté pork until lightly browned. Stir in onions and garlic; cook until onion is tender but not browned. Add spaghetti sauce and next seven ingredients, mixing well. Bring to boil. Reduce heat to medium, cover, and cook one hour. Stir once or twice. Add kidney beans and vermicelli. Simmer 15 minutes longer. Garnish with parsley and grated cheese. Makes 8 servings (219 calories per serving).

BORSCHT

Total preparation time: 1 hour, 20 minutes

- 3 tablespoons butter or margarine
- 1 cup coarsely chopped onions
- 2 cloves garlic, finely chopped
- 6 cups water or beef broth
- 1 bunch beets (4 or 5 beets about 2 inches in diameter), peeled and diced
- 2 medium potatoes, peeled and diced
- 2 large carrots, cut into ¼-inch slices
- 3 teaspoons salt
- ½ teaspoon fresh-ground black pepper
- 1 bay leaf
- 1 can (1 pound) stewed tomatoes, chopped but undrained or 2 cups fresh tomato soup
- 3 cups finely shredded green cabbage
- 2 tablespoons lemon juice
- 1 tablespoon sugar
- ¼ cup dairy sour cream
- 1 tablespoon dried dill weed

In a very large saucepan, melt butter. Add onion and garlic, sautéing until soft but not browned. Stir in water or broth and next six ingredients. Bring to boil. Reduce to low heat, cover, and simmer 50 minutes. Add tomatoes, *undrained*, and cabbage. Simmer 15 more minutes. Stir in lemon juice and sugar just before serving. Garnish with sour cream and dill weed. Makes 8 servings (173 calories per serving).

Please Pass The Fiber

What are you buying in the high-fiber, reduced calorie loaves that lets you have your bread and diet, too?

The focus on fiber in the last year has brought some unanticipated bonuses — among them a family of breads that is high in fiber and low in calories. These breads offer a new way to incorporate large quantities of fiber — that indigestible, but oh-so-important substance found in the structure of plants — into the diet and may bring us back in touch with a food many of us have long neglected.

Containing up to four times the fiber of whole-wheat bread, the new special-formula breads are available nationwide.* They provide nutrients and texture comparable to that of white bread with the added bonus of only two-thirds the calories.

The development of these new breads coincided with the raising of the national fiber consciousness. Breadmakers—who were trying to reduce the calorie count of their product—found a novel alternative: fiber, in the form of wood cellulose. Replacing some of the flour and shortening, wood cellulose not only lowered the calorie count but resulted in a food that is an excellent vehicle for restoring roughage to the diet.

If you're watching your weight, you may be interested in the reduced calorie count of these special-formula breads. At Michigan State University, diet researchers obtained favorable results with a high-fiber, low-calorie bread. College men on a reducing diet who ate 12 slices (as part of their daily

caloric intake) lost, in eight weeks, an average of 19.4 pounds, compared to a loss of 13.7 pounds for those who consumed an equal amount of store-bought white bread.

Nineteen pounds lost in eight weeks eating 12 slices a day? That seems impossible, but on this diet, man most likely lived by bread alone—or almost. After all, how much more food can one eat when consuming 12 slices of bread a day? Caloric intake of other foods was reduced because the bread produced a feeling of fullness.

The research makes a point, however: Bread need not be anathema to dieters. Bread *can* be a diet food, provided it is the high-fiber variety.

Since fibrous foods require slow chewing, the bread offers the psychological effect of eating more food than is actually consumed. That "full feeling" comes faster because chewing increases secretions of saliva and gastric juices, distending the stomach. Therefore, you eat less.

Let's look briefly at the role of fiber in the digestive tract. First, it adds bulk, making one feel fuller, and providing more waste material for fuller stools. Second, fiber attracts and absorbs moisture, helping waste materials pass quickly and easily from the body. This increased movement of food through the digestive canal may reduce the incidence of colon cancer and diverticulitis — as suggested by Dr. Denis Burkitt's observations in Africa. Other studies have found possible links between low-fiber diets and a host of other medical ailments.

Professor Peter VanSoest of Cornell University, points out, however,

that excesses of fiber intake over an extended period of time could result in kidney stones.

Also, still being investigated is the effect wood cellulose (or alpha cellulose as it appears on the bread labels) may have on our bodies after years of consumption. The primary concern is the possibility of mineral deficiencies that may result from food moving too quickly through the digestive system, as well as fiber absorbing minerals dissolved in the digestive liquid. All of these minerals are needed by our bodies only in small amounts, but required nonetheless. Fiber research is still new to the scientific laboratories and no one seems to know how much is enough — or too much. The manufacturers of Fresh Horizons bread completed studies of consumption over short periods of time—up to three months—but it takes at least six months, for example, for a zinc deficiency to show up.

Dr. Allan Forbes, acting associate director of FDA's Office of Nutrition and Consumer Sciences, says that the Food & Drug Administration had previously conducted fiber research but now, "along with other scientific communities, is studying the effects of large quantities of fiber," and also whether health claims made by various food manufacturers can be substantiated.

The verdict on fiber is far from final, so the best advice is, don't overdo it. But do avail yourself of the new opportunity high-fiber breads give you to rediscover the pleasures of the staff of life without paying the penalty in extra pounds and added inches. —Amy Entelis and Joanne Johnston

Ratings of New Bread

An informal panel at *American Home's* Test Kitchens rated five varieties of the new breads on the basis of appearance, taste, and aftertaste. Of the breads tested, Fresh Horizons Wheat was judged the most appealing in appearance and taste. Specifically, the appearance ratings were, in decreasing order of preference (No. 1 most appetizing, No. 5 least appetizing): 1) Fresh Horizons Wheat; 2) Contour; 3) Fresh Horizons White; 4) Scale Down; 5) Less.

Based on taste, the panel gave the breads these ratings in decreasing order of preference: 1) Fresh Horizons Wheat; 2) Fresh Horizons White; 3) Contour; 4) Scale Down; 5) Less.

In general, toasting was found to improve the flavor of all the breads. About half of the panel noted that the breads had an aftertaste.

Not all brands can be purchased in one city, but at least one should be available in your area. Consult chart for nutritional breakdown of the breads.

Brand	Food Energy (Calories)	Protein (in grams)	CHO (in grams)	Fat (in grams)	Fiber (in grams)	Crude Fiber*
Less	80	5	15	1	3	6.2%
Fresh Horizons, White	100	5	19	1	4.25	7.5%
Fresh Horizons, Whole Wheat	100	5	19	1	4.25	7.5%
Contour	90	4	16	1	3	6.1%
Scale Down	115	6	21	1	3.75	5.2%
Pepperidge Farm White Bread	141	3.7	23	2.3	.08	—

*all statistics refer to one serving or two slices of bread

**Crude fiber: residue after treatment of food with acid and alkali. This term refers to the cellulose and lignin portion of total fiber

What Your Mother Never Told You About Tea

Tea Lovers Unite

United we stand a chance of getting a good cup of tea; divided we fall prey to being served tea not worthy of the name or—worse still—not even being given the chance to request the beverage of our choice. It still seems that not everyone realizes that tea is a viable alternative to coffee.

Tea is refreshing, bracing, and comforting. It's a versatile drink, delicious hot or cold any time of the day or year. Tea is reputed to cure insomnia, is used to tell fortunes, and once was touted as an aphrodisiac.

Even though Americans use 170 million pounds of tea each year, there are still many misconceptions about it. Part of the battle against discrimination might be won if tea were demystified. The basics of tea culture are simple to master.

Although there are more than 3,000 varieties of tea that take their names from the areas where they are grown (Assam, Java, Darjeeling, and Ceylon



[Sri Lanka]) as wine does, the tea we buy here is a blend of only 20 to 30 different varieties. Also like wine, the characteristics of tea that distinguish one variety from another are flavor, color, body, and aroma. There are three different general types of tea—black, green, and oolong. All three types come from the same tea bush; it's what happens after they are picked that makes the difference:

Black tea is specially processed (oxidized), which turns the leaves black and produces a rich, hearty flavor.

Oolong tea is partly oxidized. Its leaves are brown as well as green. It brews light in color.

Green tea is not oxidized so the leaves stay green in color. It, too, is light in color when brewed.

Over 97 percent of all the tea consumed in the United States is black tea. The familiar word "pekoe" refers to a size of leaf, not to a type of tea; orange pekoe is the top-grade pekoe. Spiced and flavored teas as well as pre-sweetened mixes are becoming increasingly popular.



For Tea Done to a "T"

- The best teapots for brewing are made of china, earthenware, glass, stainless steel, and silver. The two materials *not* recommended are aluminum and tin, as they impart a metallic taste to the tea.
- To keep your tea (loose or even in bags) fresh, place it in a tightly sealed jar at room temperature away from strong-smelling substances such as spices. Use tea within six months.
- Always use freshly drawn water. Water that has been standing or reheated gives tea a flat taste.
- The flavor of tea may vary with the hardness of the water. The best water to use to brew tea is soft; if you live in an area where the water is very hard, try bottled water instead.
- Tea brewers who do not wish to bother with strainers to catch loose tea leaves, may want to try using a perforated metal teaball.
- Serve tea with milk (not half-and-half or cream) to let full tea flavor come through. Or serve with lemon, lime, or orange wedges; mint sprigs, or cinnamon sticks to bring up its flavor.

What's Inside the Box

Tea is generally sold in three forms: **Loose tea** is the classic form of tea. Following package directions, each pound will make about 200 cups.

Teabags are made of special filter paper, each holding a teaspoonful of tea. Large or family-size teabags make four cups of hot tea or three glasses of iced tea.

Instant tea is a powder made from a very concentrated brew of tea from which water is removed by a drying process. Powder dissolves instantly in hot or cold water. A two-ounce jar of instant tea makes 80 eight-ounce glasses of iced tea.

Don't be turned off by the tea-brewing mystique. It's not a tedious ritual that only an expert can master. For full-bodied fragrant tea every time you brew, follow these easy steps:

How to Brew A Perfect Cup of Tea

1. Use a teapot. It makes the best tea because it holds the water temperature. Warm the pot by filling it with hot water and emptying it just before using. Even for a single cup, it is best to use a teapot, but if this is not convenient, convert a cup into a teapot by covering it with a saucer during the brewing.
2. Use the right amount of tea.

Loose tea: Put into teapot one teaspoon of tea for each cup of tea desired plus one teaspoon of tea for the pot.

Teabags: Put into teapot one teabag for each cup of tea desired.



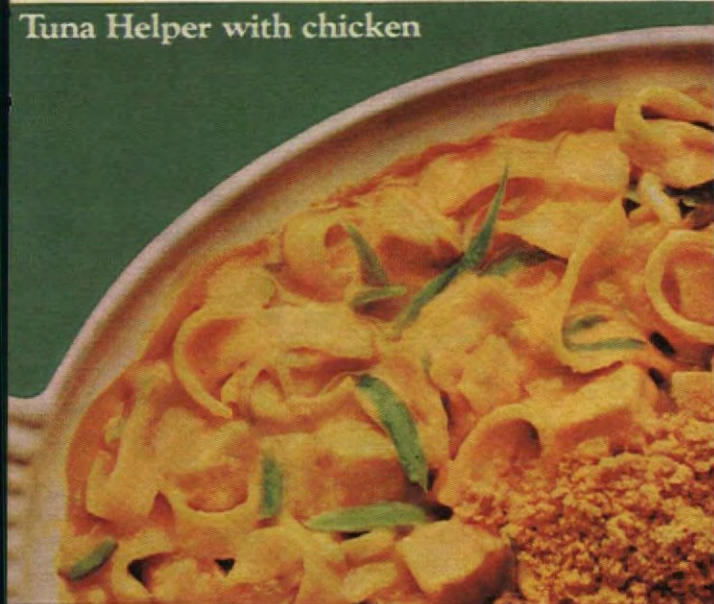
Instant tea: Put into teapot or teacup one level teaspoon for each cup. No brewing is necessary; instant tea is pre-brewed.

3. Bring fresh cold water to a full rolling boil. Pour boiling water immediately over tea. Stir once and cover pot.
4. Brew three to five minutes, *by the clock*, depending on the strength you like. It takes time for the tea leaves to unfold and release their flavor. If the tea becomes too strong, dilute with boiling water. However, don't judge the strength of tea by its color; some teas brew light, some dark.
5. Stir tea before pouring to make sure it is uniformly strong. Then, just pour and serve! — **Gale Steves**

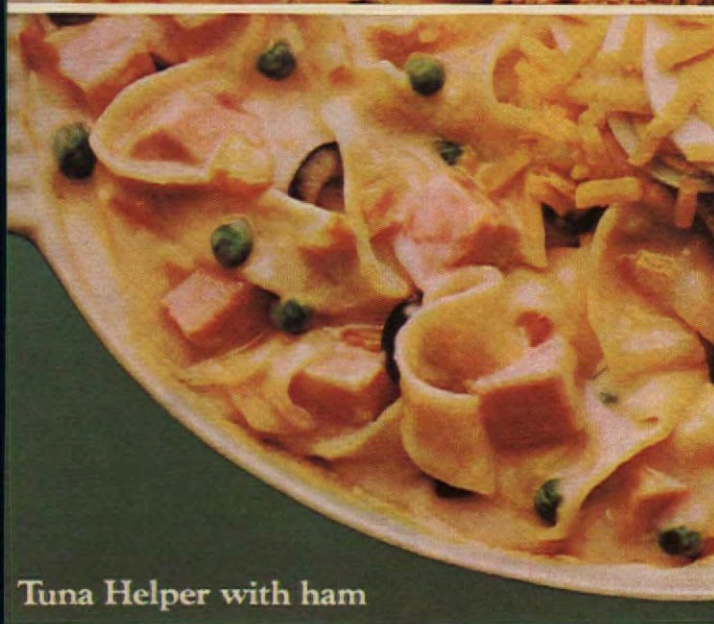
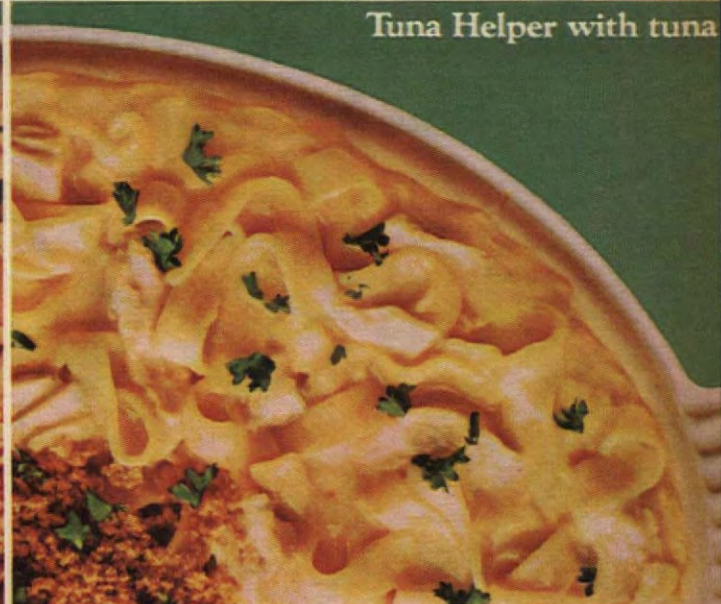
For further information about the many tea blends available, please send a *stamped self-addressed envelope* to Twinings Tea Chart, Dept. A, 608 Fifth Avenue, New York, New York 10020.

Tuna Helper helps more than just tuna!

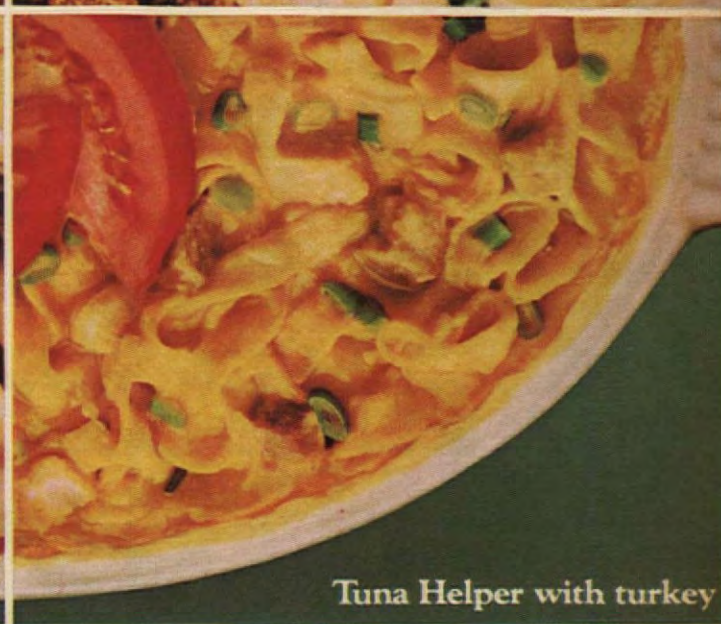
Tuna Helper with chicken



Tuna Helper with tuna



Tuna Helper with ham



Tuna Helper with turkey

Try it with chicken, turkey and ham, too!

Don't let the name fool you. Besides making terrific tuna dishes, those rich cream or cheese sauces with noodles do delightful things with other meats as well.

On every Tuna Helper® box, you'll find easy, inexpensive recipes that help you turn leftovers into delicious things like Ham and Cheese Soufflé or Turkey Tetrazzini.

And just to show you how really quick and easy those recipes are, here's one for Chicken-Green Bean Casserole. Go ahead. Let Tuna Helper help you with more than just tuna.



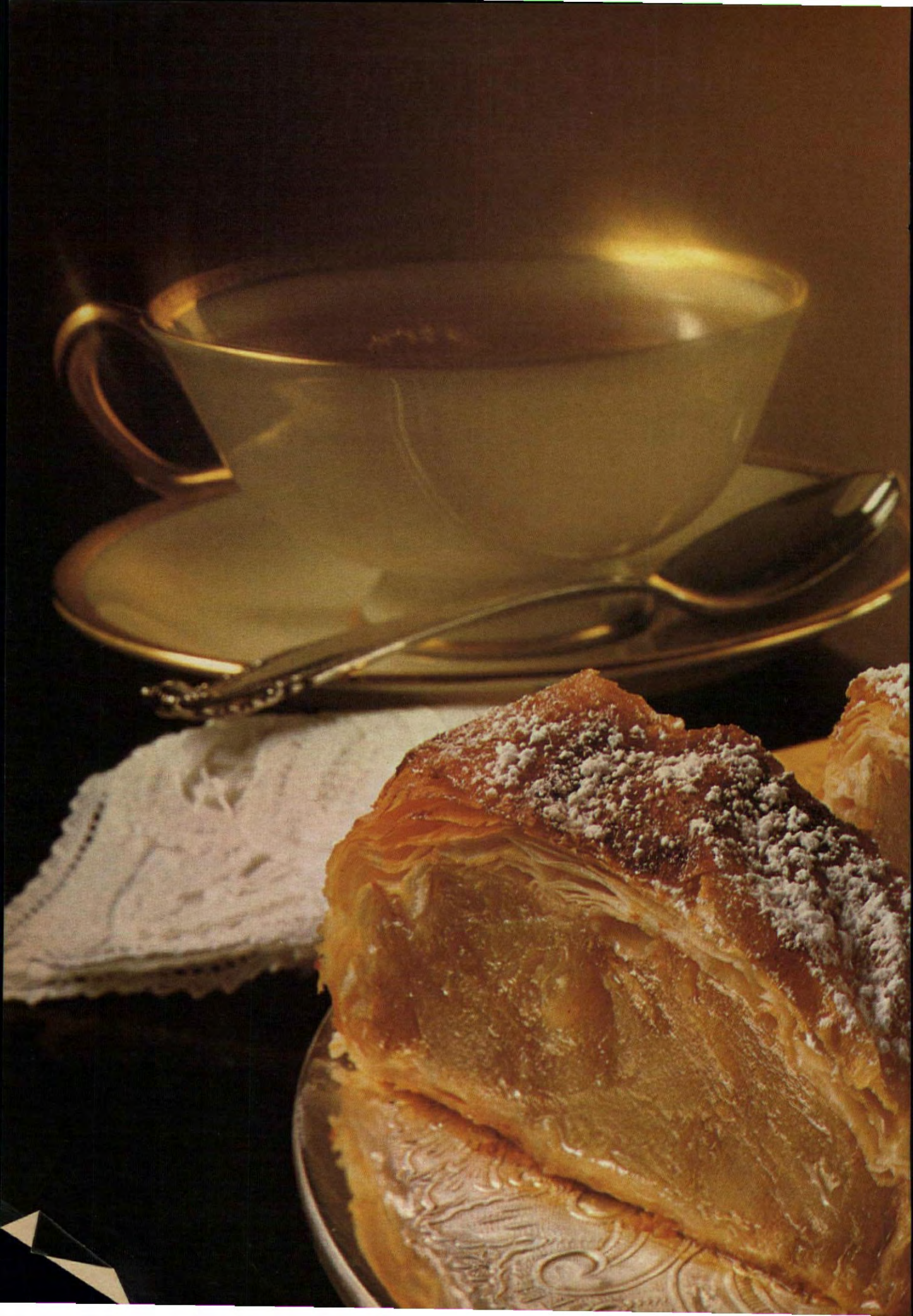
Chicken-Green Bean Casserole

- 1 package Tuna Helper® main dish mix for noodles, cheese sauce 'n tuna.
- 3½ cups boiling water
- 2 cups cut-up cooked chicken or turkey
- 1 package (10 ounces) frozen French-style green beans, thawed and drained
- Buttered Crumbs (below)

Heat oven to 400°. Mix Noodles, Sauce Mix, water, chicken and beans in ungreased 2-quart casserole. Bake uncovered 25 minutes. Sprinkle with Buttered Crumbs; bake 5 minutes. Let stand 5 minutes before serving. 5 servings.

Buttered Crumbs: Heat 1 tablespoon butter or margarine in 8-inch skillet until melted. Stir in ¼ cup dry bread crumbs. Heat over medium heat, stirring constantly, until bread crumbs are slightly toasted.

® Reg. T.M. of General Mills, Inc.



tea for two... with homemade strudel

"Come for tea ... and my homemade apple strudel." Who wouldn't be dazzled by such delicate, tissue-thin crust filled with fragrant slivers of spiced apple? And who would expect that you made the strudel yourself? Don't be intimidated by rumors of how difficult it is. Julie Dannenbaum of Creative School fame in Philadelphia is here to lead you by the hand into the wonderful world of strudel making.

Most of us associate strudel with good eating in Vienna, but Julie Dannenbaum reports that the Viennese borrowed the idea from the Hungar-

ians, who stole the recipe from the Turks as they swept through Central Europe. Instead of layering the paper-thin dough with nuts and honey, those clever Hungarians tried rolling it up with a spicy apple filling. After that good start, they went on to invent dozens of other fillings including various fruits, poppy seeds, raisins, and even potatoes and mushrooms.

Julie Dannenbaum's secret of making impossibly thin pastry is to separate the layers of dough with melted butter painted on before rolling. Then, as the dough bakes, the layers rise

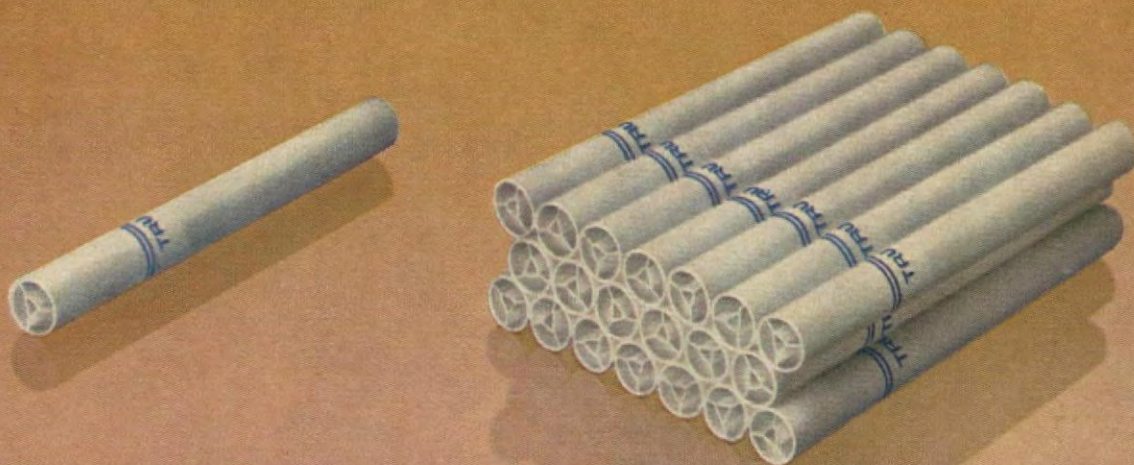
and separate, creating a pastry that is crisp, flaky, and delectable. Julie invited us into her kitchen to watch her make *Apfelstrudel*, using the same rolling and stretching techniques she learned in her childhood from a Hungarian neighbor. No magic is needed to turn flour, water, and butter into this sumptuous strudel... just a good-sized table, strong fingers to knead and stretch dough, and a little courage. Follow Julie Dannenbaum's step-by-step directions, and you and the man in your life will agree the results are simply delicious. (continued on page 72)



True slashes tar in half!

**Down to only
5 mgs. tar per cigarette.**

**Down to only
100 mgs. tar per pack.**



5 MGS. TAR



**And a taste worth changing to.
Think about it.**

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

Regular: 5 mgs. "tar", 0.4 mgs. nicotine
av. per cigarette, FTC Report-October 1976.

MY LOVE IS AMERICA



A Truly Memorable Poster

Peter Max designed this original poster to express his love for America and now *American Home* expresses its love for its readers by offering it to you.

Printed on very heavy stock and suitable for framing, this beautiful four-color 24½" x 37" poster is available for just \$10.

And one of a special, limited number of posters—personally signed by Peter Max—can be yours for \$75. Truly a collector's item!

Send check or money order. Allow 4 weeks. No C.O.D./foreign orders.

Peter Max, P.O. Box 505, Planetarium Sta., N.Y., N.Y. 10024

Peter Max poster(s) @ \$10 plus \$1 post. & hdlg. \$

Signed Peter Max poster(s) @ \$75 plus \$1 post. & hdlg. \$

N.Y. residents add sales tax

Total enclosed \$

print name

street address

city

state

zip code

PETER MAX'S VALENTINE

see page 33

"I really love this country," says world-renowned American artist Peter Max as he explains how he came to create the poster *American Home* chose as a valentine to its readers. One night last fall after he had finished painting a pretty young model named Roseanne Vela, he was full of thoughts about the upcoming Presidential election and the predictions of voter apathy. He reached for a fresh canvas and began painting again, this time trying to capture a patriotic feeling. "Roseanne has a very nice face that has a classic American quality—like the 'Liberty Dime.'" By the time the portrait was finished, Max realized he had something special—a noble, inspiring head that was quite unlike his usual work. He decided to make a contribution to the election process by having thousands of copies printed and distributed around New York City. Since the election was only eight days away, none of the public-spirited organizations, like the League of Women Voters, was able to capitalize on the project. Refusing to abandon the idea, Max took on the expense and supervised the posting of "My Love is America . . . Vote" all over town.

When *American Home* came to Max with the idea of a valentine, a variation

on the Love poster seemed a happy choice because it communicated his great affection for both his adopted country and its women. The Berlin-born artist was raised in Shanghai, China, and when he was 16, he came with his parents and settled in New York. "Here everyone has the opportunity to develop talents and reach for

Artist Peter Max's work is full of peace and love themes and often features images of men and women drawn to each other in a gentle, caring way.



dreams. To someone whose family was forced to leave their homeland, the democratic process is sacred."

Peter Max, who rose to fame 10 years ago with his colorful, cartoons-in-the-cosmos style, has returned to the forefront of popular culture after spending almost four years in retreat. Trim and fit in white, paint-spattered jeans, Peter, now 39, talks about his valentine. "I like to think what I captured here was the essence of the American woman," he smiles. "I see two types. The ethnic American woman, first or second generation, who is shaping her own life from the values of her background and the open possibilities of this country. The other is a child of the early settlers who has become the face of America through the generations.

"I see American women as being very free in their state of mind. They change very fast according to what they want. They are dynamic, very warm, very sexy. The European woman is more sophisticated, but also more controlled. The American woman is freer, more alive. A joy for living emanates from within."

Peter Max, essentially a romantic and clearly a lover of women, takes another look at his poster. "You can feel what America is about in each and every woman." — J.M.

When I returned to America after a nine-year absence, the most startling change I noticed wasn't the disappearance of the mini-skirt, nor even that we didn't have Richard Nixon to kick around any more.

It was that everyone was divorced. "I left Jean six years ago," hissed one old friend, in his foyer, after I committed my first faux pas. Since then, he also had divorced Susan, and Elaine had divorced him, and although he and Annette were only "living together" now, wedding bells were soon scheduled to ring for the fourth time. My initial reaction was a selfish one. What had become of that unique Lao-tian *baci* bowl, air freighted at great expense for my friend's first wedding? Even in Luang Prabang, in 1969, it had been expensive. I soon discovered that the wedding presents I had sent during those years, a veritable museum of Oriental and European objets d'art—like the nuptials they had honored—were gone with the wind.

My brother was divorced. My aunt and uncle were divorced. My best friend was divorced. My favorite teacher and three of my college roommates were divorced, and one had remarried. Two-thirds of the women I had left behind nearly a decade ago were free again—free, that is, to marry again. Since returning to America, my nuptials bill, in spite of all the divorces, has not declined. It has multiplied. The gifts aren't even tax deductible, and my only consolation is that one doesn't also have to drop \$50 every time someone flies off to Reno or the Dominican Republic.

Why do Americans seem to change their spouses nearly as often as their automobiles, and rather more often than their careers, when people in other countries don't? It is estimated that these days one out of every three marriages in the United States ends in divorce.

The cocktail party Cassandra, the Diogeneses of the TV talk shows blame the kind of cut-rate corruption we are assured opened the gates of Rome to Attila the Hun. I disagree. I think it is the hopeless idealism of America, the congenital American belief that things must be perfect or not at all that produces the traffic jams at the divorce courts, the throngs of the lonely at singles bars, the children who barely learn their latest mother's or father's name be-

fore a new face arrives, to play house for a year or two. The problem is that far too many Americans expect far too much of their marriages, their partners—and above all, of themselves.

Perhaps Thomas Jefferson is more to blame than anyone else. Only in America is the "pursuit of happiness" the national goal, rather than a bowl of rice or a little peace and quiet. But after years on the battlefields of Indochina, in the cholera-poxed villages of Bangladesh, among the starving tribesmen of the African Sahel, let me tell you something about happiness. It is a highly overrated commodity, especially in comparison to the security, stability, and contentment less fortunate peoples are able to derive from institutions like marriage and family.

Do I sound cynical? Perhaps it dates from the evening I arrived at the home of a thrice-divorced acquaintance, to find the soufflés fallen, the children crying over their homework, and my host and hostess gripped in the melo-

drama of a most profound *crise de mariage*. Not only had she discovered him guilty of the unpardonable crime of adultery, he had discovered that she had spent an afternoon in the apartment of her ex-husband. After a joint total of six marriages, two adults in their mid-30s still were gauging the success of their personal relationships in terms of the ethic of perpetual fidelity. These supposedly grown-up people had suddenly realized they were not living happily ever after, the way fairy tales had promised.

The fact is that most divorced persons I know are still questioning after the monogamous ideal, and are hopelessly, destructively romantic. After two months, the men feel it is their duty to make honest women of the ninth—or is it the eleventh?—girlfriend they've had in the last five years. Even when they have affairs with married men, divorcees feel personally inadequate if the result is not another marriage; that means, of course, another divorce for someone else. Wives come. Husbands go. But variety is never the spice of life for these poor souls. Each liaison is not a human relationship in itself, but a premarital examination. Will Mr. Right pass the test? "I've been married and lived with three women in the four years since my divorce," a colleague told me. "I've never been unfaithful."

More's the pity. I think that if people idealized their personal relationships less they would find them more rewarding. No one person can be satisfying—or satisfied—all the time. Because wife Mary is conventional in bed, should husband John therefore put his lawyer in a higher tax bracket and subject 2.6 children to the ordeal of a divided family? The obverse can be even more disastrous. Alex or Alix may be dynamite in bed. But does that form a solid foundation for life in a house with a \$50,000 mortgage? Half the divorces I've seen are the result of the utterly false expectation that a wife should be as satisfying as a mistress. The other half derive from the discovery that mistresses make lousy wives.

The saddest divorces, I think, are those in which an older woman is abandoned when her husband runs off to lap at the fountain of perpetual youth. The traditional Chinese had a far more humane (continued on page 74)

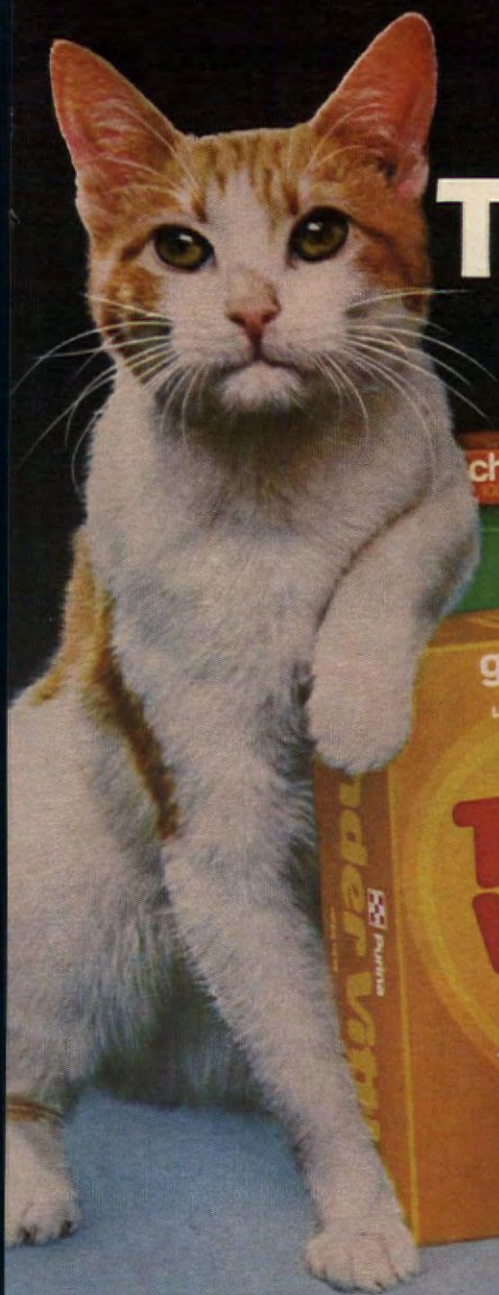
Why We Can't Stay Married

by TD Allman



PHOTOGRAPHED BY RALPH BRESWITZ

TAKE HEART! TAKE HOME TENDER VITTLES.



Our bright new heart design package will remind you that when you feed your cat Tender Vittles you're giving him cat food that's not only delicious, but a 100% complete and balanced meal with all the nutrition needs to help keep him happy and healthy.

And for being so good to your cat, Tender Vittles would like to be good to you.

Just clip the coupon and save 10¢ on any size flavor of Tender Vittles.

After all, your heart's in the right place. Ours could be, too.

Purina® Tender Vittles®
Cat Food

For your pet's health see your veterinarian annually.

10¢ OFF



ANY BOX OF TENDER VITTLES CAT FOOD.

Dealer: For payment of face value, plus 5¢ handling, send to Ralston Purina Company, P.O. Box 1107, St. Louis, Missouri 63188. Coupon will be honored only if it was honored by retailer consistent with the terms hereof submitted by a retailer of our merchandise or a clearinghouse approved by us and acting for, and at the risk of such a retailer. The obligation to redeem this coupon is expressly conditioned on the retailer showing on request invoices proving purchases of sufficient stock within the past 90 days to cover coupons presented for redemption. Any other application constitutes fraud. This coupon is nontransferable, nonassignable and redemption is limited to one coupon per specified product and size. Any sales tax must be paid by customer. Offer void where prohibited, taxed, or otherwise restricted. Cash redemption 1/20 of 1¢. Limit one coupon per purchase of Purina Tender Vittles®. Any other use constitutes fraud. Unauthorized mechanical reproduction of this coupon is prohibited. **Coupon expires February 28, 1978.**

92 92

STORE COUPON

10¢

**L'eggs® Regular
Pantyhose**

are made with Memory Yarn for beautiful look and fit. To hug and hold your legs, to stretch out and back when you stretch. Average and Queensize.

L'eggs® Knee Highs

have L'eggs extra-wide Comfort Band to hold you gently, without binding or rolling down. Feels soft, secure. Sheer Toe and new Reinforced Toes, for toes on the go.

For every pair of legs,



**L'eggs® All-Sheer
Pantyhose**

with Memory Yarn too.
Give you one sheer
lovely line from
tummy to toe tips.
Average size.

**Sheer Energy®
Pantyhose**

give your legs an all-day
massage.™ Look sheer
and smooth, yet refresh
and stimulate your legs
with every step.
A, B & Queensize.

there's a perfect pair of
L'eggs®



Also available in Canada.



tea for two...

1. Throw strudel dough down on floured board. Repeat for 10 minutes or until dough is silky and pliable.
2. Place backs of floured hands under dough. Stretch gently in all directions. No rings; they tear dough.
3. Place filling along one short edge of dough and use tablecloth or sheet underneath to help you roll it up.
4. For extra crispness, brush entire rolled-up strudel with melted butter before you bake it.



TEA FOR TWO
continued from page 63

recipes

STRUDEL

- 4 cups unsifted all-purpose flour
- 1 teaspoon salt
- 1 beaten egg
- 2 tablespoons corn or other vegetable oil
- 1 tablespoon lemon juice
- 1 1/4 cups warm water
- 1/2 cup melted butter
- Flour for rolling
- 3/4 cup dry bread crumbs
- Filling (recipes follow)

Sugar and confectioners' sugar

Mixing: Stir flour and salt together in a large bowl. Make a well and pour in egg, oil, and lemon juice; work into flour with your fingers. Add water, kneading dough in the bowl until mixture comes together to form a ball; dough will be stiff and sticky.

Kneading: Now the dough needs pummeling to make it smooth and elastic. The traditional way is to throw it. Lift it shoulder-high and throw it down on the counter, *forcefully*. Good exercise for you and a marvelous way to work off hostility! Depending upon the weather, it will take at least 100 throws, maybe 150. When it's very smooth and silky-looking, round it into a ball, place it on a lightly floured surface, brush the top with melted butter, and cover with inverted bowl. Let rest for an hour or so while you make the filling.

Stretching: Cover a 4-foot table with a tablecloth or sheet and dust generously with

(continued on page 74)

Look into Betty Crocker® Snackin' Cake®.



They're extra moist and Banana Walnut is just one of eight great Snackin' Cake flavors. Each one's rich in real ingredients and extra moist. And

full of special things.

it's so easy. Just add water, mix, bake and serve in the same pan. And try the easy recipes on all Snackin' Cake packages.

How to Wake Up the Financial Genius Inside You



33 Year Old Millionaire
and his 30 Year Old Wife (Mother of Five)

Millionaires are not 100 or even 10 times richer than you, but it is a fact that millionaires are making 10 to 50 and even 100 times more than you.

Are these wealthy people working that much harder than you? No way!

If you are working only 20 hours a week, it would be physically impossible. There are only 168 hours in a week, no one more.)

These questions used to really stump us. It was six years ago.

My wife and I then lived in Denver, Colorado, at 2545 South High Street. We paid \$5 a month rent for a cramped, tumbledown house. We were expecting our second child and we were flat broke. We felt desperate and forced into a corner. We had to borrow \$150 from my father and another \$100 from my wife's father just to buy the groceries and pay the rent. If that wasn't enough, I was several thousand dollars in debt.

Things are much different now. Last year we could have retired and lived off the income of our one million dollars in real estate holdings. (Incidentally, almost all of income from the real estate is tax free).

Since I had worked 20 to 40 hours a week and my wife stayed home with the children, I know that we didn't work even 10 times longer or harder than you. And with a C-average from Ames High School (located in Ames, Iowa) and my wife's B-average from Twin Falls High in Idaho. I'm sure that we were not any smarter than you. If hours, efforts, or brains are not what separates the rich from the average guy who is swamped with debts and very little income, what is?

We learned the answer to that question from an old fellow in Denver that we met at church. This fellow worked in a drug store stocking the shelves. Very few people knew that he had \$200,000 in the bank, all of which he had earned starting from nothing.

Within a year after meeting him, we were told and shown the same thing by a

"Millionaires Are Not 100 Times Smarter Than You, They Just Know The Wealth Formula"

young man who had recently earned over a million dollars. By this time, we began to realize that what we were being shown was truly a remarkable and workable way to grow rich.

We began to apply the principles and methods we had been shown. My wife, acting as a counselor, did her part by encouraging me when I was discouraged and pointing out where we could take some shortcuts. The results were amazing. We couldn't believe how easy it was, in fact, it seemed too easy.

But then we met an elderly lady (83 years old), who, had made \$117,000 using the same formula.

We then figured our beginning wasn't luck. For three and one half years, we worked hard to refine and improve on the formula that we had been shown, so that it would be easy to get quicker results.

As we did this, our assets multiplied very rapidly (160% per year) to the point that neither of us had to work any longer.

I guess we're bragging now, but I did start spending a lot of time in our backyard pool, traveling around the country, and doing a lot of loafing while my wife, with the aid of in-house help, was able to spend more time with our children besides being able to do all the things she had wanted to try for years.

Then one day a friend asked us how he could do what we had done.

So we began to outline the formula that we had improved to show him really how simple it was, and how he could do the same thing.

By the next time he approached us, we had written almost a complete volume on the easy way for him to copy our results.

We wrote this in simple, straightforward language so anyone could understand it.

This time our friend's questions were very specific. (He had already begun buying properties with the formulas we had been giving him). Now he had a property he wanted to buy, but was out of cash. How could he buy it?

We not only showed him how to buy without cash, but by the time the deal was complete, he had \$5,000 cash in his pocket to boot.

We also showed him how to buy a \$26,000 property for \$75 down.

You, or anyone, can do exactly what we did, or our close friends have done; in fact, you may well do it better. (We began doing this in our spare time only).

It doesn't matter where you live or the size of your town or city, our formula will show you exactly how to:

- Buy income properties for as little as \$100 down.
- Begin without any cash.
- Put \$10,000 cash in your pocket each time you buy (without selling property).
- Double your assets every year.
- Legally avoid paying federal or state income taxes.
- Buy bargains at 1/2 their market value.
- Allow you to travel one week out of every month.
- Borrow cash easily (my wife found out recently that with the new laws, borrowing can now be easily done by a woman alone).

When you send us a check or money order for \$10, we will send you all our formulas and methods, and you are free to use them anywhere and as often as you would like.

Now if you were a personal friend of ours, we know you would believe us and not need any kind of guarantee, but since you don't know us personally, we will guarantee that you will be completely satisfied and that our formula will work for you if you apply it. If for any reason you are not satisfied or change your mind, send the material back and we will quickly refund your \$10.

You may well ask, why are we willing to share our formula for wealth? Well, because many of you will probably seek further consultation and direction from us as your wealth rapidly grows and the consultation fee of \$75 an hour adds to our fortune.

But you shouldn't care if we profit as long as you profit. And we guarantee that you will.

There is one small catch; you will have to apply some effort in order to get results from our formulas. But of course, nothing worthwhile comes without some effort, but let us assure you your efforts will be rewarded beyond what you believed possible. Besides the great monetary benefits, we find that by working on our financial future together, it greatly strengthens and improves our marriage and family life.

30 DAY FREE TRIAL

REFERENCES

Community Bank & Trust, 940 W. South Temple, Salt Lake City, Utah
Sions Bank & Trust, 1 South Main Street, Salt Lake City, Utah
Charles F. Huber, Certified Public Accountant, 220 South 2nd East, Salt Lake City, Utah

HEREBY CERTIFY THAT ALL THE ABOVE STATEMENTS ARE TRUE AND FACTUAL TO THE BEST OF MY KNOWLEDGE AND THAT I HAVE KNOWN MARK O. AND MRS. HAROLDSEN FOR MORE THAN FOUR YEARS. DURING WHICH TIME HE HAS ACCOMPLISHED THE THINGS HE HAS INDICATED ABOVE.
BRUCE M. HALE - NOTARY PUBLIC

Upon request, a notarized signed statement will be sent to you, certifying that statements and the money back guarantee.
Mr. Haroldsen has lectured to many and varied groups on his methods and formulas, but never before now have all of these been available. They are now available through this ad, or at the place of his lectures.)

MARK O. & LOIS HAROLDSEN
Tudor Mansion Bldg.
Suite 101, Dept. E-636
4751 Holladay Blvd.
Salt Lake City, Utah 84117

For FAST SERVICE C.O.D. or Credit Card Buyers
Call Toll Free (24 hours a day, 7 days a week)
1-800-325-6400
Missouri Residents call 1-800-342-6600

Mark & Lois, I am sending you \$10.00 only on the condition that you guarantee I will be completely satisfied and that you will send my \$10.00 if for any reason I change my mind and send the material back within 30 days. Further, you agree to send the material to me the same day you receive my check or money order so I can expect to receive your formulas within 10 to 17 days. Upon these conditions, here is my \$10.00.

☐ For deluxe gold embossed edition add \$2.

Name

Address

City State Zip

TEA FOR TWO

continued from page 72

flour (about $\frac{1}{4}$ cup). Place rested dough in the center and roll out with a rolling pin to make a large square. Flour your hands and put them under the dough, palms down. Begin stretching dough from the center, over the backs of your hands, walking around the table to pull dough gently and evenly in all directions. Work quickly—or teach a friend to help you so you can work from two sides at once. Your aim is to stretch the dough paper-thin so it hangs over the edge of the table, without tearing it, if possible. But if you make a hole or two, don't worry—no one will see it when it's rolled. Experienced strudlers can pull the dough so thin you can read through it.

Filling: With scissors, trim off the heavier, overhanging edges of dough. Let dough dry about 15 minutes. Brush all over with melted butter and sprinkle with bread crumbs. Place cooled filling along the edge of dough nearest you, leaving a 2-inch margin. Fold edge of dough over filling; then fold in sides of dough to enclose filling. Brush edges with melted butter. Lift tablecloth on your side of the table and use it to coax the dough to roll over on itself, jelly-roll fashion. As you roll it up, continue to brush each turn with melted butter. (Here again, a helper can be useful.) Roll it onto a greased baking sheet, forming it into a horseshoe shape. Brush all over with melted butter and bake in a preheated 375° oven for 30 to 45 minutes or until golden brown and crispy. During the last 10 minutes of baking, brush again with melted butter and sprinkle with 1 tablespoon granulated sugar to glaze.

Strudel is best if you cut and serve it while still warm. Put a little confectioner's sugar in a small sieve and shake it over the strudel just before you present it. Serve with sour cream, whipped cream, or vanilla ice cream, if you wish. Serves 10 to 12.

QUICK STRUDEL

If you don't want to make your own strudel dough, buy the paper-thin pastry leaves (called *phyllo* or *fillo* leaves); many stores carry them now in the frozen-food section. Thaw the pastry if frozen, prepare the filling, melt the butter, and preheat the oven.

On a damp cloth, spread out two pastry leaves, overlapping them about an inch or so to make the long, traditional-looking strudel. (Or make two short rolls—easier to handle.) Brush the leaves with melted butter and sprinkle with bread crumbs. Lay two more leaves directly over the first two; brush them with butter and sprinkle with bread crumbs. Repeat with a third layer (and a fourth, if you like pastry as much as I do). Spoon filling along the edge, roll, brush with butter, and bake as directed above.

APPLE FILLING

8 tart apples
4 tablespoons butter
 $\frac{3}{4}$ cup granulated sugar
Juice and grated peel of 1 lemon
 $\frac{1}{4}$ to $\frac{1}{2}$ teaspoon ground nutmeg
1 tablespoon ground cinnamon
Optional: $\frac{3}{4}$ cup raisins, currants, or chopped nuts
2 tablespoons apple brandy

Peel, core, and slice apples. Melt butter in skillet; add apples and sugar and cook, tossing or stirring them a few times, until apples are tender but not mushy. Remove from heat, add remaining ingredients and let cool.

CHEESE AND NUT FILLING

2 pounds uncreamed cottage cheese
1 package (8 ounces) cream cheese, softened
 $\frac{3}{4}$ cup sugar
3 egg yolks (save egg whites)
 $\frac{3}{4}$ cup chopped nuts
Juice and grated peel of 1 lemon
Combine all ingredients and mix thoroughly.

CHERRY FILLING

2 jars (17 ounces) Bing cherries or sour cherries
(or 6 cups fresh pitted cherries)
1 cup bread crumbs
Juice and grated peel of 1 lemon
 $\frac{3}{4}$ cup sugar
 $\frac{3}{4}$ cup ground nuts
Pit and/or drain cherries and combine with remaining ingredients.

PINEAPPLE-COCONUT FILLING

4 cups drained, crushed pineapple
1 cup flaked coconut
4 eggs
1 package (8 ounces) cream cheese, softened
 $\frac{1}{2}$ cup bread crumbs
 $\frac{3}{4}$ cup granulated sugar
Combine all ingredients and mix thoroughly.

CREATIVE COUPLES

continued from page 34

Separate space is for the many varying projects they're involved in. William disappears to a houseboat to write . . . both his business articles as well as short stories. He also clicks his way around town as a photographer, and their apartment walls are covered with the results. Besides her designing firm (named "When I Grow Up") Ann has a second career as food stylist for magazines and commercials . . . and a third as a free-lance fashion show writer-commentator. When she's not too busy, she is a Parsons Design School critic and lectures at Stephens College in Missouri. She also finds time for a regular gymnastics class, and weekly French and weaving lessons (she owns a professional loom). Last year she also took spinning and dyeing.

A bionic fantasy woman? No, a woman who organizes her life so that she can do what she wants when she wants and does it all with a sense of humor because she likes doing it. She and William take one separate vacation a year, Ann to Europe and William to the Caribbean. Together they usually go to Europe.

Their dream is to move to Paris and right now they are looking for an apartment there. They don't own a TV; and don't want a weekend or summer house. They are confirmed city folk all year 'round.

They don't want children at this point in their life and maybe never will. But a certain Fat Black Kat will be part of the household wherever it's set up. □

WHY WE CAN'T STAY MARRIED

continued from page 66

and rational solution. The man too minor wife, often selected by spouse. The family was preserved. The elder wife not only kept her man she often found him rejuvenated.

I have a friend who is still very fond of his estranged wife, now in her 40s. But he lives several miles away with a woman in her early 30s. The children know everything. The women by now have so much in common that they could be close friends, if the taboos of our liberated society did forbid it. The mortgage payments on two houses are killing, and my friend's life is like one of those French farces where the same characters keep running in and out of different disguises, changing costumes. Why not be sensible, I suggested, and do things the Chinese way, under one roof? Of course my proposition was dismissed as a joke in bad taste.

The real problem is that so many people equate marriage with the attainment of happiness rather than simply regarding it as a starting point. I shall never forget what a Nepalese rajah and his wife, a plain, fat, and happy woman, told me one evening in their Katmandu palace. For 15 years they assured me, their marriage never had ceased to grow richer, more fulfilling. The reason, they told me, was that they had never met until the night they were married. They had courted at all, or lived together, even seen one another. It all had been arranged by a matchmaker.

"The problem with western-style marriage," they pointed out, "is that it is like a kettle brought to the boil during courtship, and then taken off the stove. Beginning with the wedding night, it begins to cool off."

"Our kind of marriage," they emphasized, "is like a kettle of cold water put on a stove. It gets warmer with each passing day."

How ironic it is that in this time of supposed liberation, so many of us are still enslaved by the clichés of the Perfect Mate, the Ideal Home, the Perpetual Orgasm, the Happy Ending—and therefore doomed to loneliness, to frustration, to the endless quest for a mirage that exists only in our own false expectations. Other peoples know the contentment found in accepting the limitations of their partners, as well as of themselves. Perhaps only when we renounce the pursuit of happiness will we stand a chance of achieving happiness itself.

Dr. Allman, war correspondent, Oxford don and most recently Edward Murrow Fellow at the Council on Foreign Relations has not yet found Mrs. Right.



Fit lets you make a closet full of in only a fraction of the time it used and each style custom-fits your figure.

NEVER WASTE TIME AND MONEY ON SEWING FAILURES AGAIN!

Now, there's an amazing new sew-SYSTEM that eliminates all the hours and hours of fitting time and frustration involved in fitting home clothes.

It's the amazing Perfect Fit System, lets you create beautiful dresses, blouses, skirts and slacks that fit you perfectly, even if your figure isn't average, even if you've never sewn before!

There's never been such an easy intensive way to have a closet-full of beautiful, perfectly fitting clothes.

NOW, OUT SEW MANY EXPERIENCED SEAMSTRESSES, EVEN IF YOU'VE NEVER SEWN BEFORE!

If you've done any sewing at home, you KNOW your biggest problem is creating clothes that fit properly with only store bought pattern as your guide. The trouble is that store-bought patterns are sized to vague industry averages. So while they may fit the "average" person, they're always wrong for YOU! No matter if you're taller or shorter than average, or if you're small or big busted, all or big waisted, wide or narrow bodied, it's nearly impossible to make yourself attractive clothes that really fit.

SO EASY ANYONE CAN USE IT.

The secret of the Perfect Fit System is that it gives you patterns that match YOUR figure, exactly. And it's so simple to use, you'll wonder why no one ever thought of it before. Using this system takes only a few minutes and is as easy as following the dots in a child's drawing.

MONEY BACK GUARANTEE

If you are not absolutely delighted with your Perfect Fit Pattern Making and Fashion Styling Kit, just return it within 30 days for a full and immediate refund.

Now! Over 1200 patterns to custom-fit your figure only \$6⁹⁵

THOUSANDS SOLD AT \$9.95
NOW ONLY \$6⁹⁵

It's Amazing! These "trade secrets" make it so easy to sew perfectly fitting clothes that even beginning sewers can immediately and easily outsew many experienced home seamstresses.

Save \$—Never buy another pattern • No more fitting problems • Over 1200 up-to-the-minute styles • Even copy styles you see in stores and magazines

COPY ANY FASHION IN ANY STORE OR MAGAZINE.

Using the Perfect Fit System, and only 2 measurements, you'll be able to make an unlimited number of styles.

You'll be able to select any basic style, then if you wish, interchange sleeves, cuffs, collars, pockets and belts to achieve just the look you want. And it all fits perfectly—at the shoulders, armholes, bust, waist and hips—the classic problem areas.

You can copy the pictures in this magazine or the fashions you admire at the most expensive stores.

You'll be wearing London, Rome, and Paris fashions instead of ordinary clothes.

SAVE MONEY. NEVER BUY ANOTHER PATTERN OR READY-MADE DRESS AGAIN!

Whether you are new to home sewing or have been sewing for years, you can't afford not to own the Perfect Fit System. Discover for yourself that Perfect Fit is the easiest, surest, most economical, most remarkably foolproof styling and fitting system ever. Order yours today!

USED BY—schools, colleges, professional dressmakers and the U.S. Government



Your big 20" x 8" kit is packed with patterns, professional dressmaker secrets and designer shortcuts; plus professional-type tools, including an easy to use special measuring ruler, French curve, armhole markers, measurement chart, dart-making device, and more. For the first time you'll be in perfect control of the fit of your clothes.

WHAT PERFECT FIT SYSTEM OWNERS WRITE TO US!

"Your system is the greatest thing to happen to home sewing." Mrs. T.E.J.—Illinois (has sewed for 20 years)

"It's so easy. Anyone who wants to sew at home shouldn't be without it."

Miss S.W.—Texas (a beginning sewer)

"At last, an easy way to make dresses and skirts that really fit."

Miss S.R.—New York

"I'm amazed at the perfection of the fit."

Mrs. B.J.—California

"I have a ball designing clothes from pictures I see."

Miss C.B.—Wisconsin

"It's fantastic... send one to my sister."

Mrs. A.J.M.—New Jersey

Perfect Fit Publishing, Co., Dept. R5-2614
380 Madison Avenue
New York, N.Y. 10017

Perfect Fit Publishing, Co., Dept. R5-2614
380 Madison Avenue
New York, N.Y. 10017

Send me ___ set(s) of The Perfect Fit System and complete tools, at only \$6.95 plus 50¢ shipping and handling for each Kit. I may enjoy the Kit for 30 days and then return it for a full refund if not completely satisfied.

☐ Enclosed is my check or money order for \$_____

☐ Charge my Master Charge

☐ Charge my BankAmericard

Account # (Print All digits)

M/C ICA# _____

Signed _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ Zip _____

N.Y. Residents please add tax.

The Bathing Beauties

Add a splash of color with these novel shower curtains. Each comes with a free set of coordinated hooks.

Never has there been so many exciting options available for decorating your bathroom as there are today. Any of our three distinctive shower curtains will create a special mood that's "naturally" appealing. Put a lion in your life with the regal king of the jungle motif. The lordly lion is glorious in earthy colors of brown and bone. Or, shower in the blue, waves off Malibu. The spider will weave an enchanting spell on a clear curtain in your bathroom. The curtains are made of softest vinyl; each measures 72 by 72 inches—no liners are needed. Specially priced at \$16.95, the shower curtains come with a free gift of coordinated shower hooks.

Enclose check or money order. No C.O.D. or foreign orders. Allow 4 weeks for delivery.

American Home General Store

Dept. SHC

641 Lexington Ave.

New York, N.Y. 10022

— Lion Shower Curtain(s) @ \$16.95 plus \$1.25 post. & hdg. \$

— Sea Shower Curtain(s) @ \$16.95 plus \$1.25 post. & hdg. \$

— Spider Web Shower Curtain(s) @ \$16.95 plus \$1.25 post. & hdg. \$

N.Y. residents add sales tax

Total enclosed \$

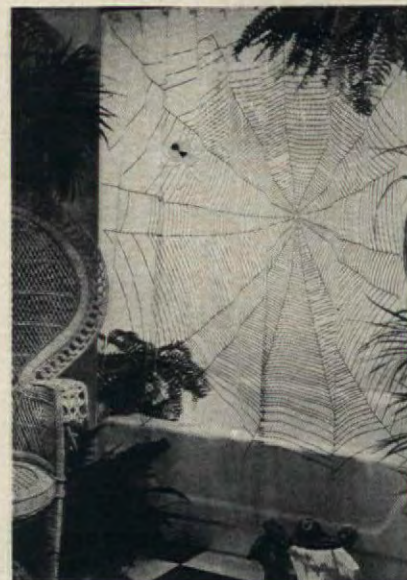
name

address

city

state

zip



What price pudding?

Do you think powdered puddings are a lot cheaper than Thank You brand puddings?

They're not. Not when you add in the cost of milk.

Thank You puddings cost only a *little* more than Jello or Royal (because

we've already added the milk).

Thank You brings you perfect pudding without preparation. Creamy, smooth, and rich. With real home-made flavor.

Sample all seven flavors.

The taste is right.

And so is the price.



The no-work pudding that costs just a little more than Jello or Royal (when you add the cost of milk).

Thank You BRAND



Down with Bold Fumblers

by Peter Rand

The idea that women aren't handy around the house—and that something is wrong with men unless they are—is such an old canard it's part of American folk humor.

Plenty of women are convinced they can't dope out mechanical problems *only* because they never learned to solve any when they were growing up. Can you believe many men are the same? Take my friend Milligan. He is the suburbanite who became, out of sheer despair, what I call a "Bold Fumbler." He never did anything around the house if he could persuade somebody else to do it, and as long as he stayed on friendly terms with his brother-in-law, this device worked.

I never knew the whole story, but somewhere along the line Milligan suffered a domestic upheaval. Gone were house, furniture, and he no longer had access to the brother-in-law.

One night during a poker game, Milligan scowled from his handful of cards and demanded to know where I

had gotten my "planks." "These things," he said, and jerked his head at my bookshelves. "I got them at the lumberyard," I said. "All I had to do was set them on the brackets I'd screwed into braces behind the Sheetrock." Milligan's frown faded to a bewildered look. Then he confessed he'd been trying to construct a bookcase out of cardboard boxes.

The roots of such misguided thinking go back to the mumbo jumbo of adolescent education and to improper pigeonholing by guidance counselors. Why *shouldn't* a lawyer frame in a house . . . a salesman patch a leaky roof . . . a teacher wield a monkey wrench?

Rarely will a wall strike back if you knock a hole in it to get a better look at the broken pipe behind it. However, plunging inexperienced hands into a bed of faulty wires is not recommended even when the electricity is turned off. Emergencies are a bad time to study the hardware—which makes a good argument for learning household mechanics in advance.

Learning isn't easy—for a man or a woman. I am a person for whom this act was as harrowing as meeting a bobcat in the woods. I was 16, with a demanding employer who had hired me to do hod carrying for \$1 an hour.

My boss described what he wanted—the wet cement up a long

plank over the not-yet-dry floor of the entrance hall to the living room. Then he wanted it dumped into the open foundation. I managed to wheel the thing halfway up the plank before it perversely plunged sideways and dropped its load onto the hall floor. The problem then was how to get the wet cement for the living room off the wet cement on the floor below. My boss told me how to do this.

His method involved shoveling the extra stuff back into the wheelbarrow without creating any more chaos on the hall floor. This I did, smoothing it nicely with the shovel. Soon the boss returned and demanded to know where the shovel was. We went to see, and it appeared to be lying in a shallow mud bath on the hall floor. He explained what he wanted me to do with the shovel; then he fired me.

Let me end on the hopeful note that it has all changed, and I no longer glance around in panic for the person being addressed when someone tries to instruct me. Incidentally, Milligan got back into his old house through the basement one night while fixing the water heater for his ex-wife . . . I believe he's still there. □

Peter Rand, whose articles have appeared in major magazines, is the former fiction editor of Antaeus.

The 1977 Wilton Yearbook gives you hundreds of new cake decorating ideas and shows you how to make every one of them



- 196 full color pages
8½" x 11"
- 500 color photos
- 3 giant sections:
Over 150 new cake ideas
Easy to follow instructions
A complete selection of decorating tools



Cakes for Every Occasion

2 dozen birthday cakes for all ages, including animals, circuses, and 10 cartoon cakes for kids. 60 occasion cakes for all seasons, special events and holidays, including Easter, Valentine's Day, Mother's Day and Christmas. 20 wedding and anniversary cakes.



Capsule Course on Decorating

Simple step-by-step instructions for beginners teach everything from making icing to basic borders & flowers. Advanced instructions show how easy it is to weave a basket cake, pipe figures, write messages, create your own borders and make 25 icing flowers.



Decorators' Mart

Over 1800 decorating products and tools. Basic pans and 55 imaginatively shaped pans, plus tubes, cookie cutters, toppers and trim. Flavorings, coloring and icing mix. Everything you need to make decorated cakes—right at your fingertips with easy order form.

**Send now for your new
1977 Wilton Yearbook,
and turn any occasion
into a celebration**

Every design and decorating technique in the 1977 Yearbook is personally supervised by Norman Wilton, the leading authority and consultant on the art of cake decorating. He has traveled the world developing ideas and put them together for you with easy-to-follow instructions.

© 1977 Wilton Enterprises®, Inc., Chgo., Ill.

Wilton.

Wilton Enterprises, Inc.
Attn: Dept. JV
833 West 115th Street
Chicago, IL 60643

I want to decorate beautiful cakes. Send me the 196 page, full color 1977 Wilton Yearbook.

I enclose: ☐ \$2.00 for one copy
☐ \$4.00 for two copies
Includes postage & handling

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Wilton

WONDERFUL WAYS TO EXPRESS YOURSELF

NOW! GIANT INDOOR WINTER (AND SPRING TOO) STRAWBERRIES

(FRAGARIA
CULTIVAR)

**(JUST LIKE THIS)
— just 60 days
from now!**

How's this for a fistful of
mouth-watering goodness? Say
no more — just pass the cream!



**ACTUAL
SIZE**

Yes, you simply take these winter wonder-fruits developed by the U.S. Dept. of Agriculture . . . hang them inside your home . . . and pick masses of luscious red berries ALL WINTER LONG — RIGHT ON THROUGH SPRING — and smack up to summer! Think of it! An entire hanging garden of "WINTER-THRU-SUMMER" indoor strawberries that grow into a wondrous indoor orchard just teeming with basket-after-basket of the sweetest, juiciest berries you've ever sunk your tooth into.

**HUGE "RESTAURANT" TYPE BERRIES TWICE AS BIG,
TWICE AS TASTY AS REGULAR OUTDOOR STRAWBERRIES!**
And not just ordinary strawberries, but giant RECORD-BOOK fruits that look like small peaches. Yes, yours ALL WINTER LONG and ALL SPRING TOO — a summertime feast of berries by the basketful that are:

- SO BIG and juicy you eat them like hand-fruit . . . just like peaches or plums.
- SO HUGE and meaty, just one sliced-up berry tops a whole bowlful of cereal.
- SO PROLIFIC that for every giant berry you pick when it first fruits, you'll pick 2, 3, even 4 times as many as the months go by!

**THINK OF IT — FROM THIS ONE SINGLE PLANT, YOU GET
A WHOLE WINTER-THRU-SUMMER "STRAWBERRY FACTORY"**
Just imagine the taste thrills galore as you "spoil" yourself and your family with FRESH-PICKED STRAWBERRIES from your own indoor hanging garden ALL WINTER LONG, ALL SPRING LONG, **smack up to summer starting just weeks from now!**

**FOR BERRIES BY THE BUSHEL ALL WINTER,
ALL SPRING — ACT NOW!**

Now, the price of these wondrous INDOOR-FRUITING STRAWBERRIES is not the \$3.00 or \$4.00 per plant you might expect . . . just a mere \$2.98 for the entire 3-Plant Hanging Garden, **PLANTER INCLUDED**. And remember — the plants we send you are true fruiting-size, nursery grown stock . . . all set to reward you with berries by the basketful . . . berries almost the size of SMALL PEACHES . . . starting just 60 days from today! But since now is the time they must be shipped if you want a parade of sweet, fresh strawberries starting this very winter from your own INDOOR HANGING STRAWBERRY GARDEN (and continuing right through spring and smack up to summer) . . . you must act NOW!

© 1977 American Consumer, Inc.

**COMES COMPLETE
WITH DECORATOR'S
HANGING PLANTER**
for a "summertime" fruit festival
ALL WINTER AND SPRING

HANGING STRAWBERRY GARDEN, Dept. JSW-50
Caroline Rd., Philadelphia, PA 19176

Please send me the Giant Hanging Indoor Strawberry Garden(s) I have checked below. I understand that these indoor-fruited strawberry plants come in their own decorator's hanging planter, and are guaranteed to fruit like crazy from winter right through to summer, or my purchase price will be refunded in full (except postage & handling).

Check offer desired:

- ☐ 3 Giant Winter-to-Summer Strawberry Plants plus Hanging Decorator Planter only \$2.98 plus 50¢ postage & handling.
- ☐ 6 Giant Winter-to-Summer Strawberry Plants plus 2 Hanging Decorator Planters only \$4.98 plus 75¢ postage & handling.
- ☐ 9 Giant Winter-to-Summer Strawberry Plants plus 3 Hanging Decorator Planters only \$6.98 plus \$1 postage & handling.

Total amount enclosed \$_____ (PA residents add 6% sales tax). Check or money order, no CODs please.

Name _____

Address _____

Apt. # _____

City _____

State _____

Zip _____

6721-500

Div. of American Consumer, Inc.

How Much Do I Love Thee? Let Me Count the Change...

It was another one of those \$20 arguments.

"... And what did you do with the 20 bucks I gave you a couple of days ago?"

He wasn't waiting for her answer. She knew he almost never did. They'd been through it all before. Too many times.

"I'll be in the poorhouse. We'll all be in the poorhouse. Do you know how I have to break my back for every dollar I make?"

"And do you know how hard I have to work to make every dollar count?" she screamed.

Of course they both knew. But when it came to money, neither was very logical. And for that matter, few of us can think or talk about money calmly.

The hard truth is that money ranks among the top reasons for clashes in the home. And the even harder truth is that, when you and I learned as children that the value of the dollar can be figured as four quarters, ten dimes, 20 nickels, or 100 pennies, that was only part of our lesson. The value of the dollar—to most of us—usually represents much more than coins, paper bills, or a means of barter.

YOUR MONEY EGO

We all have a money ego. It's important to recognize that at least part of any decision about discretionary spending—spending that doesn't involve necessities—is not always logical and rational.

"Most people are willing to spend money. But how and what they spend it on depends on how they feel about themselves. Each of us puts a personal value on dollars that has to do with our feelings, opinions, and attitudes. For most of us, money has an enormous symbolic meaning," warns Shirley Stein, Princeton, N.J., family therapist.

"We begin to make up our minds about money long before we handle it or spend it," Stein observes. "Most of our opinions are unconscious, formed when we are toddlers and well before we are 10 years old. How the adults laid out money and talked about it while raising us set the patterns of our thinking. Without knowing it, as young children, we set images about ourselves and money that last for a lifetime."

In short, many people whose parents never had enough to meet their bills, or who were 1930s Depression children, may feel forever poor. In spite of soaring investments, savings, and salaries, they always feel and act flat broke.

THE SAME DOLLAR—DIFFERENT SENSE

Right now, chances are that about half the families you know are probably having a pocketbook crisis and quarreling about it. A survey by researchers Yankelovich, Skelly, and White in 1974 tells us that 54 percent, more than half the American families, argue



Quarreling about money?
Here are some ways you can stop.

by Vivian Grey

about money much of the time. It is even worse for families hit by the sliding job market. Faced with unemployment, 64 percent of the financially flattened families studied are going at each other, using the dollar as a weapon and as a battlefield.

Stopping those clashes over money begins when you realize and accept the idea that you are not quarreling about finances at all. The wrangle over cash starts with your attitude towards money and builds to how you feel about yourself and the other one in the fracas. Once you've begun to turn on to your own feelings about money, it becomes a little easier to tune in to someone else's reactions.

But differences over money have a long history in

many marriages. The typical trouble spots that may take all the love and skill you have to get through begin shortly after the ceremony, and probably even before. The first baby starts another storm, and so can decisions about clothes, vacations, buying a car or a house. When a couple makes it to the middle years, they're not home free because spending money on their teenagers and for college tuition bills may require a jarring cutback in their lifestyles.

Or maybe they haven't been able to ride out all their crises and there's been a divorce. Whoever said "love is better the second time around" didn't figure in the cost of alimony payments, a second marriage, and children—his, hers, and theirs.

The retirement years aren't necessarily loaded with leisure-time delights, either. There may be a feud because the 35-year-old pension plan and bank books aren't enough to give couples a decent standard of living.

FINANCIAL FIRST AID

There's a way of avoiding damaging fights over money. The first step is to understand that a pocketbook crisis and a value crisis go together and that in every open argument hidden, unconscious attitudes about money are also at stake. In other words, built into every heated dollar debate, is the possibility that the people involved may already be going for broke emotionally.

The second step when you sense you are headed for a money emergency is to talk about it as calmly as you can. Then suggest a meeting at a time that will give everyone involved in the crisis a full chance to discuss his or her wants and needs. If the kids are old enough—even in the early primary grades—give them a broad idea of what is happening and invite them to give their ideas, too. One of the most valuable lessons they can learn is how adults successfully deal with money problems—and to feel they have been a part of that success. The older generation who went through the

Depression years of the 30s have valuable advice to offer, so you may want to ask them, too.

Before the meeting, suggest that everyone think about expenses and make a list, starting with what is the most important to them.

NEW THINKING—A NEW LANGUAGE

The idea is to create a program that takes everyone's needs into consideration. Terms once used only in business—"negotiate," "arbitrate," "make a contract"—set the tone for talking over a family financial crisis in a way that assures that everyone gives a little and gets a little.

You should all agree on certain ground rules. The most effective way of stating a difference is for each person to relate his or her opinion in personal terms. Use the words "I" and "me" to talk about the situation and how you are affected by it.

You should also agree that no one has the right to argue with your personal reactions to money or to tell you how to feel. You are getting somewhere only when you can talk out your goals, needs, and dollar dilemmas in terms of your own feelings, without accusing other people.

EQUAL OPPORTUNITY SPENDING

It is especially important in the arbitration session that all feel equal. Sometimes the larger wage earner—usually the husband—feels more equal than most. Often he'll try to control the wife or family through his income power.

Professor John Percival of the Wharton School of Business at the University of Pennsylvania points out that "... emotional issues are even more difficult when the wife isn't earning a second income, but has to rely on one wage — her husband's. But the one-income-family woman should be able to lay claim to some money. That is, she should justifiably feel she has an important say in the family's spending patterns." He points out that many studies show that the dollar value of the wife's services is equal to a middle-management income.

AGREEMENTS—NOT ARGUMENTS

All of this exploration takes time, so don't expect to solve your crisis with one meeting. It will probably take several sessions before you can agree on a strategy that will get you out of the red and keep you out. And during the discussions, it is important for everyone to realize that the determination to win the argument can defeat the purpose of planning together. In any money battle, there can't be and isn't any real right or wrong.

You'll know if you are arbitrating successfully when you feel that you are all beginning to pull together at last. As you learn to develop your agreements instead of arguments, don't be surprised at the new ideas you may hear and decide to use. For sure, the solutions aren't going to be the same as those of former generations.

What you get for your energy and effort, though, may give you even more—an easier, more open way of solving your financial and other problems—together. And then, you can both ask each other, "How much do I love thee? Let me count the change . . ." The change, that is, in the better quality of your relationship. □

Vivian Grey scripts TV programs, authors books, and is a journalist on topics ranging from nuclear energy to finances.

© Lorillard, U.S.A., 1977

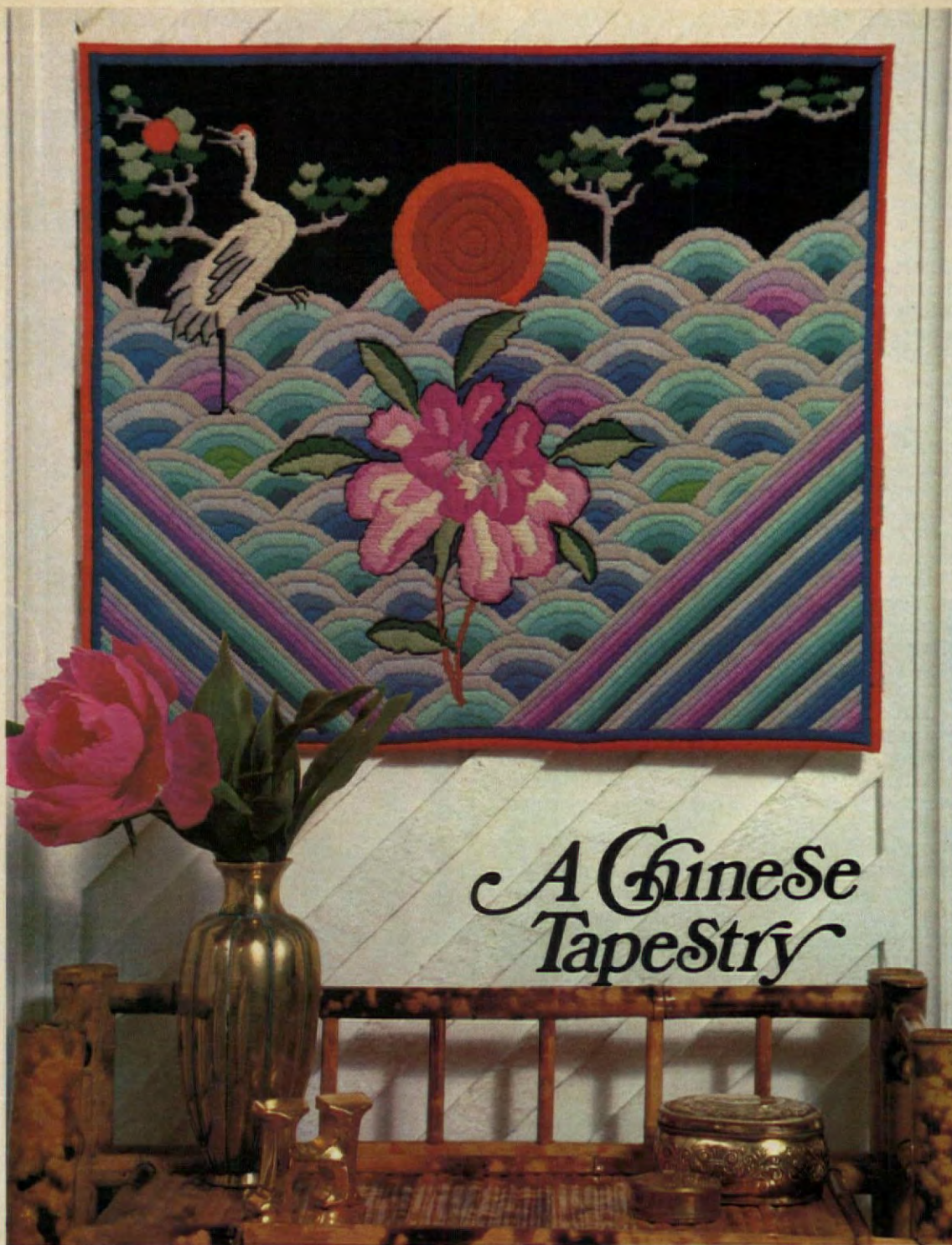
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

You can smoke fewer cigarettes by smoking longer ones.

"It's wacky, but it works."

Max 120's take longer to smoke so you don't light up as often.

Regular: 17 mg. "tar," 1.2 mg. nicotine
Menthol: 17 mg. "tar," 1.2 mg. nicotine av. per cigarette,
FTC Report April 1976



PHOTOGRAPHY BY HERB BLEIWEISS

To satisfy your longing for something quintessentially Chinese, Rachel Newman, Editor of *American Home Crafts* adapted this sophisticated tapestry from an antique embroidery. The peony, crane, and sun, along with the ombre striped corners and curving waves are traditional oriental motifs, originally done with silk on silk. For today's needle artist, we have printed the 19½ by 17 inch design in outline on needlepoint canvas and provided a color key for D.M.C. Persian yarn. (You supply the yarn). The tapestry uses the technique of covering several meshes with one long stitch, worked in a horizontal or vertical direction. A lovely gift idea, the work goes four times as fast as standard needlepoint and it's easy to do. To order, see coupon, right.

Advertisement

American Home, Dept. CT2
641 Lexington Ave.
New York, N.Y. 10022

Chinese Tapestry @ \$5 each\$
 Post. & Hdlg. .25 each
 N.Y. add sales tax
 Total enclosed\$

Fill out coupon and enclose check or money order. Please allow at least 4 weeks for delivery. Sorry no C.O.D. orders. Canadian residents pay by international Money Order (U.S. currency), available at Canadian post offices.

name
 address
 city state zip

Questions From Readers

by Marvin D. Schwartz



This Wedgwood vase, charcoal in color with white raised figures, is one of a pair that belonged to my grandmother. I understand they are quite unusual. Do you know anything about them?

—G.T.G., Fort Pierce, Fla.

Identifying Wedgwood can prove a challenge for the uninitiated. The black body called basalt was used first in the 1700s, but is still made today. Marks vary from the 18th to the 20th century

—most significant are early examples bearing a Wedgwood and Bentley mark. The character of the decorations also varies. It is delicate in the 1700s, really fussy about 1850 to 1880, and a bit rough in most recent efforts. Your vase has elements that could have been made as early as 1780, but a careful examination might reveal that it's of much later origin.



Purchased from a dealer as part of an estate sale, this chest is inlaid and looks like walnut and satin wood. Can you identify its origin and age?

—Mrs. B.W.T., Paducah, Ky.

The design of the chest you own is based on late 18th-century English models inspired by Sheraton and Hepplewhite, authors of the two famous design books of the period. The female figures inlaid on the doors, however, are simple peasant

types that look neither English nor late 18th-century. This kind of furniture is not easily attributed. Very likely it was made around 1900 by a skilled craftsman who was trying to be original.



Made of clear glass, this dish belonged to my husband's family. It measures 1 1/4 inches high; the bottom is eight inches square. "The Patriot and the Soldier" is printed above the portrait, and underneath appears "Gen. Ulysses S. Grant." Could you tell me its age and why it was made?

—Mrs. C.B.W., Battle Creek, Mich.

The Grant Memorial Plate you own is one that is well known. It was produced in both clear and amber glass about 1885, when Grant died. The specific maker is difficult to identify since a number of pressed-glass manufacturers were producing similar wares. Adams and United States Glass Company of Pittsburgh are two of a number of possibilities.



This vase has been in our family for over 150 years. It is mainly white, decorated with roses that I've been told are Victoria roses. No trade names appear on the vase. Can you tell me anything more about it?

—Mrs. E.B.R., Brevard, N.C.

Your vase is a 19th-century European porcelain not easily identifiable. It's a free form example that was made at potteries in France, England, and Ger-

many between about 1840 and 1880. The vases were often unmarked since they were very popular commercial pieces not particularly prized when new. The basic shape is in the rococo revival style fashionable on both sides of the Atlantic at that time.

We can't appraise an object for you, but we can tell you about its style and origin. Send clear black-and-white photos plus descriptions including details the pictures don't show to: Questions From Readers, American Home, 641 Lexington Ave., New York, N.Y. 10022. Sorry, we cannot return photos or send personal replies.



I acquired this piece in Germany during World War II. I believe it's bronze. There is a three-eighths-inch hole between the ears and a spout from the mouth. There is no signature. I recall reading that such vessels were used long ago by priests for dispensing holy water. Can you verify this?

—B.S., Merrill, Wisc.

The article you have is a reproduction of an aquamanile—a form that was used in the Middle Ages as a water pitcher for the ritualistic washing of hands. Among clues to the lateness of its manufacture are the length and shape of the water spout. Also, the tail is flat and less graceful—and the lines inscribed to suggest hair are much more complex—than those found on real medieval forms.



This calendar clock belonged to my grandfather. No name or manufacturer's mark appears on the front, but a small remnant of paper was still stuck on the back. The paper has the following on it: D.J. —ent, E.N. Wel— Co., Forestville, Conn., USA. Any information you could add would be appreciated.

—Mrs. M.J.S., Logan, Utah

The clock you have is an important type of the popular calendar clock. First made about 1870, it was advertised as "the best in existence."

The small dials that appear on your clock's lower section give the day of the week and the month, while the large one is a second hand. The "D.J." on your clock stands for Daniel Jackson Gale who held the patent, and the rest indicates the manufacturer, the E.N. Welch Mfg. Co.

SHOPPING GUIDE

Merchandise listed is available in leading department and specialty stores. Items not included may be privately owned, custom-made or one-of-a-kind.

All prices quoted are approximate at time of publication and are slightly higher west of the Rockies and in Canada. To obtain purchasing information on merchandise listed, write to manufacturer or store (complete address is provided in Shopping Guide Address Directory below). When writing, include date of magazine, page number and description of item to insure prompt reply. Items followed by † are available through architects and decorators only. Items available by mail are preceded by †; additional postage, if any, is indicated within (). Add city and state sales tax where applicable. Check or money order and zip code must be included. All manufacturers or shops listed will refund the cost of an item (unless monogrammed) only if it is returned within two weeks of receipt and in good condition.

SHOPPING GUIDE ADDRESS DIRECTORY

Henri Bendel, Dept. AH-2, 10 West 57 St., New York, N.Y. 10019
Cinandre Hair Salon, Dept. AH-2, 11 East 57 St., New York, N.Y. 10022
Denby Ltd. Inc., Dept. AH-2, 10880 Wilshire Blvd., Suite 400, Los Angeles, Calif., 90024
Christian Dior, Dept. AH-2, 16 East 34 St., New York, N.Y. 10016
Éclat, Dept. AH-2, 6 Spencer Place, Scarsdale, N.Y. 10583
Fabrics 'Round The World, Dept. AH-2, 830 West 19, P.O. Box 790, Hialeah, Fla. 33010
Jenny B. Goode, Dept. AH-2, 1194 Lexington Ave., New York, N.Y. 10028
Nails by Margaret, Dept. AH-2, 35 East 65 St., New York, N.Y. 10021
Sandra Paillet, Dept. AH-2, 25 West 38 St., New York, N.Y. 10018
Polo by Ralph Lauren, Dept. AH-2, 40 West 55 St., New York, N.Y. 10019
Rosenthal Studio-Haus, Dept. AH-2, 584 Fifth Ave., New York, N.Y. 10036
Rubel, Dept. AH-2, 225 Fifth Ave., New York, N.Y. 10010
Sigma Marketing Systems, Dept. AH-2, 225 Fifth Ave., New York, N.Y. 10010
Catherine Stein, Inc., Dept. AH-2, 417 Fifth Ave., New York, N.Y. 10016
Tiffany & Co., Personal Shopping Dept. AH-2, 727 Fifth Ave., New York, N.Y. 10022

CREATIVE COUPLES

Cover & Pages 34-35: All mix 'n match outfits shown are made from one Vogue Pattern, #1598, designed by Carol Horn. Misses' overblouse, tank top, knee-length jacket, and pants, sizes 8-16, \$5. Vogue Patterns are sold in most department stores. To order by mail, send check or money order, pattern number (S) and size to: Butterick Fashion Marketing Co., P.O. Box 549, Altoona, Pa. 16603. In Canada: Butterick Fashion Mkt. Co., P.O. Box 4001, Terminal A, Toronto 1, Ont., Canada, M5W-1H9. Please add 15c postage and handling for each pattern ordered. Pennsylvania residents please add sales tax. All fabrics are by Earl-Glo; to mail order from Fabrics 'Round The World (see Shopping Guide Address Directory). When ordering fabrics, please specify fabric name and style number. One yard minimum order per fabric. All prices quoted are postpaid. Approximate fabric yardages are given in widths of actual fabrics featured and for fabrics without nap, except where otherwise noted. These yardages do not include extra fabric for matching checks, stripes, or plaids. See individual listings for fabrics used.

Page 34, left: "Green/white stripe overblouse, pants and matching belt are made in Earl-Glo's "Esquire," #F-137, pattern 1160, 65% polyester/35% cotton stripe oxford shirting, 44/45" wide, color #V, \$3.75/yd. Wrap and tie belt is Vogue Pattern #9255, view E, one size, \$2. Three-bead green/white porcelain choker, #2204, \$60. Green/white paisley design heart necklace, #2125, \$35; matching bangle, #2166,

\$60, all by Sandra Paillet. Plastic basket, \$6, by Le Sportsac, from Henri Bendel. William Shepherd is wearing a green corduroy hacking jacket, #636203, 50% polyester/50% cotton, sizes 36-46, \$140, and Khaki pants, #718102, 100% cotton chino, pleated at the waist, sizes 28-36", \$57.50. Both from Polo by Ralph Lauren.

Cover and page 34, right: "Fabric for striped knee-length jacket and matching pants is Earl-Glo's "Malibu Stripe," #F-128, pattern 1, 100% cotton, 54" wide, color: peach, \$6.75/yd. Underneath jacket is bright green stretch terry tank top made in Earl-Glo's "Misty," #F-586, pattern 3320, 60% Avlin polyester/40% Avril rayon, 52/54" wide, color: Clover, \$5.50/yd. 15-inch long brass Indian bead choker, #5481, \$10. Wide cuff bracelet, #7333, \$15, and thin bangles, #7334, \$5 each: all are plastic in old ivory tones, all by Cathy & Marsha for Catherine Stein. Wm. Shepherd is wearing a yellow 100% cotton oxford dress shirt, #719030, sizes 14½-32 to 16"-35, \$32.50. And also the same khaki pants listed above. Both from Polo by Ralph Lauren. On the table: "Peach Bloom" high-fired stoneware by Iron Mountain Stoneware, available at Tiffany & Co. All stoneware is chip resistant, oven-proof. Five-piece place setting, \$75; large 9" bowl, \$75; matching pitcher, \$65. Add \$2 per package for shipping and handling outside UPS area, add sales tax where applicable. Large heavy duty pressed glass "Arthur" goblets, #0912, 14 oz., 4" X 7", \$1.50 (\$1.75) each by Wings Over The World, available at Éclat.

Page 35: Solid green fabric for overblouse, skirt and matching belt is Earl-Glo's "Esquire," #F-137, pattern 6019, 65% polyester/35% cotton blend shirting, 44/45" wide, color: V, \$3.75/yd. Wrap and tie belt is Vogue Pattern #9255, view A, one size, \$2. Narrow apron is made in Earl-Glo's "Esquire," #F-137, pattern 1660, 65% polyester/35% cotton, 44/45" wide, color: V, \$3.75/yd. Green/white paisley design porcelain heart necklace and matching bangle by Sandra Paillet, see listing for page 00. Hair by Gregory, make-up by Neila, both of Cinandre. All of Ann's make-up is by Maybelline: Fresh & Lovely Oil-Control make-up in Peach, Brush/Blush in Soft Honey Amber, Ultra Velvet powder eye shadow in Cinnamon Velvet, Ultra Frost powder eye shadow in Peach Frost and Fresh & Lovely moisture lip color in Fresh Farmer Brown.

PATTERN BACKVIEWS

All yardages for Misses' size 10.

VOGUE PATTERN #1598

Overblouse, tank top, knee-length jacket, skirt and pants.



FRONT



BACK

yds: 3½ (peach stripe knee-length jacket)
fabric width: 54"



FRONT

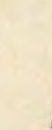


BACK

yds: ¾ (tank top)
fabric width: 52/54"



FRONT



BACK

yds: 2 ¾ (peach stripe pants)
fabric width: 54"

yds: 2 ¾ (green/white stripe pants)
fabric width: 44/45"



FRONT



BACK

yds: 2 3/8 each (green/white stripe & solid green overblouses)
fabric width: 44/45"



FRONT



BACK

yds: 2 (solid green skirt, view A)
fabric width: 44/45"



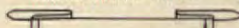
yds: ¾ (apron)
fabric width: 44/45"

VOGUE PATTERN #9255

Belts, one size



yds: ½ (view A)
fabric width: 44/45"



yds: ¾ (view E)
fabric width: 44/45"

TWO'S COMPANY

All sources New York City unless otherwise noted.

Pages 42-45: All fixtures, Kohler Co., Kohler, Wisc. Tub, "The Bath" with Whirlpool, K-1401 in Espresso; lavatories, "Lady Vanity" K-2170 in Espresso, "Man's Lav" K-2885 in Espresso; toilet, "Rochelle" K-3385-EB in Espresso; bidet, "Caravelle" K-4862 in Espresso; shower, "Tobago" K-1448 in Parchment; fittings, "Alterna Onyx" in polished 24-carat gold electroplate with imported onyx inserts in brown-tone Turkish Firelight; tile, 4 ¼-inch square, 384 Cr. Espresso, American Olean Tile Co., Lansdale, Pa. Redwood lumber, Simpson Timber Co., Seattle, Wash. Custom mirror, Twin County Glass, Miramar, Fla. Laminate counter surface, Design 947, Finish 65 in Angola Brown, Formica Corp., Cincinnati, Ohio. Lighting system, Power-Trac L764P, Halo Lighting, Elkgrove Village, Ill. All towels, J.P. Stevens. Egyptian-style towels, "Nubian Legends" in Rust, "Nubian Treasures" in Pewter Blue, "Nubian Flowers" in Multi, Evolutions Collection from The Design Works of Bedford-Stuyvesant Inc. for Utica Fine Arts; solid color towels, "Pewter," "Midnight Blue," "Sky Blue," "Copper," Grand Velour II for Utica Fine Arts. Egyptian-style pillows near tub covered with sheets, "Nubian Legends" in Rust, "Nubian Flowers" in Multi, Evolutions Collection from The Design Works of Bedford-Stuyvesant Inc. for Utica Fine Arts, J.P. Stevens. Man's cosmetics by Aramis at Estee Lauder. Shampoo On A Rope, Fortified Cologne Spray, Muscle Soothing Soak, Bath Soap; woman's cosmetics by Estee Lauder. Eau d'Aliaje Fragrance Spray. Natural weavings, 6-154 "Sand Dunes" near tub (\$130), 6-172 "Primitive Love" above toilet (\$105), designed by Don Freedman exclusively for Interlude. TV, 9-inch white "Sportable" AA097, RCA. Hair dryer, "Shape n' Dry 900" model HB9800, battery-operated facial skin brush, "Complexion Plus" model HB9500, Norelco, North American Phillips Corp. Manicure machine, "Nail Works," Clairol. Shaver, "Schick Flexmatic Model 300" in Beige, Schick Inc., Lancaster, Pa. Camel pillow, PI-405 in Brown, palm frond stand, PLF-450, scarab boxes, SCB-90, Arthur Court Designs, San Francisco, Calif. Large terra cotta-colored obelisk, medium sand-colored obelisk, Molini-Southard. Lacquered wicker urn, 585, nest of lacquered wicker baskets, 193, nest of lacquered wicker hampers, 601, Boxer & Ashfield. "Papyrus" cachepot, "Koran Script" vase, "Eastern Palm" footed cake plate, "Eastern Palm" mugs, Block China Corp. Wastebaskets, "The Rope" in Antique Cognac, Townhouse Originals, North Hollywood, Calif. Comb, K4465, Barbara Lewin Inc. Toothbrushes, short and long natural, mock tortoise, Truc International for Crabtree & Evelyn, Woodstock, Conn.

(continued on page 100)

the united states commemorative presidential collection

tribute to our
nation's presidents

**PLEASE ACT QUICKLY! QUANTITIES ARE AVAILABLE
DURING THIS OFFER ONLY!**

Only six Presidents have been honored by the American people in U.S. Coinage. Each of these rugged, inspired Presidents and their special efforts will last as long as strength and courage are valued in America.

The Kennedy Mint, recognizing a unique opportunity to reconfirm the values and aspirations of these great American patriots, is proud to present the United States Commemorative Presidential Collection.

The Collection is mounted and framed in walnut-finished wood with specially commissioned art and full description. Attention-compelling display you'll be proud to have on your office, den or living room wall. Ideal as gift for all ages and occasions.

PRESIDENTIAL COLLECTION

Handsome pieces that include hard-to-find war-time silver nickel, wartime shell case cent and wartime steel cent, Bicentennial Presidential Coinage, the new \$2 bill, 4 official U.S. stamps which comprise the John Trumble painting of the signing of the Declaration of Independence, plus many other valuable pieces painstakingly assembled and mounted in walnut-finished frame.

Only \$39.95 plus \$2.45 shipping and handling. Actual size 16" x 13".

Bonus! Included with each collection you will receive "Portraits of American Presidents," an 80-page book prepared by the editors of Funk & Wagnalls. Thirty-seven full-color portraits of each of our Presidents and descriptions of the achievements of their administrations.

YOU MAY CHARGE YOUR PRESIDENTIAL COLLECTION to your American Express, BankAmericard, Master Charge, Diners Club card account, if you wish. Charge or cash, you're protected by the Kennedy Mint 15-day examination period.

EXQUISITE,
HANDSOME
WALL DISPLAY!
PERFECT GIFT!



CUT AND MAIL THIS COUPON TODAY!

THE KENNEDY MINT

1 Kennedy Square, Cleveland, Ohio 44142

(Set #3151) Presidential Collection at \$39.95
plus \$2.45 shipping and handling. (Sorry No C.O.D.'s)

Please charge to:

☐ Master Charge ☐ BankAmericard ☐ American Express ☐ Diners Club

Account #

Exp. / /

Name

(Please Print)

Address

City

State

Zip

Signature

AM-2

YES! Please send me the Presidential Collection at price indicated at right. I enclose my check or money order payable to the KENNEDY MINT. I understand if I am not completely satisfied with this collection I may return for full refund within 15 days.

TO PLACE YOUR ORDER YOU MAY DIAL TOLL FREE 800-321-1030



RED BARN SAMPLER

Early American scenes come to life in easy-to-do cross-stitch samplers. Framed size 10" x 10". Each kit includes stamped natural Belgian linen, bright colored floss, and simple instructions.

Red Barn Kit (shown)	\$2.50
Covered Bridge Kit	\$2.50
Old Mill Kit	\$2.50
Little Red Schoolhouse Kit	\$2.50
Lighthouse Kit	\$2.50
Spirit of '76 Kit	\$2.50
Minute Man Kit	\$2.50
Pilgrims Kit	\$2.50
Frame, mahogany finish, 10"x10"	\$1.50
Frame, maple finish, 10"x10"	\$1.50

PLUS 60¢ POSTAGE & HANDLING

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

VICTORIA GIFTS

12-A Water Street, Bryn Mawr, Pa. 19010



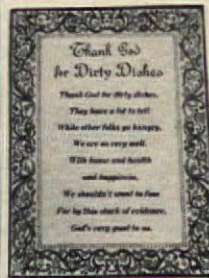
PHOTO-GO-ROUND

Display treasured snapshots in this revolving file. Photos up to 3 1/2"x5 1/2" slip into protective see-thru windows. Lovely wooden base. Envelopes for 100 photos included. \$14.95 + \$1.25 post. Deluxe model (not shown) has round wooden base, 2" wooden knobs, plexiglas frame, envelope for 240 photos. \$19.95 + \$1.50 post. Either model holds up to 600 photos. Envelopes for each 32 extra photos are \$1.50.

FERRY HOUSE

Dept. H-227 Briarcliff Manor, N.Y. 10510

THE AMERICAN HOME MAILER



Thank you!
"Thank God for Dirty Dishes" is a great reminder to count your blessings as you encounter all the dishes you have to wash! Food for thought? Joyful nine line verse of such meaningful thoughts most definitely "says" it is so! The 6"x8" full color English scroll print is hand mounted on wood plaque. \$1.98 plus 50¢ p&h. Cadlyn's, AT2, 10250 N. 19th Ave., Phoenix, AZ 85021.



It's electric!

Country Charm electric cast iron skillet gives that good, old-fashioned flavor when you fry or cook in it. Self-basting lid. 12" diameter. 2 1/2" deep. The 3 legs have silicone rubber feet. Immersible for washing. Detachable thermostat. With instructions and cookbook. \$63.95 ppd. House of Webster, Dept. AHE-27, Rogers, AR 72756.



Cookbook center

Put your cookbooks on and file recipes in this shelf-rack 17"Hx13"Wx8 3/4"D. Store coupons, clippings in second drawer. Kit, unfinished, assemble, paint or stain, \$14.95 plus \$2 p&h. Finished, in antique pine, \$19.95 plus \$2.50. Yield House, Dept. A72X, No. Conway, NH 03860.

Super Snowball

cauliflower is an extremely early variety and uniformity of heading that excels. Among other fine qualifications, the heads are larger, deeper and more solid than others. Pkt., 85¢; 1/4 oz., \$2.50; 1/2 oz., \$4; oz., \$7; 1/4 lb., \$16; 1/2 lb., \$28; lb., \$45. Snowball cauliflower plants: 12 for \$3.50; 25 for \$5.50; 50, \$9; 100, \$15. R. H. Shumway Seedsman, BE-AH2, 628 Cedar St., Rockford, IL 61101.



ADDRESS LABELS with NICE DESIGNS

Any Initial, U. S. Flag, Pine, Gull, Palm, Roadrunner, Sagunaro, Rose, Texas Flag, Maple Tree, Treble Clef, or Palette. To 20 letters per line, 4 lines. Printed in black ink on 500 white or 250 gold-gummed labels. Two sizes. . . . 1 1/2"x1 1/2" for \$2.50 or Deluxe size 1 3/4"x5/8" for \$3.50. Via 1st Class mail, add 35¢. Specify Design, size, and color desired. Useful 80-P. Gift Catalog 50¢. Bruce Bolind, 162-L Bolind Bldg., Boulder, CO 80302. [Since 1956, thanks to you!]

"Our Famous" ACTION BACK CLASSIC

Easy snap on front, graceful 7-gore skirt in easy-care, machine washable polyester & cotton blend. Striped in Red/White, Blue/White, Brown/White, Full & half sizes 10-20, 12 1/2-24 1/2, 38-44.

\$28

Plus \$1.50 p&h

\$10 dep. on COD

VICKI

WAYNE-A2A

600 S. Country Club Rd., Tucson, AZ 85716



SUPER-FINE SPARKLER!



Neck ring of 50 gold-finished wires! Permanent cling-spring comfort—no clasp or closing. Luxurious circlet, cleverly capped at back — just slip it 'round your neck! Matching earrings clip on gently. 4781 Necklace \$4.98, 4782 Earrings \$3.98 4783 Save on both! 1 Set \$7.98

Add 50¢ post. & hdlg., NY res. add taxes

Dept. A21
LILLIAN VERNON 510 S. Fulton Ave.
Mt. Vernon, NY 10550



100 WORLDWIDE STAMPS . . only 10¢

GET our new, valuable offer of 100 all different stamps from the world over. New countries, commemoratives, pictorials, scarce older issues, Montreal Olympics, Africa's Dr. Schweitzer, war-torn Angola, U.S. Champions of Liberty, others shown PLUS many more. Strange beasts, exotic native scenes, rare paintings. Mint and used, small and huge. Also stamp selections to examine. Buy any or none, return balance. Cancel service anytime. Rush 10¢ today.

GARCELON CO., AH2E. Calais, Maine 04619



Still throwing away soap slivers and ends? Don't! Thousands of home-makers have discovered how they can end waste and save money with the SOAP MOLD. Easy instructions show how to recycle soap slivers into new bars. Order today and start saving. Soap Mold plus instructions - \$2.49 plus 30¢ postage. Conn. residents add state tax.

Catalog - 25¢

STRATFORD HOUSE, AH-27
P.O. Box 289, Stratford, CT. 06497

S
O
A
P
M
O
L
D

NOW-NEW BORDERLESS

24 COLOR WALLET PHOTOS

ONLY \$2.00

SPECIAL! 36 Black & White only \$1.00

Beautiful silk-textured & smudge-proof. Send Polaroid color print or photo (up to 5"x7"), neg. or slide. Original returned unharmed. GUARANTEED! Add 50¢ per order for shipping

ROXANNE STUDIOS, Box 1012, L.I.C., N.Y. 11101 Dept. F-70





NEW! Only \$13.95. Wear with everything. Open back and toe. Charming urethane grain. Fine value. Great style. 1 1/2" heel. Cushion lining. Adjustable buckle. Colors: Black, Camelot, White. Sizes: S - 5 to 12, M - 5 to 12, W - 6 to 11. Order "Carousel" today. Send only \$13.95 plus \$1.25 for Post. & Hndlg. Money - back guarantee. BLUM'S 1 Milton St. Dept. 7H - 2, Dansville, N.Y. 14437

KISSIN DON'T LAST



COOKIN DO

Neat way to restore your favorite recipes. Colorful bound book has ten pages of clinging, transparent cover sheets—20 sides, size 5 1/4" x 8". Just clip out the recipes & slip under sheets. No glue or tape needed. I love mine. Only \$3.98 plus \$.42 postage. Ga. res. add \$.12 tax.

PATTI'S PLAYTHINGS 19 Main Street, Dept. AH 277, DAWSONVILLE, GA. 30534

STOP! DON'T CLEAN TOILETS AGAIN!



GUARANTEED TO LAST 4 TO 6 MONTHS This amazing automatic bowl cleaner used by professionals isn't just another perfumed dye. While sanitizing it removes rust, stains and minerals. Plus eliminates 80% of leaking toilet problems. Safe for septic tanks. Only \$4.95, 2 for \$8.00. Add \$1.00 postage each.

THE WINDOW SHOP, Dept. AH
P.O. BOX 648, LOS ANGELES, CA 90028
(California residents add 6% sales tax)

53 ORIENTALS

- ONLY 10¢

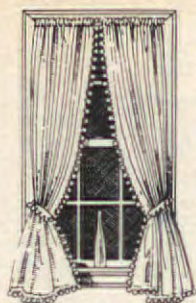


Imported from strange lands of the mysterious Far East - this valuable collection of 53 genuine postage stamps from Borneo, Burma, Hong Kong, Malaysia, Nepal, Siam, Sarawak, Singapore, Viet Nam, etc. Supernatural Demon-God (half man, half bird) ferocious wild beasts, ceremonial dancers, weird oriental idols, many others. Guaranteed worth over \$2.00 at standard catalog prices—all for 10¢! Also, fine stamps from our approval service which you may return without purchases and cancel service at any time - plus big FREE Illustrated Catalog.

Jamestown Stamp, C27AH, Jamestown, N.Y. 14701

COUNTRY CURTAINS

Ball Fringe on Permanent Press
Natural or White



TIERS	
20", 25"	6.50 pr.
30", 36", 40"	7.00 pr.
TIEBACKS	
45", 54", 63"	9.00 pr.
72", 81", 90"	11.00 pr.
VALANCE	
10" x 80"	3.00 ea.

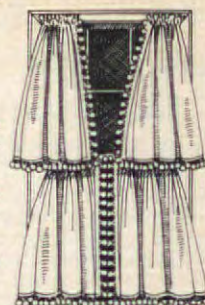
SEND FOR FREE CATALOG

Country Curtains are a tradition . . . years of old-fashioned quality and conscientious service to thrifty homemakers. Sturdy, specially-made ball fringe is carefully stitched onto our 50% cotton/50% polyester blend . . . truly carefree. 90" wide per pair.

Please specify natural or white. Send check, money order, or use Mastercharge or BankAmericard. Sorry no COD's. Postage and handling: orders under \$10 add \$1.10, \$10 and over add \$2.00. Mass. res. add 5% sales tax. Satisfaction guaranteed.

COUNTRY CURTAINS

Dept. 21, Stockbridge, Mass. 01262



Victorian Miss

Cherish the doll you make yourself! Our Victorian Doll Kit has smooth china head, arms, button shoes, just like the 1890's originals. Patterns for dress, bonnet, bloomers. 16"H. \$6.95. (Add \$1 post. ea.)



'Yield House'

Dept. A72B, Box 1000, N. Conway, N.H. 03860

Scaly, flaky patches on elbows, arms, scalp often means PSORIASIS

If your problem is psoriasis, try Psorex Medicated Cream. Soon you, too, may find blessed relief from unsightly red, rough skin . . . white, scaly patches . . . annoying dryness . . . embarrassing itching. Psorex Cream is a specific formula of medically proven ingredients working together to help reduce redness, calm itching, loosen scales so they flake away more easily. Then your skin should look better, even feel better.

Psorex Cream is so effective, it's guaranteed to bring relief or your money back from the maker. Get Psorex Medicated Cream at drug counters everywhere.

For a generous sample, send 50¢ which includes cost of postage and handling, to Department AHBI, Box 553, Union, New Jersey 07083

PSOREX MEDICATED CREAM

Solid Mahogany VICTORIAN TABLE

with Italian marble top.....\$39.95
New way to save on fine furniture. Shipped from the factory, direct to your home. Choice of love seats, sofas, chairs, tables, bedrooms, lamps, clocks. Send \$1.00 for America's largest Victorian catalog (80 pages!) and free fabric samples. We will include certificate good for \$2 on your first purchase. Master Charge, BankAmericard
MAGNOLIA HALL (Dept. AH-27)
726 Andover, Atlanta, Ga. 30327



BEAT the HIGH COST of LIVING!



LEARN UPHOLSTERY AT HOME . . . restore old chairs, sofas to like-new condition! A clean, enjoyable way to put spare hours to profitable use. Old cast-offs picked up for dollars, worth hundreds when reupholstered! Fascinating home study course includes tools, kits, supplies. Earn as you learn - start your own business! **SEND FOR OUR FREE BOOK TODAY! GET A BIG ILLUSTRATED 32 PAGE BOOK ON UPHOLSTERY** and the upholstery business and a sample lesson showing how the fabulously successful MUI system is taught. It costs you nothing to get the information and there's no obligation. No salesman will call.

SEND FOR OUR FREE BOOK TODAY!
Modern Upholstery Institute, Dept. DPV, Box 16,
1205 W. Barkley Ave., Orange, Calif. 92666

more for your money... a Western Red Cedar home by Nor-Wes

Luxury recreational or residential homes from 600 to 2500 sq. ft. ready to assemble. Choose from architect designs or a custom design to meet your needs.

- post and beam cathedral ceilings.
- fully insulated against heat or cold.
- components pre-cut for easy assembly.
- maintenance free.

Send for more information . . .

28-page color catalog, floor plans, prices, 2 cut-out models for table-top assembly, color photos of furnished interiors. \$5.00. (Catalog only \$2.00.)

915 West 1st Street,
N. Vancouver, B.C.
Canada, V7P-1S7
Dept. 321
Telephone
(604) 988-5221
allow 6 weeks
for mail



Nor-Wes
CEDAR CHALET LTD

IN THE HEART OF THE WESTERN RED CEDAR COUNTRY

An EARLY AMERICAN KITCHEN can be yours too... the "COUNTRY CHARM" way!

... with "COUNTRY CHARM"
Early American Appliances!

AUTOMATIC ELECTRIC RANGE . . .
authentic **CAST IRON** reproduction from original patterns. Combined with the Early American charm of this handsome antique is the convenience of fully automatic oven and burner controls, and an easy-care porcelain top. Coffee mill uniquely houses clock, oven timer and minute minder. Fits modern range space. Price begins at \$595.00, plus freight charges.

CAST IRON WALL OVEN (Not Shown)
Front is **CAST IRON** with handsome scroll design. The 18" oven is fully insulated and porcelain lined. Hearth door conceals all controls, clock and timer. Available in right or left hand door models.
\$345.00, plus freight charges.

Send 25¢ for your "COUNTRY CHARM"
Appliance Folder and Gift Catalog.

Made and Sold Only by
THE HOUSE OF WEBSTER
"Old Fashioned Gifts"
BOX AH-27 ROGERS, ARK. 72756



Quality Backed by 35 Years
of Skilled Craftsmanship.

THE AMERICAN HOME MAILER



Have a heart!

This gorgeous heart box is made of cobalt blue porcelain from Italy. Rimmed with hand-painted gold leaf. Elegant gold initials added. Please print 2 initials desired. Has Agostinelli hallmark. 2 1/2" across. Ideal for rings or stamps. \$6.98 plus 50¢ p&h. Lillian Vernon, Dept. A2E, 510 S. Fulton Ave., Mt. Vernon, NY 10550.



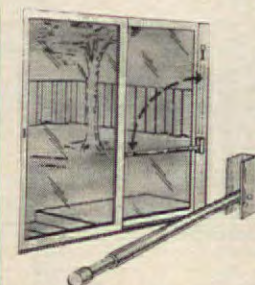
Petite bell flowers

In brown, blue, red, or green on a soft natural background. 50% cotton, 50% polyester permanent press. 76" wide a pair. 3" ruffles. 45", 54", 63" long, \$12 a pair. 72", 81", 90", \$16 a pair. 11x54" valance, \$4. Add \$2 p&h. Free catalog, swatches. Matching bedspread, etc., available. Country Curtains, Dept. AH2, Stockbridge, MA 01262.



Delightful "Denmark!"

That's the name of this marvelous canvas and jute shoe that sports a 2" wedge, cushion lining and platform. Comfy rubber sole. A foot flatterer and a joy to wear! Sizes: S 5 1/2-12; M 4-12; W 5-12. Navy, red, or sand. \$11.95 plus \$1.25 p&h. Blum's, Dept. 7H-2, 1 Milton St., Dansville, NY 14437.



Safety bar

Burglar-proof lock for sliding doors provides security against intruders. Fits all doors and adjusts up to 50" long. Install easily without tools or screws.

Comes with instructions. Self-storing, Safety Bar is made of aluminum with anodized satin finish. \$6.98 each; 2 for \$12.98. Add \$1 p&h. Ferry House, Dept. H-27, Briarcliff Manor, NY 10510.

Martha Ann Quilt Rack

Care for your quilt, comforter, afghan or bedspread. Our quilt rack in pine & hardwood, replica of a cherished 1850 New England antique, turns quilts & extra blankets into a bright bedroom display. And keeps them all neat, clean & ready for long, chilly nights ahead. Unfinished \$24.95. Finished Antique \$34.95. Add \$2.50 post. ea. KD.

30"H23 1/2"W15 1/2"D

Yield House

Dept. A72A, Box 1000
North Conway, N.H. 03860



Send For
Your FREE
1976 Catalog!

Protect your Home BURGLARPROOF

A Complete Guide to Home Security



Don't get ripped off! Two experts give you proven methods to safeguard your home or apartment—from protecting every vulnerable point-of-entry to putting in a simple, inexpensive, first-class security system. Valuable information is also

given on how burglars operate—how to spot a suspicious person (and what to do)—how to get the right insurance—how to buy a home with security in mind—burglars, the law, and you. By James Edward Keogh and John Koster. 170 pages \$9.95

McGraw-Hill Book Company
Dept. 26E
1221 Avenue of the Americas
New York, N.Y. 10020



IT'S EASY TO GROW YOUR OWN PLANTS WITH

**Shumway's "GROWTH
PACKED"**
15 FLOWER SEED
15 BIG PACKETS FOR \$1.50
PLUS 25¢ FOR PACKING & HANDLING.

HERE'S WHAT YOU GET . . .

- | | |
|--------------------------|------------------------|
| 7 Pkts. Perennials-1 ea: | 7 Pkts. Annuals-1 ea: |
| 1. Painted Daisy | 1. Marigold, Spun Gold |
| 2. Hardy Phlox | 2. Tetra Snapdragons |
| 3. Carnations | 3. Zinnia, Dark Jewels |
| 4. Double English Daisy | 4. Petunia, Confetti |
| 5. Double Hollyhock | 5. Bush Balsam |
| 6. Baby's Breath | 6. Everlasting Flowers |
| 7. Viola, The Czar | 7. Aster, Powderpuff |

PLUS a 50¢ PACKET OF GIANTS OF CALIFORNIA GERANIUMS
FREE! MAMMOTH SEED & NURSERY CATALOG INCLUDED WITH ORDER

Send only \$1.50 for 15 pkts. and catalog plus 25¢ packing and handling. All offers sent postpaid. No C. O. D.'s.

R. H. SHUMWAY SEEDSMAN
Dept 302 Rockford, Ill. 61101



Stitchery delights!

And easy. Grandmother's Sampler or Grandfather's Sampler are marvelous to colorfully cross-stitch on stamped oyster linen. Each kit has all you need plus 8 1/2"x15" wood frame. \$4.50 plus 60¢ p&h for each kit. Victoria Gifts, 12 A Water St., Bryn Mawr, PA 19010.



Magic mural!

It's simple for you to paint a wall mural with an easy do-it-yourself paint-by-the-number kit. Has all you need! Color catalog of murals, 35¢. Plus free

certificate for a \$7.95 mural of your choice with purchase of other mural of \$14.95 or more. Or, use certificate as a \$5 discount on any \$14.95 mural. Write "Magic Murals", Dept. AH72-E, P.O. Box 8500, Fountain Valley, CA 92708.

OPPORTUNITY MART

For ad rates—Classified, 100 E. Ohio, Chicago 60611

EDUCATION—HOME STUDY

★ **UPHOLSTERY DECORATING.** Free Booklet. Learn at home. Upholstery Decorating School, Dept. 5321-027, Little Falls, N.J. 07424.

HANDICRAFTS

FREE WOOD! NEAR YOU! Wherever you live. Softwoods, Hardwoods: Pine, Oak, Mahogany. For the Hobbyist and Craftsman. Find out where to look; How to identify it. Send \$2 to: J. Brazas, Box 4371, Thousand Oaks, CA 91360.

★ **VALENTINE GIFTS!** Easy to make instructions 50¢. Modiques, 13420 NW Miami Ct., Miami, FLA. 33168.

OF INTEREST TO ALL

★ **GENUINE INDIAN JEWELRY WHOLESALER!** Details \$1.00. (Refundable). Lange-AH, 6031 N. 7th St., Phoenix, Ariz. 85014.

OF INTEREST TO WOMEN

★ **RELIEVE TENSIONS!** Look, feel younger! Unique, simple fingertip methods. Guaranteed! Free lessons! Write: Calpub, Box 14-E, Calabasas, CA 91302.

★ **HOMEWORKERS NEED PAINTING NOVELTIES.** Roland, Box 56-M, Hammonton, N.J. 08037.

BUSINESS—MONEY MAKING OPPORTUNITIES

★ **HOME IMPORT** Mail Order Business. Free report. Mellinger, Dept. E1972, Woodland Hills, CA 91367.

★ **HOW TO MAKE MONEY** writing short paragraphs. Information Free. Barrett, Dept. C-18-A, 6216 N. Clark, Chicago 60660.

★ **SPARE TIME EARNINGS.** Unlimited. Write: Shadeland, Box 26467, Lawrence, IN 46226.

★ **NEVER WON ANYTHING?** Anyone can win Sweepstakes contests! Free details. Services, Box 644-AHB, Des Moines, Iowa 50303.

SONG POEMS—MUSIC

★ **SONGS, SONGPOEMS** Wanted for Radio Show. Hollywood Music Productions, 6425-AH Hollywood Blvd., Hollywood, CA 90028.

PERSONAL—MISCELLANEOUS

★ **WARTS.** Vergo's Cream is painless, safe, easy. Buy Vergo's at better pharmacies.

CLASSIFIED'S GUARANTEE

★ **CLASSIFIED, INC.** guarantees refund of any initial fee sent in direct response to the above advertisements. AH-2.

Giant DAHLIAS
FROM SEED IN 10 WEEKS
World's most famous varieties.
Produces gorgeous blooms from
July to frost. Send 15¢ in coin
for big Pkt. or 2 Pkts. for 25¢
and Copy of Our Garden Catalog
R. H. SHUMWAY SEEDSMAN
Dept. 301 Rockford, Ill. 61101



Get Organized!

Our practical Magazine Organizers are unique designs in solid northern pine for your living room, den, office or reception room. Choose our Magazine Tree. 30"H12"W13"D. for up to 60 issues. Finished Antique Satin \$29.95. Easy Kit (unfin., 1-hr. assembly) \$19.95. Or our rugged Wall Rack for 20-25 issues. 27 3/4"H 25"W4 1/2"D. Fin. Antique \$24.95. Easy Kit \$17.95. Or our Magazine End Table that stores over 100 on 8 roomy shelves. 23"H16"W18"D. Fin. Antique \$29.95. Easy Kit \$19.95. (Add \$2.55 post. ea.)

Send For Your Free
1977 Catalog!

YieldHouse®

Dept. A72C, Box 1000
N. Conway, N.H. 03860

RATTAN WALL LAMP
Handwoven completely
wired with on/off switch,
10" dia. x 9". Painted
white, yellow, green, or
orange, blue, pink or black
add \$2.00.

\$13.95
plus \$1.00
postage
SEND 25¢
FOR
CATALOG

**WALL
RACK**

Useful handcraft-
ed of solid rat-
tan, wall orna-
ment provides
six strong rattan
hooks for towels,
clothing, etc.
16" W x 17" H.
\$7.95 plus \$1.50
postage.

FRAN'S BASKET HOUSE Route 10, Dept. AH2
Succasunna, N.J. 07876



U.S. STAMPS! 3 SENSATIONAL OFFERS IN ONE ONLY 10¢

1. Genuine centennial postage stamp as illustrated picturing the first U.S.A. stamp ever issued — 1847!
2. Big Collection of 19 all-different U.S. Stamps: 19th Century, 1st Christmas Stamp, etc. 3. Collection of prized Commemoratives, Civil War, a Mississippi Riverboat, many others. Also, other exciting stamps to examine free. Buy any or none, return balance, cancel service anytime—but all 3 offers (plus 40-page Illustrated Catalog) are yours to keep! Send 10¢ — TODAY!

HARRIS, Dept. CX-144, Boston, Mass. 02117

DO-IT-YOURSELF FINE FURNITURE KITS



- Heirloom quality
- Solid 3/4" hardwoods
- Easy to assemble
- Many models
- Money back guarantee
- Factory direct prices
- Prompt shipment



Send 50¢ for color catalog.
Refund on first purchase.

EMPEROR® CLOCK COMPANY

WORLD'S LARGEST MANUFACTURER
OF GRANDFATHER CLOCKS

Dept. F-2 Emperor Industrial Park
Fairhope, Alabama 36532



CHAIR CANING KITS

Now anyone can restore his favorite antique and heirloom chairs easily and inexpensively with a Newell Caning Kit, tools, natural cane, and easy-to-follow instructions, all p&h. for only \$4.00; extra cane \$2.00 per chair-lot. (Ill. res. add 5% tax)

Available only from
THE NEWELL WORKSHOP
Dept. AH
128 Drawer, Hinsdale, Ill. 60521

pet stains?

CARPETS RUINED BY PET STAINS?

NO LONGER! Two chemical miracles PERMANENTLY REMOVE pet stains OR odors from carpets safely . . . for pennies compared to carpet replacement. ORDER: (#1 URINE-OUT . . . removes even years old oxidized pet stains, ONLY \$6.45). OR: for odors only, (#2 . . . KIL-ODR, also ONLY \$6.45). Add \$1.50 for handling. SATISFACTION OR MONEY BACK. **CLEANCRAFT**, 2922 Santa Monica Blvd., Dept. A-27, Santa Monica, CA 90404. SHIPPED BY UPS.

OVER 1000 HOUSE PLANS

A Great Collection of Home Designs For Your Reference Library

Your Family Will Have Hours Of Fun Picking It's Favorite Design

Charming Exteriors And Practical Convenient Living Floor Plans
ORDER TODAY



230 1½- & 2-STORY HOMES — Mansards, Gambrels, Tudors, Salt Boxes, Georgians, Farmhouse adaptations. Also Contemporaries, 3, 4, 5, 6 bedrooms, libraries, family rooms.

CHOOSE YOUR HOME DESIGN BY EXACT CATEGORY!
— Richard B. Pollman, Designer

\$2.50
Blueprints Available At Low Cost



185 ONE-STORY HOMES — Over 2000 Sq. Ft. Contemporary, Traditional, Ranches, L-shapes, Atriums, Mud rooms, Family rooms, Separate dining rooms.



250 ONE-STORY HOMES — Under 2000 Sq. Ft. All Styles, shapes, budgets. Family rooms, extra baths, Brick veneer, frame. Flat and sloping roofs.



180 MULTI-LEVEL HOMES — Split Levels, Hillsides, Bi-Levels, Traditional, Contemporaries. Exposed lower levels. Balconies, terraces. All sizes.



223 VACATION HOMES — A-Frames, Chalets, Hexagons, Angular Cottages, "Cluster" designs. From 500 to 3000 Sq. Ft. 176 pages, 80 in full color.

SAVE \$3.55
Get Complete Collection — over 1000 Designs, 2700 Illustrations, 912 Pages
only — \$8.95
In Canada, Mail to: Home Planners, Inc., 772 King St. W., Kitchener, Ont. N2G 1E8

Home planners, inc. Dept. BK 16310 GRAND RIVER AVE. DETROIT, MICHIGAN 48227

CHECK CATEGORIES DESIRED

<input type="checkbox"/> (1) 230 1½- & 2-Story Homes \$2.50	<input type="checkbox"/> (3) 250 One-Story Homes \$2.50
<input type="checkbox"/> (2) 185 One-Story Homes \$2.50	<input type="checkbox"/> (4) 180 Multi-Level Homes \$2.50
<input type="checkbox"/> (5) 223 Vacation Home Plans \$2.50	<input type="checkbox"/> (6) 180 Multi-Level Homes \$2.50

☐ SEND ALL 5 CATEGORIES AT \$8.95 **AM-722N**

NAME (please print) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PLANNERS, INC., Dept. BK, 16310 Grand River Ave., Detroit, Michigan 48227

Total Amount Enclosed \$ _____

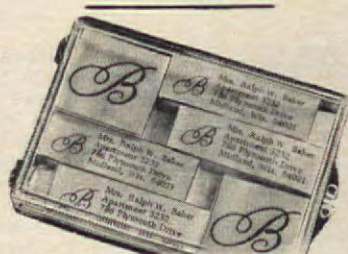
Mich. residents please add 4% sales tax.

THE AMERICAN HOME MAILER



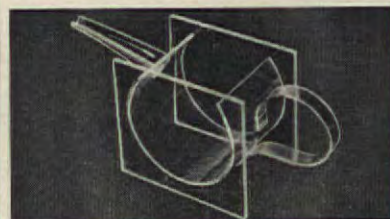
Heirloom pillow kits

Overall Ollie and Sunbonnet Sue will brighten any room. Fun to make, too! Kits come with easy instructions, ample patches and quilted material for the top. All fabrics colorfast and shrinkage controlled. Kits, \$6.95 each plus 65¢ p&h. Patti's Playthings, Dept. AH-277F, 19 Main St., Dawsonville, GA 30534.



Golden labels!

Set "glows" with 250 black-on-gold script initial address labels 1½"x½", and 125 matching 1"x1". To 20 letters per line, 4 lines. Print name and address. \$3.50. Via 1st, add 46¢. Bruce Bolind, AH2 Bolind Bldg., Boulder, CO 80302.



Clearly for watering!

This handsome, acrylic watering can has a specially tapered spout—gets the water where you want it. Pretty enough to display! 4" high, 3¼" wide, 9" long, 2-cup capacity. \$3.49 plus 60¢ p&h. Stratford House, Dept. AH-27A, Box 289, Stratford, CT 06497.



Bath reader

When it's "think tank" time, one can come up with some of the greatest ideas while reading in the bathroom! This solid pine reading rack can keep 10 magazines neat and handy and, of course, 2 rolls of tissue right at your finger tips. 18"Hx11¼"Wx4½"D for your wall. Fully finished antique satin. \$10.95 plus \$2 p&h. Yield House, A72T, No. Conway, NH 03860.

Inter-State Nurseries
delivers
Hamburg,
Iowa 51640

Seven Giant Ruffled Glads
25¢ Postpaid & Guaranteed

Double your money back if not completely satisfied

This collection is made up by us from new and superior varieties. If bought by name they would cost 75¢. Colors range from white to purple, pink, orange, yellow, lavender, rose. This year we added Red Beauty—one of the brightest glads known. Big bulbs, 1 to 1¼ inches across. Will bloom this summer.

Free Catalog
Spring 1977.84 colorful pages packed with values.

INTER-STATE NURSERIES

427 E Street, Hamburg, Iowa 51640

- ☐ I enclose 25¢ for 1 set of 7 Glads
☐ FREE 84-page SPRING CATALOG

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
Glads will be shipped at proper planting time

FREE COLOR CATALOG



Build Your Own Grandfather Clock
starting under
\$200

(including West German movement)

- Do-It-Yourself Case Kits, parts pre-cut
- Solid ¾" Black Walnut, Cherry, Mahogany, Oak
- Solid Brass Movements, Dials
- Finished Clocks
- Direct Factory prices



WRITE FOR FREE COLOR CATALOG

EMPEROR CLOCK COMPANY

Dept. 802 Fairhope, Ala 36532

WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS

Visit our Factory

PLANTS

continued from page 22

While some orchids need more humidity than their owners can tolerate, many will flourish with a mere 30 to 40 percent, which is essentially ideal for almost all houseplants. This humidity can easily be achieved by placing pots in water-filled trays of pebbles or gravel (keep bottom of pots above water level). Misting around the plants and pots also raises humidity, but be sure not to spray the plants themselves as this may promote fungus and rot.

Potting mixtures vary with the type of orchid and the grower's preference. Osmunda fiber or fir bark, alone or in conjunction with other materials, are the most popular choices since they hold water yet allow air circulation. Specific recommendations can be obtained by reading books, and checking mail-order catalogs.



As with other houseplants, watering orchids should be done on demand—when the "soil" feels dry and the pot feels light in weight in your hand. Orchids planted in osmunda need not be fed in fall and winter, and require only a light, once-a-month meal when new leaves, flowers, or roots are forming. Those in fir bark should be fed with high nitrogen fertilizer every two weeks when actively growing, but less at other times. A small dose of fish emulsion once in a while is beneficial to all.

Pests and diseases are minimal and unusual if you make sure you fulfil the orchids' basic demands.

POPULAR ORCHIDS

A smart way to form a starter collection is to select the orchid that will thrive on your windowsill. Cattleya, Dendrobium, Brassia, and Oncidium enjoy southern exposure. Oncidium also can grow in an east window as can Brassavola, and Laelia. For win-

dows facing west, try Pleiones, Gongoras, and Coelogynes. Northern exposures agree with Stanhopea.

WHERE TO BUY

Lager & Hurrell, 426 Morris Avenue, Summit, N.J. 07901

Orchids by Hausermann, Inc., P.O. Box 363, Elmhurst, Ill. 60126

Margaret Ilgenfritz, Box 665, Monroe, Mich. 48161

Fred A. Stewart, Inc., 1212 E. Las Tunas Drive, San Gabriel, Calif. 91778

Gordon M. Hoyt, Seattle Heights, Wash. 98063

Black River Orchids, P.O. Box 110, South Haven, Mich. 49090

Clark Day, Jr., 19311 South Bloomfield, Cerritos, Calif. 90701

A friend is somebody to hang on to.

Feeling. Touching. Clutching. That's how your new baby learns. That's why Baby Bunny Ball makes such a good first friend.

Tiny baby fingers can easily grab hold of the soft, floppy ears. And squeeze the furry, foam-filled body. Surprise! Bunny's ears have jingle bells inside.

Baby Bunny Ball is just one of three brand new baby friends in the famous Playskool line. Look for them all wherever quality toys are sold. Because it's nice to grow up among friends.

PLAYSkool
baby toys

Playskool, Inc., A Milton Bradley Company

Baby Water Friends for 6 months and older.



Baby Drum Drop for 6 to 18 months.



Fox Orchids, 6615 West Markham, Little Rock, Ark. 72205

McClain's Orchids, 6237 Blanding Boulevard, Jacksonville, Fla. 32210

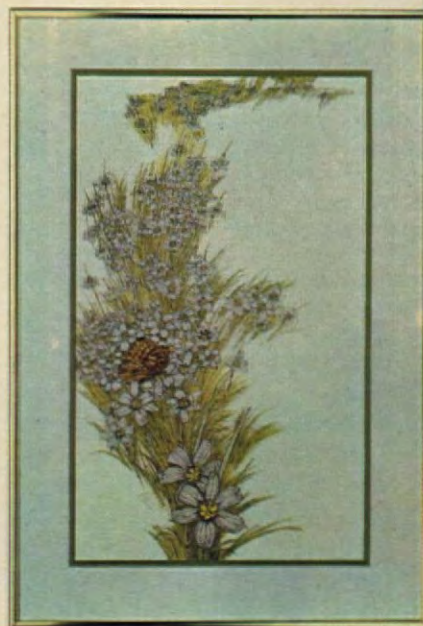
The House Plant Corner, Ltd., Box 5000, Cambridge, Md. 21613

MORE ABOUT ORCHIDS

Books: *Orchids As House Plants* by Rebecca T. Northen, *You Can Grow Orchids* by Mary Noble, *Orchids for Home & Garden* by T.A. Fennell, Jr.

For more information write to: THE AMERICAN ORCHID SOCIETY, INC., Botanical Museum, Harvard University, Cambridge, Mass. 02138.

Betty Gardner was the author of "The Subject Is Miniature Roses" in the November AH.



FREE Fine Art Print Offer!

This offer is so remarkable you'll find it hard to believe. To make sure you appreciate the outstanding quality and value of Coronet Ultra IV Bath Tissue, Georgia-Pacific will send you 4 magnificent Fine Art Prints free, for only 2 package labels plus 75¢ for handling and shipping. These beautiful large-size 12" x 18" prints, representing the four seasons of the year, were painted by famous Silvermine, Connecticut artist, Matt Delfino. The prints are lithographed on embossed felt finish artist's paper, ideal for framing. They are so attractive you'd gladly pay several dollars for them in an art store, for yourself or a tasteful gift. You'll be extremely pleased with Coronet Ultra IV Bath Tissue too. Super soft. Extra strong. Pretty. Try Ultra IV now. Take advantage of this extraordinary offer!

**Mail To: Coronet, Dept. AH-2
Box 3036,
Stamford, Connecticut 06905**

Please send me _____ set(s) of the Four Seasons art prints. I enclose 2 "Coronet" seals from wrapper of Ultra IV package for each set plus 75¢ to cover postage and handling. (Prints are shipped unframed so you can choose your own preferred framing.)

(PLEASE PRINT CLEARLY)


Name _____

Address _____

City _____ State _____ Zip _____



Offer good only in U.S.A., its territories and possessions. Void where taxed, prohibited, restricted, or license required. Allow 4 to 5 weeks for delivery. Offer good while supply lasts. Offer expires **June 30, 1977**

Georgia-Pacific 
Consumer Paper Products Division

An Incredibly Beautiful Buy in Exquisite

PORCELAIN ROSES! \$1

6 for \$4⁹⁵

BREATHTAKINGLY REAL



Rarely, even in the most magnificent homes, will you see porcelain roses as beautiful as these long-stemmed beauties. Their petals glistening as if just kissed by dew, they're realistic enough to give even the bees a start.

No picture could possibly do justice to them. The colors will make your heart sing. A brilliant yellow. A blazing crimson. And an aristocratic wine edged with a hint of orchid. Painstakingly crafted by artisans who handed their secrets down from father to son over the centuries. They are made of heirloom quality porcelain. Each rose stands a proud 13" tall. The delicate curve of every unique petal — no two on each rose alike — is a work of art. The leaves and long stems are convincingly real... right down to the tiny thorns.

The decorating possibilities are endless. A single rose in a bud vase. A magnificent dozen to create a dramatic display. A grouping to enhance a floral print.

You'd expect to pay as much as \$5 each for magnificent roses like these. But through a triumphant buy we offer them for only \$1 each, or 6 for \$4.95. Order now. Money back if not delighted.

© 1977 American Consumer Inc.

MAIL NO-RISK COUPON TODAY

AMERICAN CONSUMER, Dept. RP-87
Caroline Road, Philadelphia, PA 19176

Please send me _____ (RP) Porcelain Rose(s) for only \$1 each plus 25¢ postage & handling. **SAVE!** Order 6 for only \$4.95 plus 75¢ postage & handling.

If after receiving my order I'm not delighted, I may return it within 10 days and you will refund the full purchase price (except postage & handling).

Total amount enclosed \$_____. (PA residents add 6% sales tax). Check or money order, no CODs please.

On orders of \$5 or more you may **CHARGE IT:** (check one) Exp. Date _____

☐ BankAmericard ☐ American Express
☐ Master Charge

BANK NUMBER _____

Credit

Card # _____

Name _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

☐ **SPECIAL OFFER:** One dozen long stemmed beautiful Roses for only \$8.95 plus \$1 postage & handling.

Canadian customers, please send orders to:
Dominion Mail Order, Dept. RP, 312 Rexdale Blvd.
Toronto, Ontario M9W1R6

8051-112 (Ontario & Quebec residents add sales tax)

Winter Special!

Baby's First Shoes Bronze-Plated in Solid Metal

only
\$3.99
A PAIR
UNMOUNTED

Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL, only \$3.99 pr. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. Order in complete confidence with our full 25-year Warranty. Also Portrait Stands (illustrated), ashtrays, bookends, TV lamps at great savings. Ideal Gift for Dad or Grandparents. **SEND NO MONEY!** Rush name & address for full details, money-saving certificate and handy mailing sack to:

AMERICAN BRONZING CO.
Box 6504-B1, Bexley, Ohio 43209



HALF-FRAME MAGNIFIERS

Enjoy close work again. Easily read small print of labels, phone books, hymnals. Read fine print, then look over top for normal vision. Superior impact-resistant U.S. lenses. 30 day home trial, money-back guarantee. Not for astigmatism or disease. Order today! Only \$8.97 + 55¢ handling. State age, sex. Precision Optical, Dept. 56-D, Rochelle, ILL 61068

SAVE HALF on WALLCOVERINGS



Get new 1977-78 Catalog bulging with 85 different selections! 47 actual sample sheets of waterfast, trimmed, vinyl-bonded wallcoverings—only 95¢ to \$1.35 single roll! Also Fabric-Backed Vinyls only \$5.10 single roll (matching fabrics available)—Strippable Flocks only \$5.95—Scrubable Vinyls only \$3.10. Colors, designs for every room! Send 35¢ today for your big catalog. You'll be delighted!

MUTUAL WALLPAPER Dept. 36, 812 W. Main St.
Louisville, Ky. 40202

CACTUS PLANTS FROM SEED ALL KINDS AND FORMS



Curious, odd-looking, strange species of plants that thrive anywhere with little care. Flowers of exquisite beauty and fragrance. Send only 15¢ in coin for 50¢ Pkt. or 2 Pkts. for 25¢ and Seed and Nursery **FREE** Catalog.

R. H. SHUMWAY SEEDSMAN
Dept. 300 ROCKFORD, ILLINOIS 61101

VINYL MACHINE COVER

Protect your sewing machine from dirt & dust. 16" L x 5" W. x 9" H. #4011: \$1.50 ppd
Catalog 50¢, free w. order!

The Sewing Corner Dept. AH27
150-11 14th Ave. Whitestone NY 11357



"SAVE
YOUR
HEART"

with a
STAIR-GLIDE® stairway lift

RENTAL-PURCHASE Program Available

Your STAIR-GLIDE® installs easily and in less than 2 hours. No marring walls or stairway. No special wiring required. Shipped directly from factory within 4 days. STAIR-GLIDE®... the nation's largest selling stairway lift! **UL LISTED!** USED BY THOUSANDS: CARDIAC PATIENTS, ARTHRITIS, SENIOR CITIZENS, RESTRICTED PHYSICAL ACTIVITIES, POST OPERATIVES... and household convenience. (outdoor models available) WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.

AMERICAN STAIR-GLIDE® CORP.

4001 East 138th, Dept. AH-27
Grandview, Missouri 64030

PET ODORS & STAINS Removed Forever!



Stains and odors caused by pet accidents, even urine, removed **completely and permanently** from your carpet. **RESCUE KIT** contains two 8-oz. scientific sprays (non aerosol) for all stain or odor problems: carpets, upholstery, litter boxes, etc. Specify "A" kit for stains; "B" kit for odors; or "A" & "B" mixed kit. **Must work safely and completely or your money back.** Send Ck. or M.O. 1 kit \$6.50 + \$1 post. Save \$2: Order 2 kits for \$12.99 (and we pay post.) Immediate Shipment.

American Century

135 So. La Brea, Dept. 4027
Box 36232, Los Angeles, Calif. 90036

Learn FLOWER ARRANGING...

Quickly and Easily at Home

Learn to make Professional corsages, arrangements, wedding and remembrance designs. Study and earn your certificate at home. Unusual spare or full time money making opportunities or hobby. Send for **FREE BOOK**... "Opportunities in Floristry."

LIFETIME CAREER SCHOOLS Dept. B-829
2251 BARRY AVE. LOS ANGELES, CA 90064

Free Stamp
U.S. \$1.00

Older Issues, Commemoratives, Airmails, Virgin Islands, Others — Catalog Value over \$5.00. U.S. Bargain Price List. **ALL FREE** Send 10¢ for mailing.

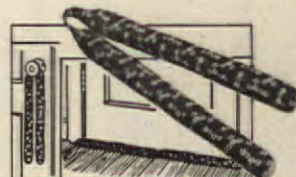
EMPIRE STAMP
Toronto, Canada
M4W 2M2

THE AMERICAN HOME MAIL



Sturdy demi-boot

But soft! A "must have" boot in kidsoft Polyurethane on nylon with bonded lining. Rubber-like sole. 8" H. 1½" heel. Camel, red, brown, navy, bone, white, black. Sizes: S 5-5½; M 6-6½; ML 7-7½; L 8-8½; XL 9-10. \$12 plus \$1.50 p&h. Pueblo Traders, A2B, 600 S. Country Cl Tucson, AZ 85716.



Draft stopper!

Floral print stopper attractively ends draft doors and windows. Made in New England. It's filled with Cape Cod sand; improved w thermal insulation. Covered in sturdy floral print. Adjusts 18-40". \$4.98; 2, \$9.50. A \$1 p&h. Ferry House, Dept. AH2, Briard Manor, NY 10510.



Super select-a-slice

It uniformly slices, dices and cuts meat, vegetables, fruits and cheeses the professional way. 3 stainless steel blades slice a thickness you want. Has safety food holder, protect hands and a grater/shredder. \$9. plus \$1 p&h. The Window Shop, Dept. A P.O. Box 648, Los Angeles, CA 90028.



Commuter coffee cup

Take a coffee break right in your car on time consuming, stop'n go trips where minutes are precious. Outer cup adheres to dashboard and house a plastic mug with spill-proof cover and sip-opening. 3¼". \$3.25 each 2 for \$6. Bruce Bolind, Dept. AH-2, Boulder CO 80302.

AMERICA'S GREATEST ROSE SALE "EVER"



CRIMSON GLORY

Large full velvety crimson blooms. Very fragrant. Former patent no. 105



CLIMBING BLAZE

Huge clusters of fiery red blooms. A good climber. Former patent no. 10



MIRANDY

Huge full blooms of dark red. Fragrant. Former patent no. 632



CHRYSLER IMPERIAL

Light Crimson with dark overtones. A beauty. Former patent no. 1167



HAPPINESS

Brilliant Fire-engine red color. Former patent no. 911



MONTEZUMA

Gorgeous blooms of scarlet-pink. Former patent no. 1383



TIFFANY

Bright pink bloom with radiant sunny glow. Former patent no. 1304



PEACE

Magnificent blooms of yellow edged in pink. Former patent no. 591



LOWELL THOMAS

A lemon yellow with fragrant blooms. Former patent no. 595

LESS THAN **96¢** EACH
IN LOTS OF 24

FORMERLY PATENTED PRIZE WINNING ROSES AT NON-PATENTED PRICES

LEGAL PATENTS HAVE EXPIRED!

All of these varieties are considered by many experts to be the most popular patented roses of all times. Now their legal patents have expired and they may be sold at these "Super Low Prices" while supplies last. All roses are two year field grown rose bushes ready to prune and plant.

ALL ROSES:

1. WILL BLOOM FROM MID-SPRING TO EARLY FROST
2. ARE HARDY
3. WILL BE LABELED AS TO VARIETY
4. WILL HAVE EASY TO FOLLOW PLANTING INSTRUCTIONS
5. WILL HAVE BLOOMS APPROXIMATELY TWICE THE SIZE OF THEIR PICTURE

WHITE KNIGHT

Elegant pure white blooms. Former patent no. 1359



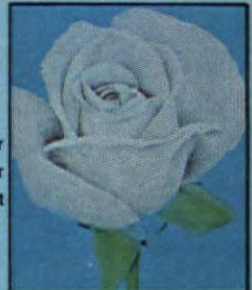
MOJAVE

Gorgeous blooms of glowing orange. Former patent no. 1176



STERLING SILVER

A pastel lavender tone. Sterling silver look. Former patent no. 1433



ORDER TODAY FOR THE PRIZE ROSE GARDEN

NO.	VARIETY	PLEASE SEND
<input type="checkbox"/>	CRIMSON GLORY	ANY 6 FOR ONLY \$6 ⁹⁸
<input type="checkbox"/>	CLIMBING BLAZE	ANY 12 FOR ONLY \$12 ⁹⁸
<input type="checkbox"/>	MIRANDY	ANY 18 FOR ONLY \$17 ⁹⁸
<input type="checkbox"/>	CHRY. IMPERIAL	ANY 24 FOR ONLY \$22 ⁹⁸
<input type="checkbox"/>	HAPPINESS	
<input type="checkbox"/>	MONTEZUMA	
<input type="checkbox"/>	TIFFANY	
<input type="checkbox"/>	PEACE	
<input type="checkbox"/>	LOWELL THOMAS	
<input type="checkbox"/>	WHITE KNIGHT	
<input type="checkbox"/>	MOJAVE	
<input type="checkbox"/>	STERLING SILVER	

McMINNVILLE TREE FARM

HWY 55 DEPT: VA-241
McMINNVILLE, TN 37110
Please send us at the proper planting time the roses we have selected.

Add 99¢ Postage-Handling

We enclose \$ _____ in
☐ Cash ☐ Ck ☐ M.O.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

TWO-WAY GUARANTEE

1. All plants are guaranteed to be satisfactory on arrival or we will REPLACE or REFUND YOUR MONEY.
2. Our prices are guaranteed to be the best possible and if you can find any plant for less (same size and variety) we will refund the difference.

PLEASE VISIT OUR RETAIL GARDEN CENTER IN McMINNVILLE

ZSA ZSA GABOR

ALL 10 ZSA ZSA PRODUCTS WORTH OVER \$50.00—ONLY \$2.00

Zsa Zsa Gabor has introduced the most luxurious new line of cosmetics. They are sold in the world's finest department stores. Zsa Zsa would like you to use all 9 of her cosmetics plus her Beauty Guide filled with her personal beauty secrets. Zsa Zsa believes once you experience these products, you'll always want to use them.

ZSA ZSA COSMETICS WILL GIVE YOU ALL 9 FULL SIZE COSMETICS WORTH OVER \$50.00 PLUS ZSA ZSA'S BEAUTY GUIDE.

ALL 10 PRODUCTS FOR ONLY \$2.00



1. "Formula Z" Evening Cream
The world's richest skin cream. Apply at night and wake up with a flawless complexion—or use under makeup for super glow.

2. Waterlight Eye Shadow
Dry for a mist of color by day, wet for a jewelled gleam by night—a drop of water does the trick.

3. Under Eye Cover Cream
For more attractive, youthful eyes. Under eye shadows, wrinkles, and blemishes completely vanish from sight.

4. "Zsa Zsa" Pink Mask
Zsa Zsa's own special mask for a radiant glow and a clearer complexion.

5. "Zsa Zsa" Facial Vaporizer
Cleans the skin so deeply and completely even blackheads are removed.

6. "ZZ" Super Shadow Applicator
Specially designed foam tipped eye shadow applicator—use with waterlight shadow for extra radiant look.

7. "Zsa Zsa" Ultra Lip Pencil
A lip pencil so soft and creamy it needs a supportive wood casing. For full lips or just as a liner.

8. "Zig Zag" Parfum
Created exclusively for Zsa Zsa. Renowned as the most exciting perfume in all of Europe.

9. "ZZ" Protective Lip Gloss
A secretly conceived bit of shimmer for your lips. Use it alone for that light touch of color or with lipstick.

10. Zsa Zsa Beauty Guide
Full of beauty tips for everyone. For clean skin, smooth moist complexion, eye, lip and cheek make up hints, concealing shadows, wrinkles, and blemishes.

ZSA ZSA COSMETICS Dept. ZZ-02
Evans Terminal, Hillside, N.J. 07205

FOR A FRIEND
9370

☐ Enclosed is \$2.00 plus 50¢ postage and handling. Rush me ALL 10 full size Zsa Zsa products worth over \$50.00

☐ Enclosed is \$4.00 for two complete sets (20 products in all). We'll pay all postage and handling charges.

LIMIT 2 PER PERSON

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

All Orders Shipped Promptly

ZSA ZSA COSMETICS Dept. ZZ-02
Evans Terminal, Hillside, N.J. 07205

FOR YOU
9370

☐ Enclosed is \$2.00 plus 50¢ postage and handling. Rush me ALL 10 full size Zsa Zsa products worth over \$50.00

☐ Enclosed is \$4.00 for two complete sets (20 products in all). We'll pay all postage and handling charges.

LIMIT 2 PER PERSON

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

All Orders Shipped Promptly

Plant Now... Step Back... and Watch Out!

Imagine! A Flowering Shade Tree That Soars Up to 2 Stories High IN JUST ONE YEAR!

— and keeps on zooming to a towering 40, 40, 50 — even 60 FEET OR MORE in less time than most trees even nudge themselves a few feet off the ground!

That's the kind of wonder-results reported by U.S. Government Landscapers... Botanical Gardens... and University Plant Scientists on what is undoubtedly the most fantastic flowering shade tree ever introduced in America... the incredibly beautiful hybrid Pumila... the most spectacular super-hardy, super-growing, flowering shade tree in all of nature that can do all of this and more.

A ROOF-HIGH TOWER OF BEAUTY IN JUST ONE SINGLE YEAR!

Yes, one of the most exciting introductions by U.S. Plant Science — this sensational super-growing shade tree actually grows higher than even a full-crown English Hawthorne IN JUST ONE SINGLE SEASON! Actually grows higher than even a full-crown Star Magnolia IN JUST ONE SINGLE YEAR! In fact, it grows so fast, so quick, you can literally measure the difference in height from week to week!

PLANT NOW — REACH OUT AND TOUCH ITS FLOWER-LADEN BRANCHES FROM YOUR SECOND STORY BEDROOM WINDOW — BY NEXT SUMMER!

Who says you have to spend a small fortune for a flowering shade tree — and then spend half a lifetime waiting for it to grow? That's the way it used to be — BUT NOT ANY LONGER! Not since we've finally packed down the one single tree in all of nature that hoists itself so high, so fast you can literally measure its incredible rate of growth week by week... or for even more dramatic proof, take a yardstick and measure the difference in feet month to month!

GROWS MORE IN JUST ONE MONTH THAN MOST OTHER TREES GROW IN AN ENTIRE YEAR!

Yes, here is a dream come true... everything you've ever hoped for or wished for in a tree. Here is a miracle of nature that hoists itself higher than even the most treasured weeping willow... that reaches out wider than even the most graceful English maple... that lofts its delicate flower-laden branches over your grounds and gardens with more splendor, more beauty than even the most magnificent maple.

PECTACULAR BEAUTY ALL 4 SEASONS OF THE YEAR!

Yes, here is one of those rare gifts of nature that not only thrusts itself to towering heights in record time... that not only drapes itself in lush green foliage from Easter time to way past Labor Day... but for a real "magazine cover effect" lavishes its branches with dazzling, delicate clusters of beautiful, fragrant flowers starting in spring... and then in fall and early winter for a real show-stopper transforms its colors to a molten mass more ablaze with fiery color than a summer sunset and in the dead of winter it makes for a startling contrast against a snow-covered landscape! Meaning: you get a continuous succession of shade, flowers, and color-magic beauty ALL 4 SEASONS OF THE YEAR!

GROWS IN VIRTUALLY ANY SOIL — REQUIRES NO SPECIAL CARE — SOARS INTO A MASTERPIECE OF LUSH, GREEN BEAUTY IN JUST A MATTER OF MONTHS!

Best of all, unlike most trees that demand constant pampering... the only thing you do when you plant this super-growing wonder-tree is water it and enjoy it. That's why leading botanical gardens... landscape artists... garden editors... can't stop raving about its indescribable beauty... its beautiful flowers... its trouble-free care. Is it any wonder that leading experts have hailed it in the most glowing terms... recommended it again and again for one-owners who want a stunning display of both beauty and shade... and with practically no more work than a couple of sprinkles a week.



Grows More
In One Month
Than Most Other
Shade Trees Grow In An
Entire Year... More In One
Season Than Ordinary Shade
Trees Grow In 2 Years, 3
Years Or Even 5 Years!
Picture shows magnificent
size, spread and beauty
of mature Flowering
Ulmus Pumila



Here's a luxury sight you don't have to wait half a lifetime growing — a matched pair of flowering showpieces, so strong and sturdy you can actually sling a hammock between them.



Picture your patio bathed in the cool, fragrant beauty of this show-stopping miracle-tree from early spring to the first snows of winter.



How's this for a natural archway in front of your driveway — twin towers of flowering beauty in less time than you ever dreamed possible.

© 1976 American Consumer, Inc.

MAIL NO-RISK COUPON TODAY

AMERICANA NURSERY SALES, Dept. JETA-31, Caroline Road, Philadelphia, PA 19176

Please rush me the Flowering Shade Tree(s) indicated below:

- ☐ 1 for only \$3.95 plus 35¢ postage & handling
- ☐ 2 for only \$6.90 (SAVE \$1.00) plus 50¢ postage & handling
- ☐ 4 for only \$10 (SAVE \$3.80) plus 75¢ postage & handling
- ☐ 10 for only \$20 (SAVE \$6.90) plus \$1.50 postage & handling

If after receiving my order I'm not delighted, I may return it within 90 days and you will refund the full purchase price (except postage & handling).

Amount enclosed \$_____ PA residents add 6% sales tax. Check or money order, no CODs please.

6400-600

On orders over \$6, you may CHARGE IT! (check one) Exp. Date _____

☐ BankAmericard ☐ American Express

☐ Master Charge

BANK NUMBER _____

Credit Card # _____

Name _____

Address _____

Apt. # _____

City _____

State _____

Zip _____

Division of American Consumer, Inc.

SHOPPING GUIDE

continued from page 86

& BABY MAKES 3

All sources New York City unless otherwise noted.

Pages 50-51: Fabric, Burlington/Klopman Ultra Vino 7182; Angora Peach 9143, Mohair Mint 9054, Cashmere Pink 9043, Shetland Blue, 9023; all fabrics are blend of 80% "Dacron" polyester and 20% combed cotton. Quilt filled with "Dacron" polyester fiberfill. Carpeting of "Dacron" polyester, Queen Carpet; desk accessories, by Smith Metal Arts at Fuller Stationers; white ginger jar lamp 9173/7655, Tyndale; white wicker-framed mirror, The Gazebo; "Pisa" wastebasket, Heller Designs; stuffed dog, "Filmore", Creative Playthings, Princeton, N.J.; "Hug-A-Book" dolls, pig and bear, Playskool, Chicago, Ill.; white stacking bowls with lids, large and small, from Max 1 dinnerware set, Heller Designs; wooden puzzles, trains, and truck, Great North Woods.

SEEING RED

Page 54: Large white stoneware bowl with red hearts, part of a set of 4 graduated bowls, imported from Germany, bowls range in size from 4½" to 9" diameter, \$20 (\$2.50)/set, from Jenny B. Goode. Hair color by Clairrol. Lipstick is Ultima II Super Luscious Lipstick, color: Rich Red; nail enamel, Love That Red; all by Revlon.

Page 55, top: "Duo" porcelain rimmed soup bowl, 9" diameter, color: Electric, \$9, by Rosenthal Studio-Haus. Red 100% silk crepe de chine shirt, #601, short sleeves, sizes 6-14, \$76, by Christian Dior. Large carved rock crystal heart, #2130/4123, designed by Elsa Peretti, \$130, and 18-kt gold 24" chain, #2119/8, \$72, both from Tiffany & Co. Please add \$2 per package for shipping and handling outside UPS area. Add sales tax where applicable.

Middle: "Borscht" Graphic Gourmet soup mug, white porcelain with red lettering, 4" diameter, one of a set of 4 different mugs (others spell out "Chicken", "Tomato" and "Gazpacho"), \$12.50/set of 4, by Sigma Marketing Systems. Model is wearing Formula 2, a lipstick with lipgloss and conditioners combined with it, color: Brand New Red, by Revlon.

Bottom: Large white ceramic heart, #4850, made in Portugal, has a matching cover (not shown), \$10, by Rubel & Co. "Touchstone" soup spoon is made of stainless steel and stoneware, color: Opal, dishwasher safe, guaranteed for 1 year, \$9, by Denby Ltd., Inc. For store nearest you, write to Denby. The 3 interlinked rolling rings are pink, yellow and white 14-kt gold, \$125 set, by Tiffany & Co. Please add \$2 per package for shipping and handling outside UPS area. Add sales tax where applicable. Nail enamel is Love That Red by Revlon. Make-up by Neila, hair color by Marie-Louise, hair by Marcel, all of Cinandre. Manicure: Nails by Margaret.

NURSERY

continued from page 51

CARPENTRY PROJECTS

The closet and side shelf units can be constructed from three sheets of ¾" plywood and a sheet of ½" plywood for sliding doors and center closet support. To construct, build three basic boxes: one 48" high by 60" wide by 24" deep, open on one side and with an 18" deep center support for the closet and two 36" high by 12" wide by 24" deep, open on both front and back for the shelves. Build two shelves in each side unit 11" apart. For the closet, fasten a 58½" clothes pole 2" from the inside top centered front to back, drilling or notching the center support to accommodate it.

Make sliding-door tracks top and bottom by adding three strips of molding. On the bottom of the closet use a 58½" piece of ¾" x ¾" molding and position it to form

tracks ½" deep. Line up outside moldings with outside edge of closet and work in. Space molding so strips are 9/16" apart. Glue and nail moldings, making sure to clamp each piece in place before nailing.

Doors are 46" by 29½" pieces of ½" plywood.

Decorative treatment: Paint edges and all parts to be covered in fabric white, including closet interior and backs of the doors. Paint outside frames and 6" on top and sides of closet back a contrasting color (we used rust). Paint inside of shelves a second contrasting color (blue). Cover the rest of the back in square arches of patterned fabric, applied with vinyl adhesive. Each arch is 6" thick, the outer one (blue) is 48" wide by 42" high, the next (red) is 36" wide by 36" high, the next (green) is 24" wide by 30" high and the center (rust) 12" wide by 24" high. Apply white lattice strips to cover all seams and add extra detail. Use the same treatment for doors (subtracting from the dimensions of the painted part to account for the outside framework). Cut lattice strips ⅝" short of the bottom so they won't interfere with the sliding of the doors. Use an inset type of hardware as pulls.

UNITS FOR CLOSET

To temporarily convert the closet for the baby, storage units are planned to hold the bassinet and all the accessories necessary. Install a white window shade in front of existing closet shelf to give a neater appearance.

The base units are 29" rather than 30" high to allow for either casters in their present stage or a desk top later.

To make the base units and separate top unit, you'll need three sheets of ¾" plywood and two sheets of ½" plywood for the drawers. For base units, construct a four-sided box 29" high by 35" wide by 23" deep with a vertical center partition. Insert and fasten two shelves on each side of the partition using dado joints (¼" deep grooves the thickness of the shelves cut into the center partition). Space them 5" apart and leave 16" for the bottom drawer opening.

For the drawers, construct the back portion the width of the opening minus the width of the drawer tracks, 15½" high and 22½" deep. Add a front 15¾" high by 16½" wide, centering it side to side and even with the bottom. Install drawer tracks on either side being sure to keep them level and even. Finished drawer front should clear surrounding frame by ⅛" on all four sides. Mark the center of each drawer; add wood knobs.

For top unit, make a three-sided frame 36" high by 35" wide by 12" deep with an open bottom. Fasten the shelf 15½" up from bottom and a clothes pole 2" down from inside top and centered front to back.

Paint all framing and edges white. Paint the inside surfaces a contrasting color (we chose rust).

FABRIC PROJECTS

Draperies: Figure the size of the draperies needed for your windows; add 1¼" for seam allowances. Cut fabric 6" shorter and narrower than these measurements. Cut border fabric in 7½" (6" plus seam allowance) strips and stitch to the bottom and inside edges. Line with a neutral coordinating color or with border

fabric. Leave an opening between the fabric and lining at the top for the drapery rod and stitch on either side of the opening to form a casing. Make tiebacks of the border fabric with strips 4½" wide and 20" long, stitching wrong sides together and turning.

The 26"-deep valance is made from a 21¼"-wide strip of blue. The border strip are 4¼". Stitch together, line and make the rod casing the same as on the draperies.

Comforter: The comforter is 67" wide by 88" with 6"-wide border strips. Cut the center piece 33" by 54" and cut the strip 8" wide (extra fabric is added to allow for what's taken up in fullness). Stitch the inside border strips to each side of the center piece then miter the corners. Continue with each consecutive strip. The back piece should measure 69" by 90" (less than the overall front piece so that it won't show on the edge). Tack batting to the wrong side of the back piece. Stitch wrong sides of the front and back together leaving a space open on the end. Turn right side out. Stitch opening. Hand stitch along border seamlines to quilt.

Pillow shams: Cut center fronts 19¼" by 25¼". Cut backs in two pieces 8¼" 13¼". Outside flap is 9¼", inside is 3¼". Fold strips for flaps in half lengthwise and from wider band make a frame with outside dimensions 26" by 32", the smaller one 20" by 26". Turn folded edges toward center and stitch these between right sides of the back and fronts. Turn.

Note: All seam allowances are ⅝".

Bassinet liner and skirt: Measure circumference and height of bassinet or laundry basket. Cut two strips of fabric for liner 3" longer and wider to allow for seam allowances at either end and top and bottom. Cut strips of quilt batting to exact measure of basket; sew to liner backs leaving seam allowance margin. Place basket on fabric or plain muslin and trace, adding seam allowance all around. Sew this oval to liner, inside out. Contrasting strips of fabric for skirt measure twice circumference for gathering ruffle, and one quarter height of basket plus seam allowances on each edge. Sew strips together to make one large panel. Baste elastic to top and gather above and below it to hold. Sew panel ends together to form skirt. Hem. You can sew liner and skirt together and then drop whole unit into place over basket.

Window shades: Cut a section of print fabric and one of a neutral lining fabric 1" wider than shade roller and 12" longer than window opening. Make a small mark at center top and bottom on each piece. Cut strips of fusible webbing and place between the layers of fabric. Overlap webbing as needed so fabric is completely covered. Smooth layers in place and carefully bond them together using a steam iron and pressing cloth.

Square shades making sure edges are parallel. Finished width should be slightly shorter than roller. Cut edges with scissors. Treat edges to prevent raveling by drawing a small bead of white glue along the edge. Turn up 1½" slat hem on the bottom of the shade and stitch in place.

Attach shade to roller in a straight line with masking tape. Roll up gently and put in brackets.

Tack board: Purchase a piece of fairly dense insulation foam. Wrap fabric around it and tape it in back.

900 WAYS TO BECOME THE PERFECT HOST!

The World's First **2 in 1** International Recipe Card Collection for **MIXED DRINKS** and **HORS D'OEUVRE**

Published by
RANDOM HOUSE



**FREE
CARD
CASE**

**NO-RISK
OR OBLIGATION
TO BUY ANYTHING
NOW OR EVER**

Entertain Easily... Graciously...and Economically RECIPES FROM AROUND THE WORLD

OVER 500 foolproof recipes for both the newest "in" drinks and old-time favorites...including amazing **LOW-CALORIE COCKTAILS** (none over 90 calories) and delicious **NONALCOHOLIC** short and tall drinks.

OVER 400 recipes for sumptuous hot and cold, delicate and hearty, exciting and varied hors d'oeuvre along with—**INSPIRING SALADS**—**SCRUMPTIOUS MAIN COURSES**—**DELECTABLE DESSERTS**—for both your **weight-conscious** and your carefree "**LIVE-IT-UP**" guests.

HIS GREATEST ACHIEVEMENT! THE INTERNATIONAL COLLECTION was conceived and created by the noted author and distinguished food editor... **MICHAEL DORN**...with the assistance of leading authorities in the field of mixology, wine, and food. Presently, three of Mr. Dorn's original recipe card collections are receiving acclaim in **MILLIONS** of homes throughout America. The greatest tribute that can be paid to his creative talents are the outstanding collections that he originated and designed.

- **THE BETTY CROCKER® RECIPE CARD LIBRARY**
- **McCALL'S GREAT AMERICAN RECIPE CARD COLLECTION**
- **WEIGHT WATCHERS® RECIPE CARDS**

HERE AT LAST! A fantastic 2-in-1 opportunity to put your home entertaining problems far behind you... **RANDOM HOUSE** has published an incredible recipe file of **OVER 350 EXTRA LARGE** (6½" x 4½") **PLASTIC-COATED**... **STAIN-RESISTANT**... **FULL-COLOR** recipe cards, picturing over **500 foolproof recipes for mixed drinks** **PLUS** over **400 recipes for exciting and varied appetizers**.

4 FREE BONUS GIFTS!

- 1 THE EXCLUSIVE DECORATOR-DESIGNED "INTERNATIONAL RECIPE CARD COLLECTION" FILE CASE.**
- 2 20 FULL-COLOR, PLASTIC-COATED 6½" x 5" DIVIDER CARDS** containing valuable information and fascinating facts about each category in this outstanding collection.
- 3 BAR BASICS** a special group of large 6½" x 4½" cards filled with "INSIDE" expertise on cutting liquor costs... proper use of bar equipment... and advice from expert mixologists.
- 4 CROSS-REFERENCED INDEX** showing where to find every drink and food recipe included in the entire collection.

RANDOM HOUSE • 201 E. 50th Street, New York, N.Y. 10022

NO MORE EMBARRASSMENT at the request for a simple **MARTINI**... a not-so-simple **BRANDY ALEXANDER**... a **LOW-CALORIE PLANTER'S PUNCH**... or a **NONALCOHOLIC POLYNESIAN LIME COLLINS**. All phases of party planning, even ideas on color schemes and table decoration, come to mind after viewing the artistic color photos. **EASY-TO-FOLLOW, STEP-BY-STEP** recipes for **HORS D'OEUVRE**... **GOURMET SALADS**... and **PARTY-TIME DESSERTS**, will make any affair a memorable occasion. Every phase of hosting is included in **LARGE, CLEAR TYPE**—from sending out invitations, shopping for liquor bargains to selecting and serving the proper wines. This entirely new concept of "**TWO-IN-ONE**" will make your parties **TWICE** as successful for every dollar you spend.

DRAW THE RIGHT CARD EVERY TIME. Return the attached coupon. Upon acceptance, we will send you the first set of **18 FULL-COLOR CARDS**... along with your **4 FREE BONUS GIFTS**. If you wish to keep this first set, carefully selected from the major categories in **THE INTERNATIONAL RECIPE CARD COLLECTION**, simply send us your check for just **\$1.49** plus **35¢** for postage and handling. We will then send **SET 2**, on a **14-day** approval, approximately one month later. Then if you wish, you may continue to receive the remainder of the sets, always on approval at the rate of **2 sets a month** for **8 months** at the same low price of only **\$1.49** per set plus postage, handling, and local tax, if any. You will never be billed in advance; you pay only for the sets you receive and wish to keep.

If you do not wish to keep your first set of cards, simply return the cards to us within **14 days** and owe nothing. Everything else is yours to keep as our free gift. What could be fairer?

14-DAY FREE TRIAL OFFER! SEND NO MONEY!

ACT NOW! START BUILDING YOUR COLLECTION TODAY!

RANDOM HOUSE ENTERPRISES
2-IN-1 INTERNATIONAL COLLECTION
P.O. BOX 21, INDIANAPOLIS, IND. 46291

9AH72



Please send me the first set of cards in "THE INTERNATIONAL COLLECTION" plus the **4 FREE BONUS GIFTS**, as described in this ad. I understand that upon acceptance, all **FREE BONUS GIFTS** are mine to keep even if I return the first set, and that I am under no obligation to purchase any recipe cards.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Only One Offer Per Household. Valid in Continental U.S.A. Only.



INTRODUCING... The PLANT CURTAIN

Handcrafted New England pine, wrought iron, and manila rope combine in a natural way to bring the joy of living greenery to your home, country manor, or city hi-rise. Definitely decorative for all seasons, "THE PLANT CURTAIN," provides handsome shelving for plants, flowers and ferns; turns a sliding glass door into a "natural greenhouse," doubles as a room divider.

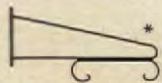
THE PLANT CURTAIN measures 35" by up to 60" in length, designed to hang securely from ceiling joists or wall studs* by sturdy wrought iron hangers. THE PLANT CURTAIN incorporates a four-point anchoring system making the unit extremely stable. THE PLANT CURTAIN uses furniture grade edge-glued pine, with high quality, water-resistant stain and hi-temp lacquer finish. *Optional wall hangers available where ceiling hangers are impossible or impractical.

THE PLANT CURTAIN suspends anywhere; in front of windows, glass walls, etc./Increases plant space without taking up valuable living area/You adjust and position shelves to suit your needs/Displays plants, object d'art, dry flower arrangements/Folds for easy toting/Becomes an interior wall plant display and/or grow center with addition of grow lights.

COMES COMPLETE WITH: Beautifully finished pine shelves/Two attractive handcrafted wrought iron hangers and hardware/3/8" manila rope with ends braided for hanging/easy-to-follow hanging instructions/Available in light or dark finish with either ceiling or wall hangers.

Patent pending

\$69.95



Incl. postage & handling - 4-6 wks. del.

Mass. Res. Add 5% S.Tax. Plants not included
Please specify finish and type hanger. Send check,
money order, BankAmericard/Mastercharge # and
expiration date to:

SUSPENSION SHELVING SYSTEMS©1976
P.O. Box 334 A - Mashpee, Mass. 02649



EMERGING WOMAN

continued from page 31

When the firm puts on a fashion show — which happens about 20 times a year in as many cities — employees, neighbors, and friends of all shapes and sizes travel along to model their favorite outfits. The audiences go wild, seeing women like themselves making the most of their looks and ability.

Personal contact is Ann's medium, and she has learned to exploit it to the limit of her energies. About half her time is spent away from home base attending conventions, giving classes and workshops, visiting franchises, and generally keeping up with the business. With such demands on the President's time, how can a marriage survive? "Well, I'll tell you," grins Herb, "the separations keep it young. We were apart for three weeks until last night. Shall I tell about the sex life of a 53-year-old woman, Ann?" She laughs.

The fact that her business has brought the joy of self-expression, plus financial savings, to thousands of women brings Ann immense satisfaction. "I think the American woman is tremendously underestimated both by herself and by the Establishment," she says. "I get a tremendous kick out of giving the people around me a chance to learn and grow. I want to show them the possibilities that exist and hope I can in a small way enrich their lives. That is what Stretch and Sew and Ann Person are about."

With that, Ann excused herself, explaining that she had to catch a plane, and dashed out the door. □

HEALTHY HAIR

continued from page 10

scalp. Handle hair gently when unwinding and wait until it's cool before you brush. Open, mist-heated electric rollers are easier on hair than the old-fashioned, enclosed cylinder variety.

As for long hair, George Michael advises using mesh or plastic rollers under a hood dryer—wind them loosely.

CONDITIONING. Cream rinses make for easy post-shampoo untangling. They neutralize the electrical charges that make your hair flyaway, and film your hair with oils that make it shine. Protein conditioners sheath hair in a coating, filling in around roughed-up cuticles and split ends, making each shaft smoother and shinier. A good hair-care regimen includes regular use of both.

George Michael encourages gentle daily brushing with a natural boar's-bristle brush to distribute the oils from the scalp all the way to the ends. Bend at the waist and gently brush from the nape of the neck down the shaft of the hair, following with your hand to smooth out static and snarls. Start with 20 strokes and add 10 a day until you get to 50.

PERMANENTS, STRAIGHTENING, COLORING. Could a little processing turn your limp head of hair into a flowing mane? Could the right treatment tame those wild, kinky curls? Could a special formula frame your face in a more flattering shade? The answer may be yes, so if your hair needs help, go ahead. But make no mistake: These procedures are hard on hair. The peroxide used in tints and bleaches to remove the pigment also attacks the make-up of the hair. Waving and straightening alter chemicals bonds in the hair shaft and weaken it.

With care, altering your hair color or texture can enhance your appearance. The key is to find the right combination for you. That, together with a program of tender loving care that babies your hair will coax forth all its natural beauty.—Karen Cure

Karen Cure, whose expertise includes first aid and preventive medicine, discussed the hows and whys of choosing a household cleaner in the July, 1976 AH.

Famous

CosmoPedic™

The World's Most Comfortable Shoe!

GENUINE LEATHER Fashion Classic "Charisse"

—Not \$25 Not \$20—

Just \$9.99 pr.



Red

Black.
Navy.

**NOW AVAILABLE
IN 2 HEEL HEIGHTS!**
Easy-Walk 1 1/4"; New Fashion 2"

LOOK AT ALL THE QUALITY FEATURES!

- (1) Reinforced Toe Cap (2) Supple Glove Leather Upper (3) Special Topline Trim Prevents Wear At Seam (4) Reinforced Heel Helps Shoe Retain Shape (5) Impact-absorbing 1 1/4-Inch Heel (6) Combination Last For Proper Fit (7) Steel Shank (8) Long-wearing Outsole.

Lana Lobell
Hanover, Penna. 17331

Canadian customers: please send orders to:
Lanover Products Inc., Dept. M-3286
9330 Charles de Latour
Montreal, P.Q. H4N 1M2
(Quebec residents add sales tax).

Here is a fine quality leather fashion shoe, a classic that's **never** out of style! It gives your feet a gorgeous slim line, and pairs perfectly with dresses, pants or skirts all year 'round! Remember, you're getting **real leather**. No matter what claims are made about synthetics, they can never approach the comfort and durability of genuine leather! Synthetics make your feet hot and sweaty in summer; cold and clammy in winter. Leather lets your feet breathe... and conforms to the shape of **your** foot! Why pay expensive department store prices for the same shoe? Order now from us and **SAVE!**

COLORS: Red, Black, Navy.
SIZES: 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10 and 11.
WIDTHS: B, C, D, E, EE, EEE.

OUR 14-DAY GUARANTEE

Here's an offer a department store wouldn't dare to make! Try our shoes for yourself. Wear them. If not completely delighted, simply return within 14 days for a full refund of the purchase price, no questions asked! Now, that's a guarantee in writing!

SATISFACTION GUARANTEED OR MONEY BACK

LANA LOBELL, Dept. M-3286 Hanover, Pa. 17331

I want to take advantage of these fantastic savings NOW! Please send "Charisse", genuine leather fashion shoe as indicated on full money back guarantee for the amazing low price of just \$9.99 pr. plus \$1.50 postage, handling, insurance.

☐ **SAVE! ORDER TWO PAIRS** for just \$18.98! Please add \$2.50 postage and handling and insurance.

Easy-Walk 1 1/4-inch Heel			
How Many?	Style #	Color	Sizes & Widths
	M230624B	Red	
	M230755B	Navy	
	M250399B	Black	

New Fashion 2-inch Heel			
How Many?	Style #	Color	Sizes & Widths
	M270777D	Red	
	M270785D	Navy	
	M270769D	Black	

CHARGE IT:

☐ American Express
☐ BankAmericard

☐ Carte Blanche
☐ Diners' Club

☐ Master Charge
☐ Interbank # - - - -

Acc't # _____ Exp. Date _____

Enclosed is \$ _____ (Md. residents add sales tax.)

☐ C.O.D. (Enclose \$2.00 deposit per pair.)

Name _____

(please print)

Address _____

City _____

State _____

Zip _____

© Lana Lobell, 1975

ONE MAN'S HOUSE

May I compliment you and the architect on the duplex House of the Year (November, 1976)? This would provide an ideal solution also to the parents-in-law problem, if they are too well to be put into a retirement or nursing home but not well enough to be left completely without supervision (and if all parties concerned prefer their own privacy).

I could fault this home in only one respect: Some of the glass (which I realize adds to its attractiveness) should be replaced by solid masonry walls, especially in colder climes and at a time of energy conservation. Further, while I like the floating stairway, it does give the impression of an office building. Could it not be replaced by a wrought iron stairway, or a carved wood stairway, which would also enhance its appearance?

(Mrs.) Helen Seht
McLean, Va.

POLITICALLY YOURS

I appreciate the profiles that you did on Carter and Ford (Nov. '76). Keep up your good work in touching on subjects of importance to the mainstream of American life.

Nan Lieberman
San Francisco, Calif.

I subscribe to American Home and enjoy it every month. This is my first time writing to you, and I am writing to say that the double study of Ford and Carter by Doris Kearns Goodwin was excellent. I think she has keen insight. I found it enlightening. She presented it in such a way that revealed an honest, realistic close-up of who Jimmy Carter and Gerald Ford are, with a constructive analysis. When I finished reading both studies, I felt I knew more about the real men.

Carol G. Nienaber
New Orleans, La.

BIRDS OF A FEATHER

I have just finished reading "The Nesting Instinct" in your December 1976 issue. Although I am, at the moment, happy to be living alone in a city apartment where a handy (sometimes!) repairperson is available when things go bump—or when they just don't go at all—I do agree with Ms. Garson that a single woman has equal rights to a home of her own. Where is it written, after all, that only the title "Mrs." qualifies one to own and maintain a house? While I can't see my nesting instincts carrying me quite so

far from the city's beaten tracks, I may someday want to trade my city dwelling for my own "house in the country." It's nice to know it can be a reality and not just a dream.

Melodie Shaw
New York, N.Y.

GETTING DOWN TO BRASS TACKS

I really enjoyed your November 1976 issue. I have been thinking of remodeling my kitchen, and the family kitchen story gave me the push I needed to start. We can't afford to expand but the ideas for using space are just right. I liked the plants in the kitchen, too.

Your media room was a little far out for my budget but my son saw the indoor swing and flipped. We rigged it in the basement and my son now has his own magic corner.

Mrs. Steven Wolfe
Parma Heights, Ohio

Upon reading the November issue of American Home and taking a realistic look at the homes you feature, it made me realize why so many American homemakers are discontented with what they have.

"Duplex '76 A House You Can Afford," costs a whopping \$66,000 not including grounds or landscaping; "Family Kitchen: Room to Grow" would take no less than \$12,000 to hire a builder to install skylights, natural wood cabinets, windows, flooring, appliances, etc. The topper was "The Good Life" media room at a mere \$200,000.

To state that the Nicholson basement was like everyone else's is absurd. First, it's about three times larger than the average American home basement where there isn't even room left to store children's toys, bicycles, boxes of seasonal clothes, draperies, summer furniture, or have a place to keep a washer and dryer or a place to tinker or paint a piece of furniture. Second, the total value of the whole house of the average American home is worth a quarter or fifth of the Nicholson basement after decoration.

To further your insight, it would be a great expense to most average-income families just to have the bath facilities in your "Good Life Basement Spa" installed in a bathroom that is 10 feet or 12 feet by 6 feet, no less an extra basement bathroom of 12 by 16 feet. Most women in our income bracket would enjoy having a child's bedroom or a dining room the size of this basement spa bathroom. The information

for installing or building a stall bar slant board, ballet barre, or exercise mat is terrific. What's the price for doing your own lighting, paneling closets, heating system (basements are not usually heated), and installing piping for new plumbing, not to mention all the extras?

(Mrs.) Linda M. Bodzian
Bamber Lake, N.J.

Editor's reply: The equipment that the Nicholsons installed in their media room was worth \$200,000—but the remodeling of the room wasn't that expensive. Readers can choose to put in less costly equipment, within the range of their individual budgets.

ON THE HOME FRONT

The video games report in the December '76 Home Front News was interesting. You should run more of these shopping service articles. It's a terrific help to consumers.

Mrs. Carl Stevens
Salem, Ohio

COOL COMPLIMENTS

Thanks for your guide to frozen dinners. Getting this information in the comfort of my own home is much nicer than reading labels in the very cold freezer section at the grocery store. Please—more nutrition facts on convenience foods.

Mrs. David Arnold
Meadville, Pa.

CLEARING THE AIR

I was especially interested in the article concerning the new humidifiers in the November 1976 issue of AH. Owners of a total-electric home, like us, use portable units that are a nuisance and make a lot of dust. I would like to see an article on humidifiers that can be incorporated into the heating system.

May I please have the name of a company that makes these units? American Home is a great magazine.

Mrs. Lowell Probasco
London, Ohio

You may contact the Air-Conditioning & Refrigeration Institute at 1815 North Fort Myer Drive, Arlington, Va. 22209 for a list of companies that manufacture central system (whole house) humidifiers.

Address letters to editors to: *Our Readers Write*, American Home, 641 Lexington Ave., New York, N.Y. 10022. Be sure to include your signature and address.



paring to rob the Dalton City Bank,
dit Ma Hooper decided to signal
partners with a lighted cigarette.

The bandits got \$6,000. Ma Hooper got 60 days.

You've come a long way, baby.

VIRGINIA SLIMS

With rich Virginia flavor women like.

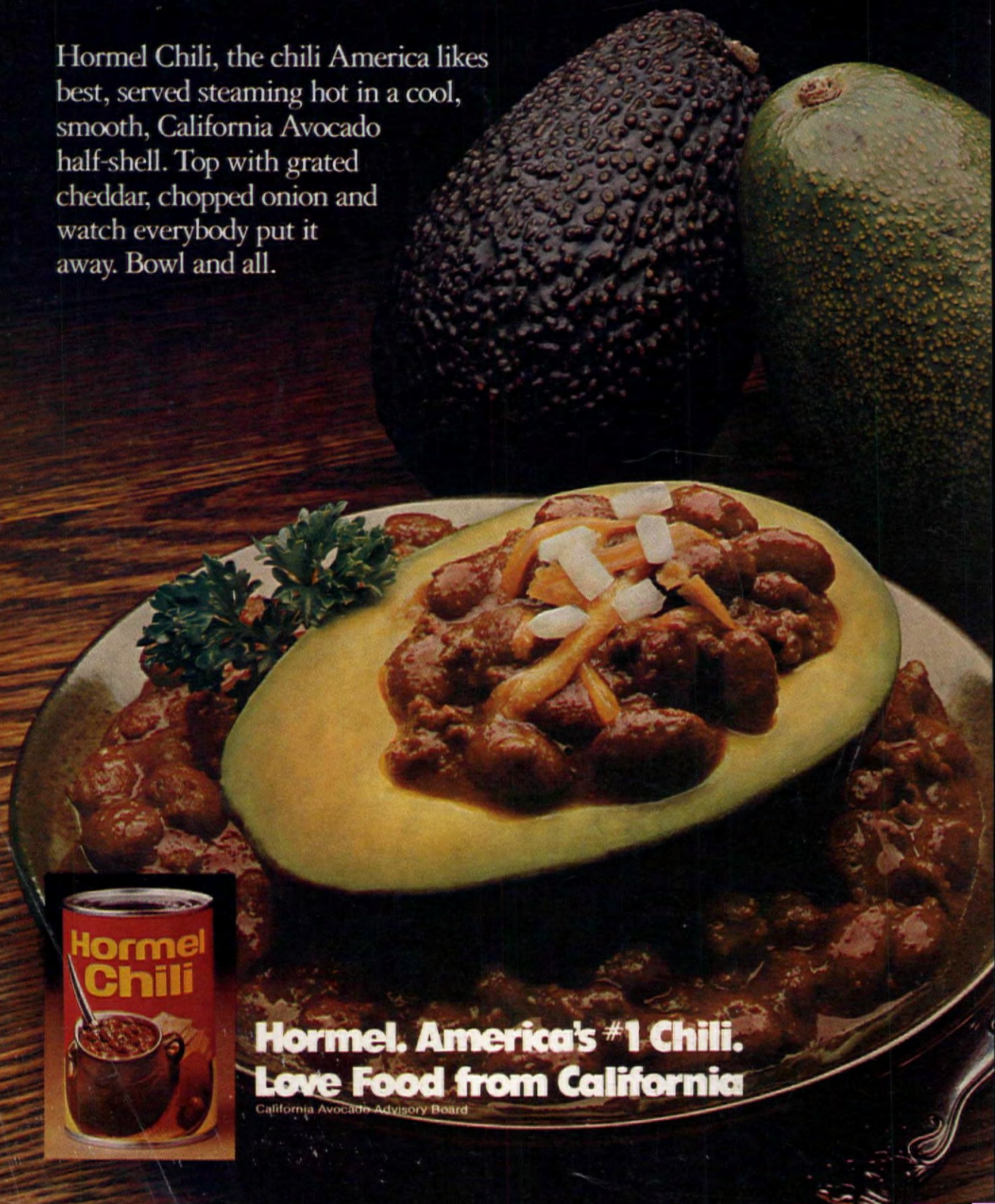


g.' tar,' 1.0 mg. nicotine av. per cigarette, FTC Report Apr. '76

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

Hormel introduces the first chili bowl you can eat: California Avocado.

Hormel Chili, the chili America likes best, served steaming hot in a cool, smooth, California Avocado half-shell. Top with grated cheddar, chopped onion and watch everybody put it away. Bowl and all.



Hormel. America's #1 Chili.
Love Food from California

California Avocado Advisory Board