



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

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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.
- Paté, 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

*Perfect Matches*



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-Rhone.

**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'Evêque, 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.*



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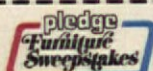
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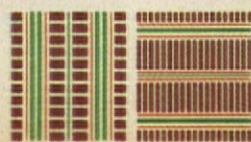
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## Who Needs a Kitchen Really?

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

by Raymond Sokolov



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.*

• 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



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.

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# HOME FRONT NEWS

## WATCHED 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

Fleischmann'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!



## 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

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

## FLYING

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¢.

## 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.



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.

## IT'S A STEEL

Steel-frame furniture may be the wave of the future. Although most people aren't 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.



# HAVE A HEART



**easy  
DOES IT**

## STANT GREENERY

o your houseplants have the February blues? Here are some ways to save time—and turn them to leafy green.

**o speed up a tedious task,** give your leafy friends a community shower. Gather them in the shower stall or tub or their weekly watering/ misting, and turn on the spray—no more messy spills in the living room.

**Keep a pocket calendar** with your gardening tools. Jot down feedings and watering schedule. (Good reference for plant sitters, too!)

**Start a pit pot.** Save seeds from apples, half-eaten raw eggs, oranges, and other fruits and vegetables. Soak seeds overnight in water and plant. They won't all come up, but you may be surprised at how many do!

**ew products to make your plant tending easier:**

**Vonder Garden** keeps your plants green all winter. Flowers and vegetables thrive in this two-level planter that contains an electric pump to circulate water and nutrients through the soil. From \$24.95 to \$169.95.

**The Plant Caddy** from Flexite is a 12¼-inch-diameter saucer mounted on casters that keeps pots off the rug and allows you to move your plants to follow the sun; \$5.75. Both at plant and department stores.

—by Wanda Warner

## 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 candle*

## 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.

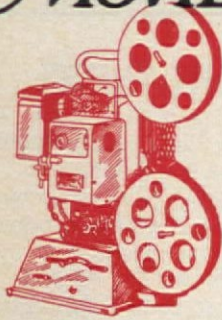
## A KISS IS STILL A KISS

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)





# MOVIES



## HEROES

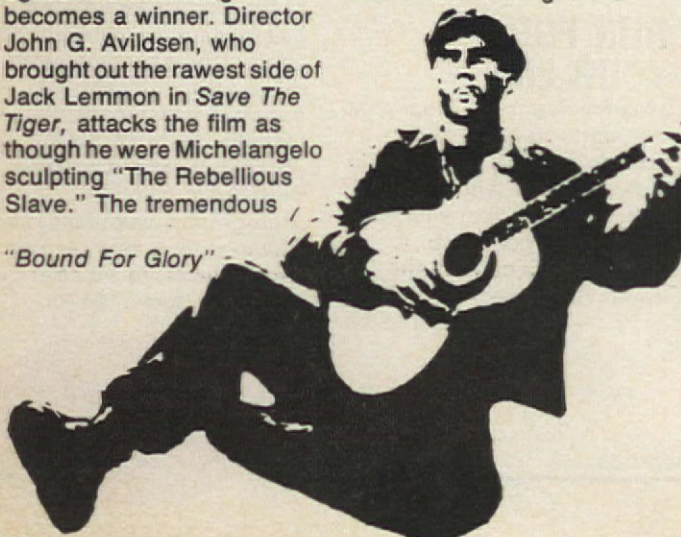
What's new at the movies? Apathy and the coward are out. Heroes and commitment are in. At least that's how it looks this month.

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 literature 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

Like *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 riche middle class. Segal sees his job as an aerospace executive; Fonda has a try at modeling; work in 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 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

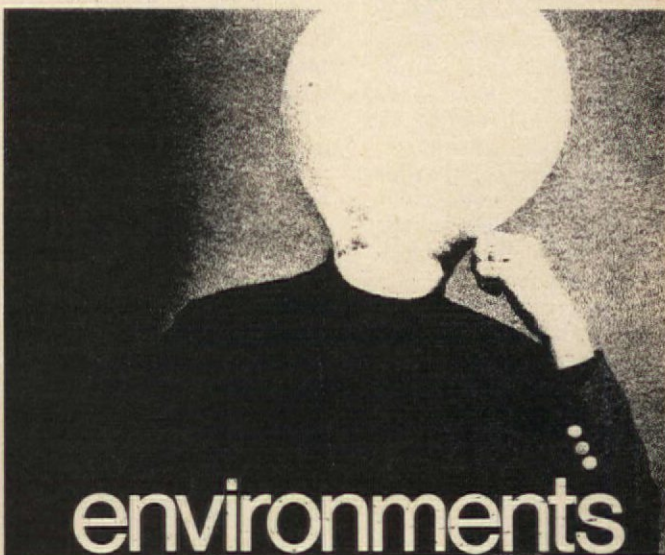
**Environments Disc Three.** Be-in/Dusk at New Hope, Pa. Side one lets you relive the Psychedelic 60s. Nostalgia, anyone? Side two offers the peacefulness of verdant countryside.

**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.





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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)

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# "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, Director



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# 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.

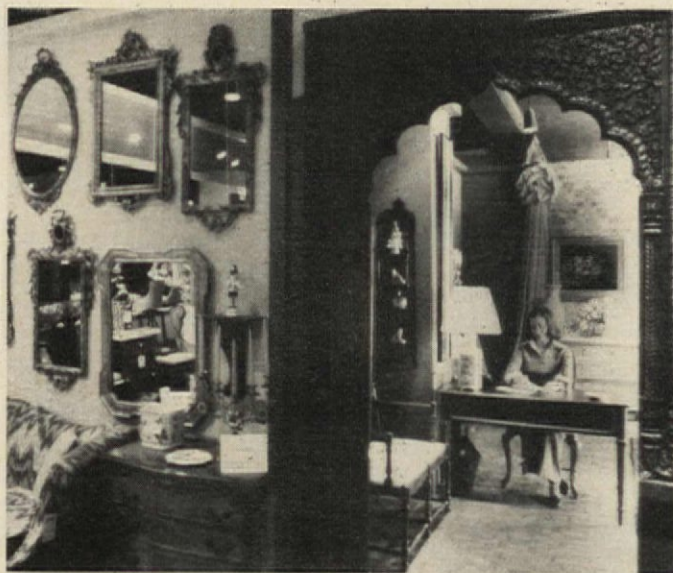
## A GROWING TREND

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.*



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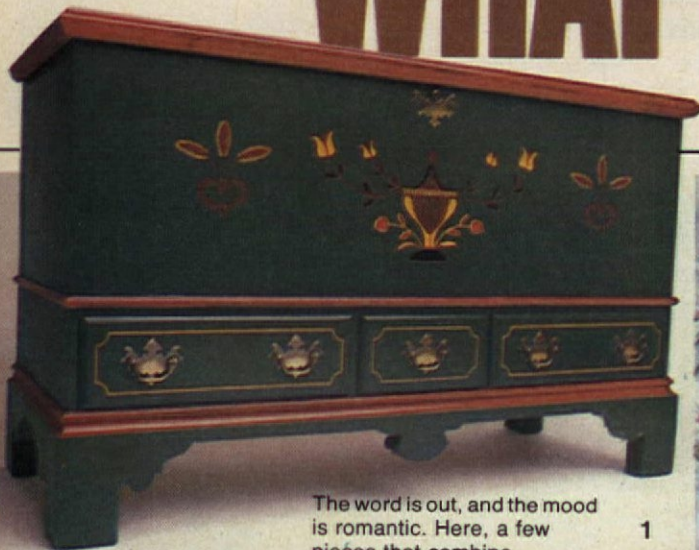
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- For a list of major winners, send a stamped, self-addressed envelope to: HOMEWARE SWEEPSTAKES, P.O. Box 2436, Westbury, New York 11591.



# 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.

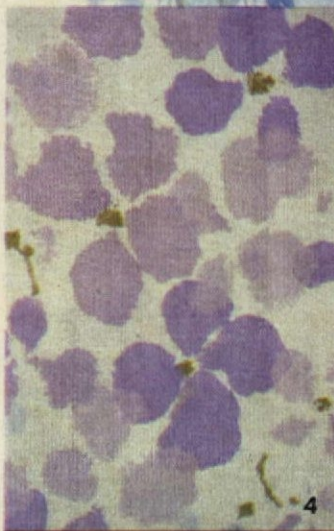
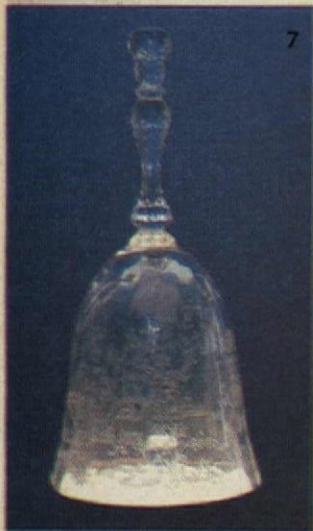
3) The small compartments and shelves inside this "Biscuit Box" make it a functioning bit of nostalgia. The tin bow front has porcelain hardware. From Sugar Hill Furniture's Front Porch Collection (18"x20"x29 1/4" h); \$149.

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 Ratagick 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.

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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 Teutsch 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."

**T**he 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)





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# 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

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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



**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

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









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 Booton 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 Chipps

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. RISSNA

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.

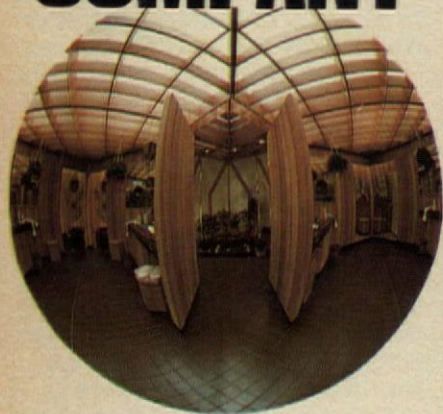
**An end to messiness:** A realistically shaped wastebasket and substantial closet and drawer space.

**Can't locate ties, belts:** Buy efficient racks to mount on a wall or hang in a closet or devise your own with pegboard 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

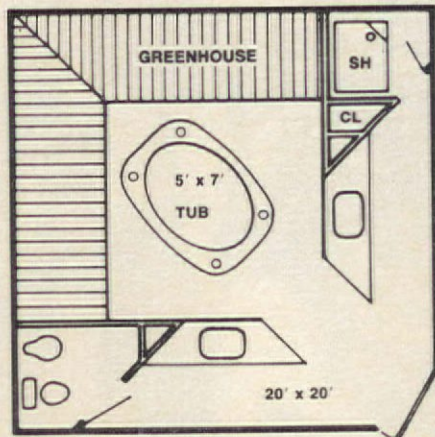
**Opposite, top:** Areas of increasing privacy fan out from the entrance to the bathroom; toilet cubicle and matching shower stall can be completely closed off. Beyond the entry is the shared space—the room he and she can enjoy together, with the big oval tub and greenhouse. Four-inch-square ceramic 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.

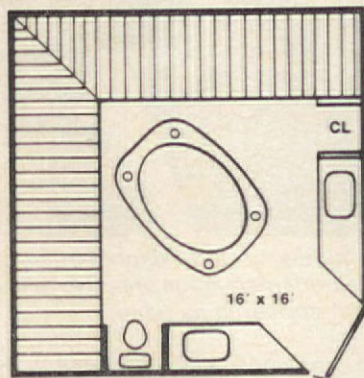
**Opposite, bottom right:** Storage for towels, sheets, and assorted bathing aids is provided beneath counters and in a big closet adjacent to the man's sink. These closets have invisible hinges and locks; just push the door slightly and it opens. Hanging plants and trees flourish in the bathroom because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

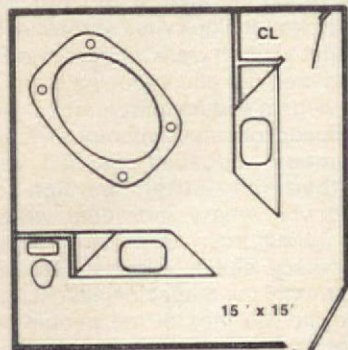
PHOTOGRAPHY BY HARR/HEDRICH-BLESSING



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

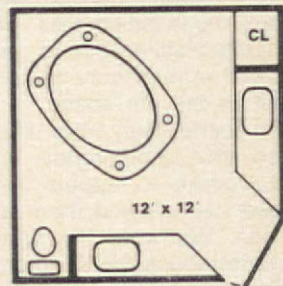


Here, lavatories are reversed, toilet and closet moved, bidet eliminated.

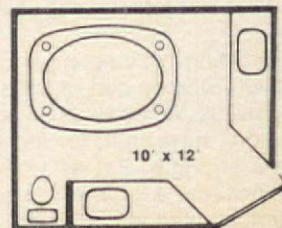


With greenhouse removed, toilet and closet relocate alongside lavatories.

**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. Eroti-



*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.*

cism and sensuality abounded in the 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



*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-

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)



# 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.

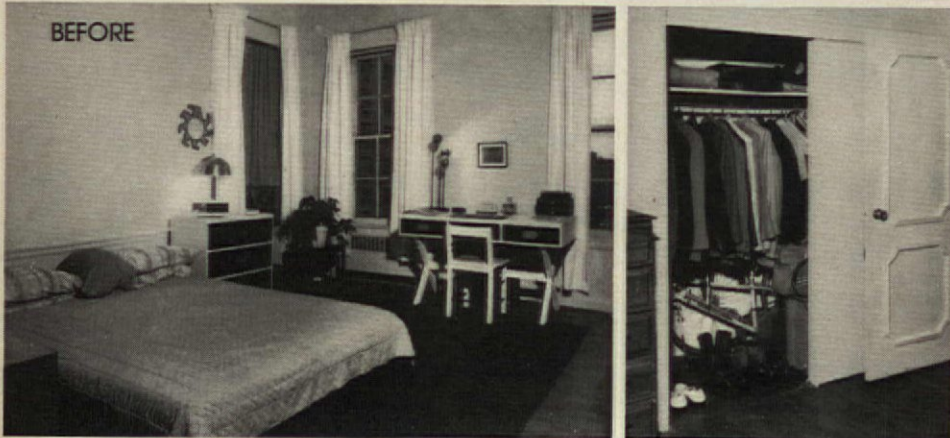


# BABY MAKES 3

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.



BEFORE







**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

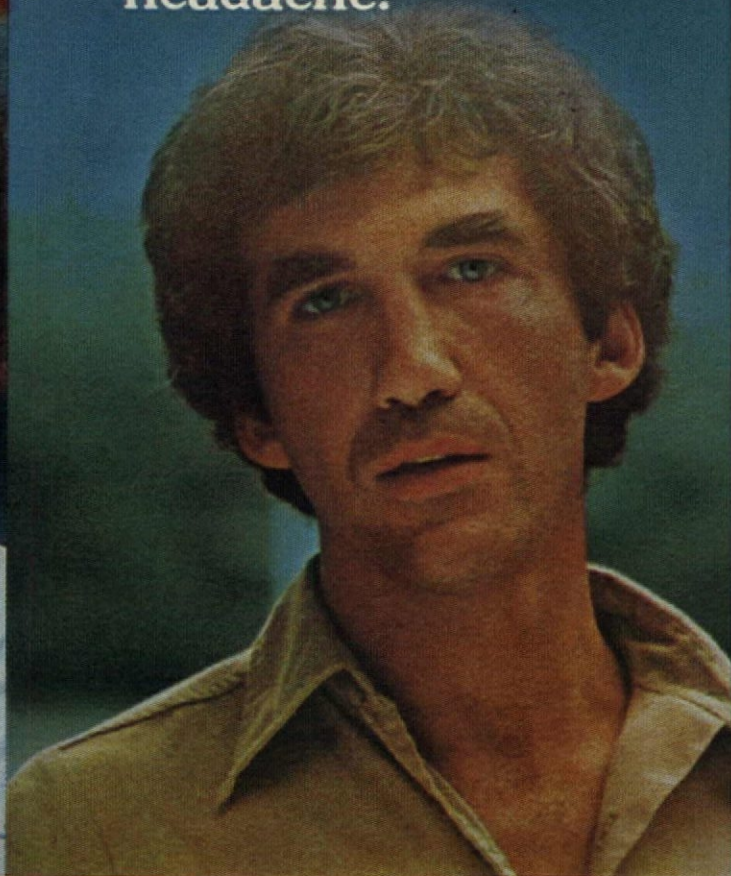


# The Excedrin It comes in all

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



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



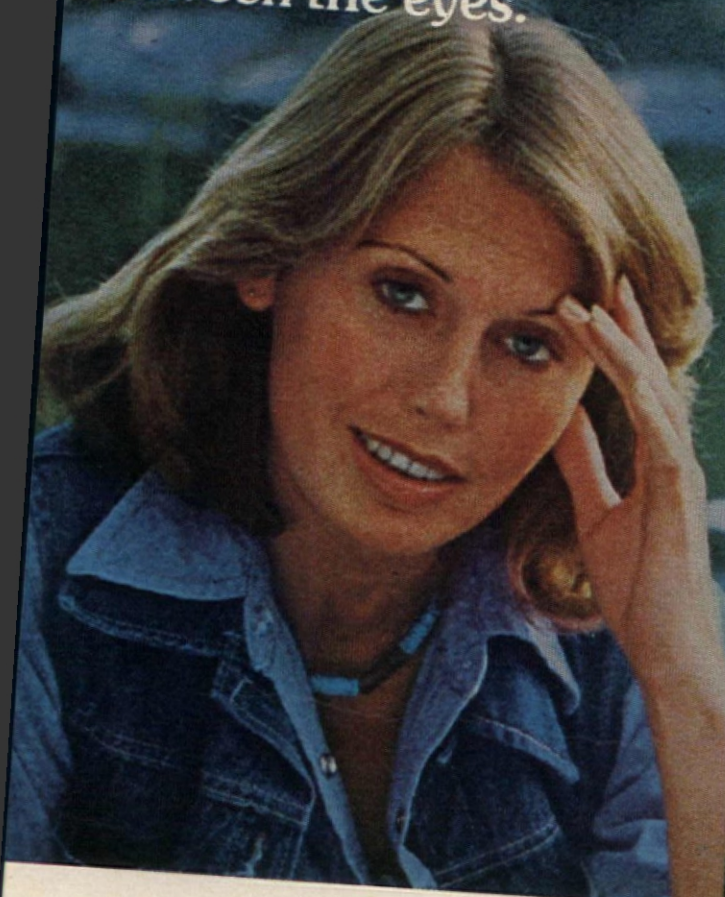
© Bristol-Myers Co., 1977

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.

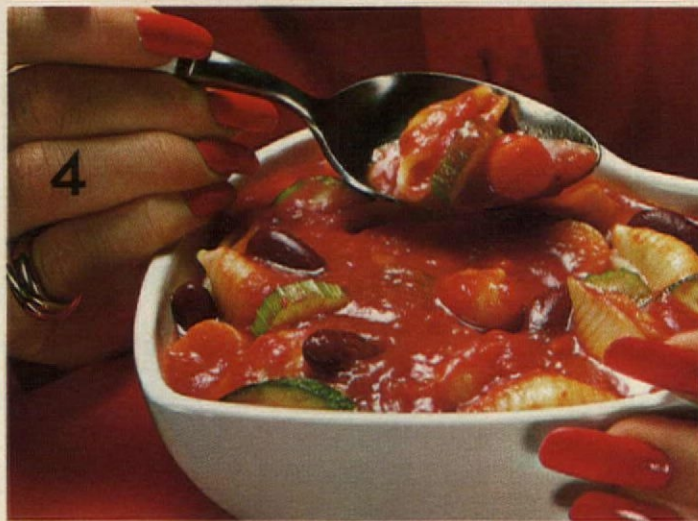
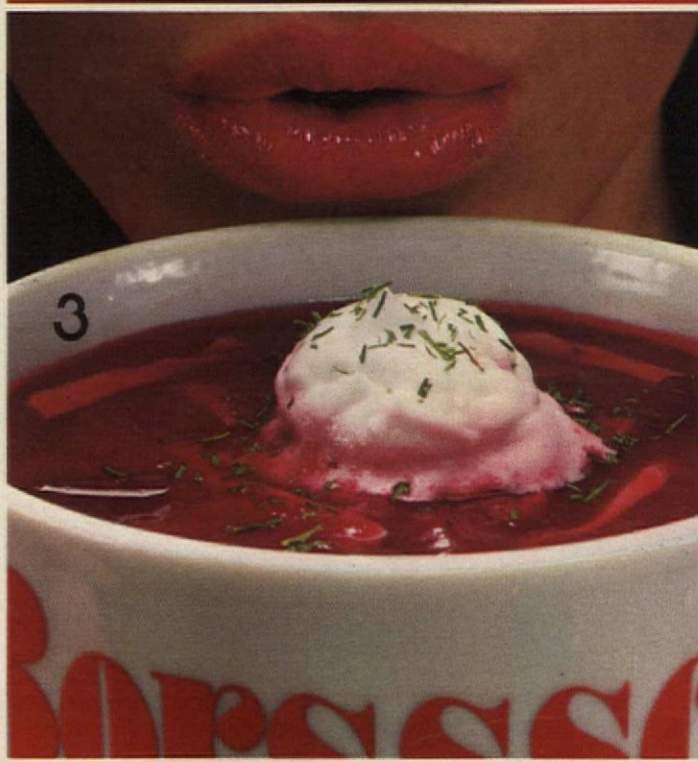
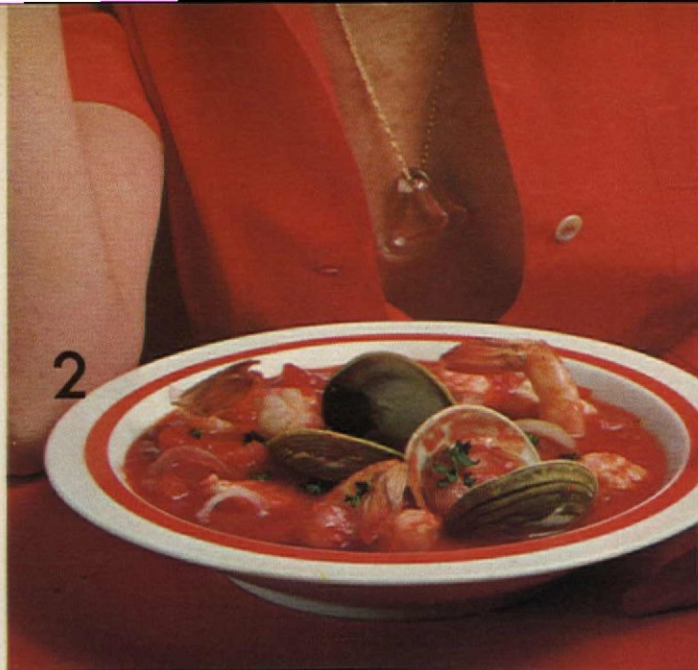
**2. COLOR IT RED . . .** And pronounce it cioppino

(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 HAIRD . . .**

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.



**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 <sup>1</sup> )	Protein (in grams)	CHO (in grams)	Fat (in grams)	Fiber (in grams)	Crude Fiber <sup>2</sup>
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	—

<sup>1</sup>all statistics refer to one serving or two slices of bread

<sup>2</sup>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.

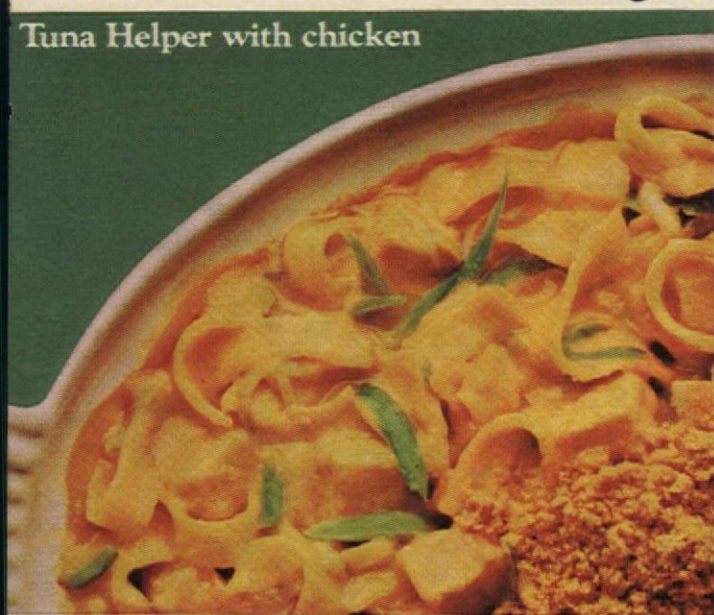
5. Stir tea before pouring to make sure it is uniformly strong. Then, just pour and serve! — **Gale Steves**

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.

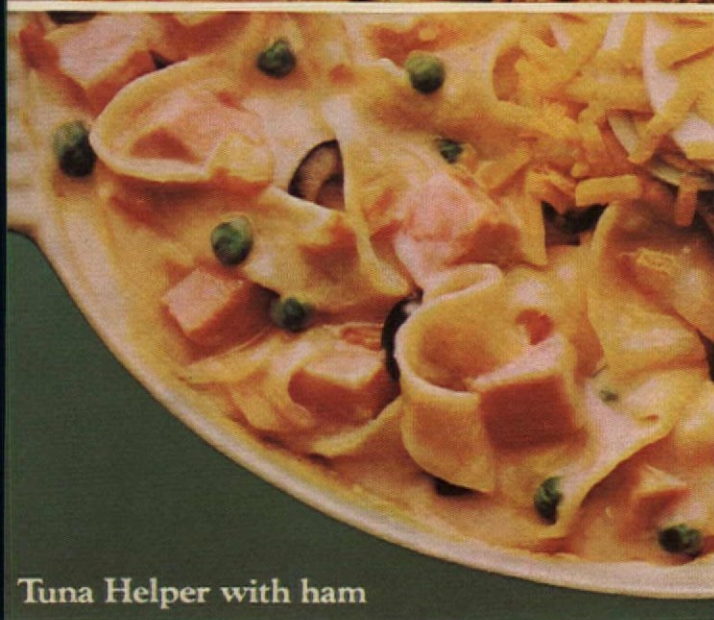


# Tuna Helper helps more than just tuna!

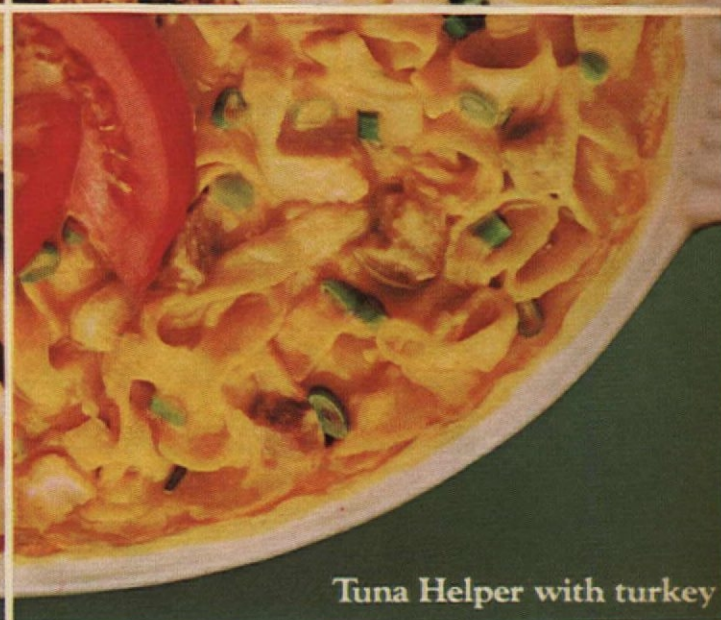
Tuna Helper with chicken



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)

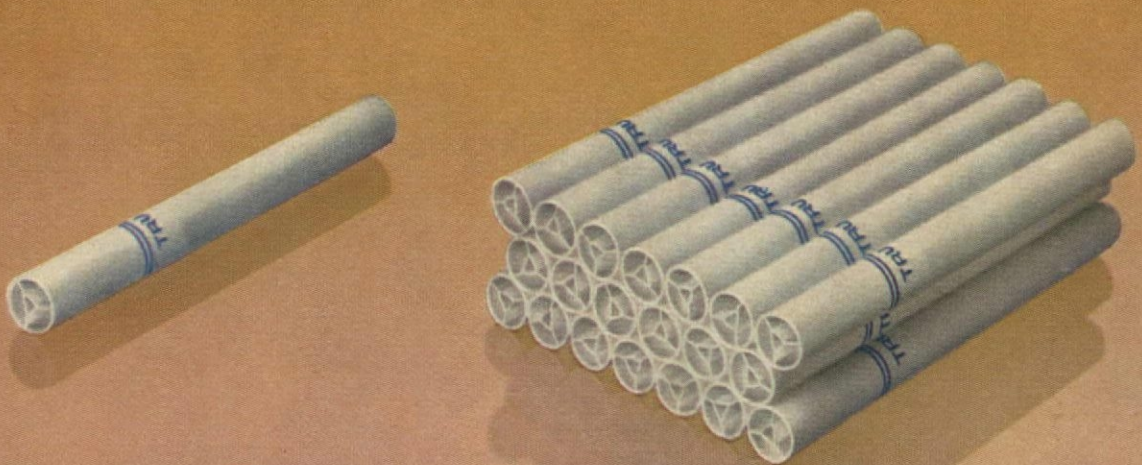




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**Down to only  
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**5 MGS. TAR**



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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**

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### 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 Laotian *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 Diogenes 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-

## Why We Can't Stay Married

by TD Allman



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 questing 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."

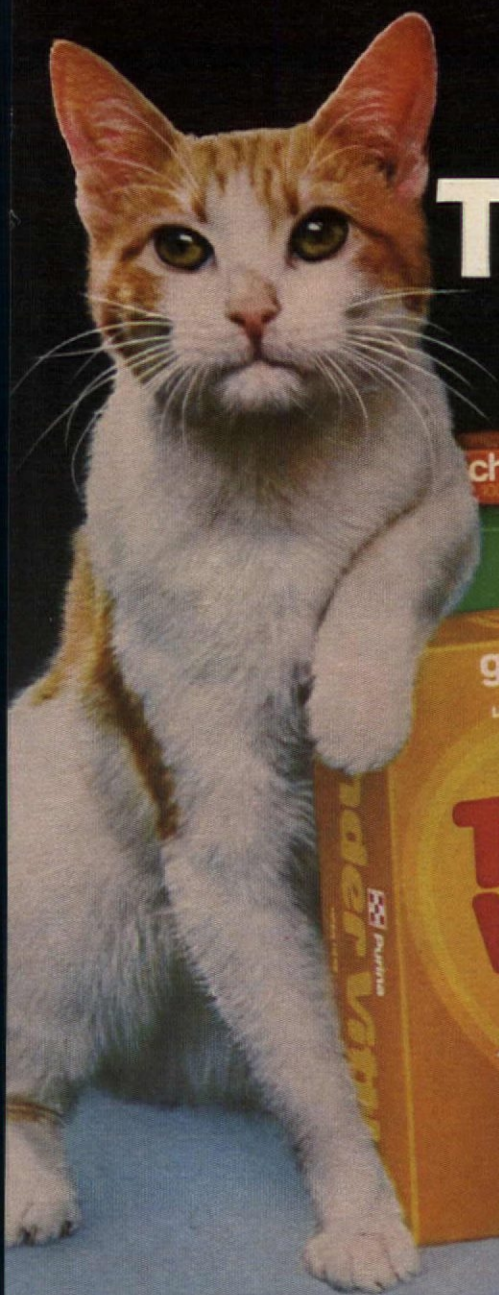
More's the pity. I think that if people idealized their personal relationships less they would find them more rewarding. No one person can be satisfying—or satisfied—all the time. Because wife Mary is conventional in bed, should husband John therefore put his lawyer in a higher tax bracket and subject 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)

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.

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and smooth, yet refresh  
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there's a perfect pair of  
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Also available in Canada.



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)

## tea for two...

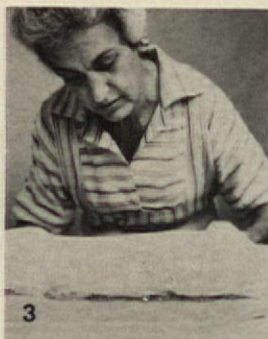


1. Throw strudel dough down on floured board. Repeat for 10 minutes or until dough is silky and pliable.

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.



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# How to Wake Up the Financial Genius Inside You

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



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

Millionaires are not 100 or even 10 times smarter 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 our 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 wamped 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

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, straight forward 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 our 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.

## 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

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## 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 *filo* 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 took 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. Her 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 reappearing 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 about 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 never courted at all, or lived together, or 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.*



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## 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.*



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# 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.*

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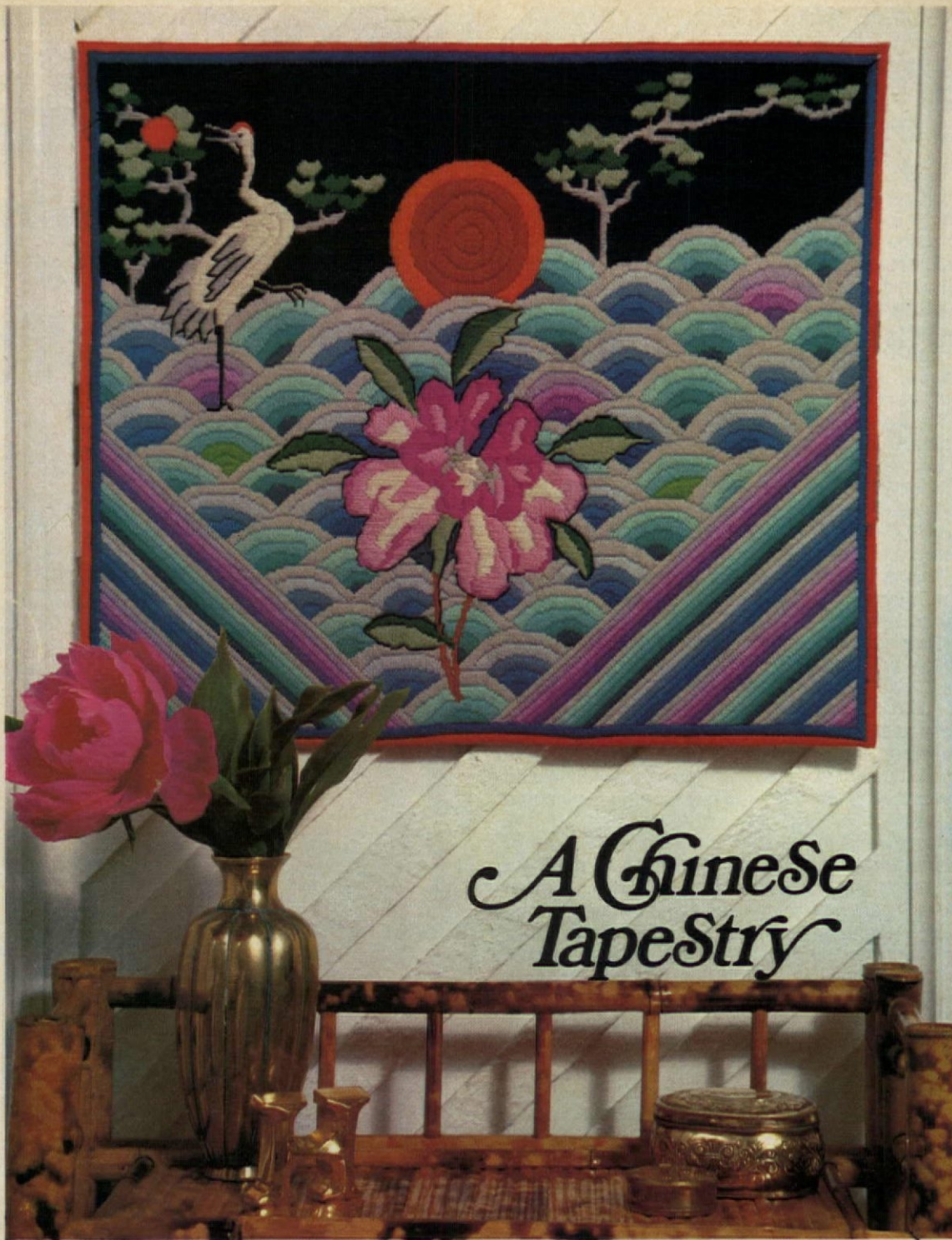
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## A Chinese Tapestry

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.

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# 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 3/4 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.



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 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 Germany

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.



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.

*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.*



# 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  
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 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/yard. 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/yard. 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/yard. 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/yard. 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/yard. 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"

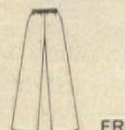


FRONT

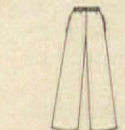


BACK

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

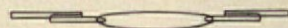
yds: 2 (solid green skirt, view A)  
 fabric width: 44/45"



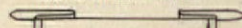
yds: ¾ (apron)  
 fabric width: 44/45"

## 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)



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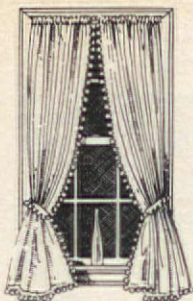


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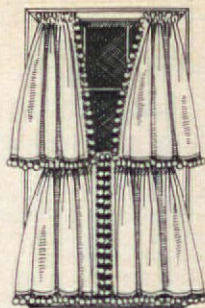
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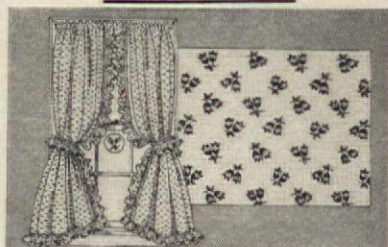
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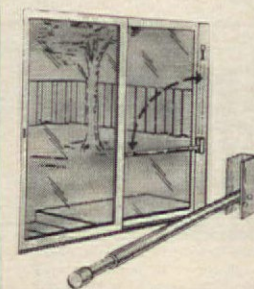
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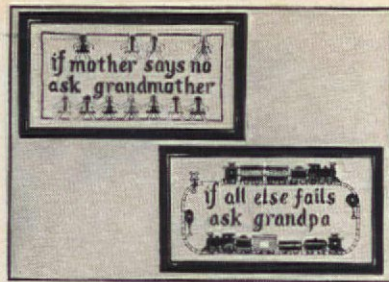
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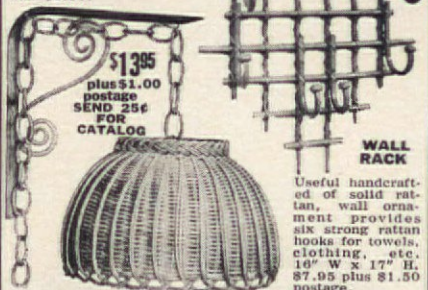
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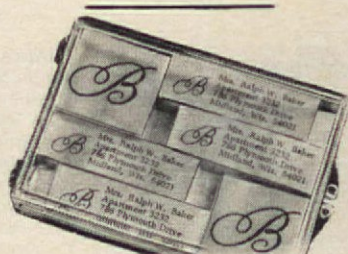
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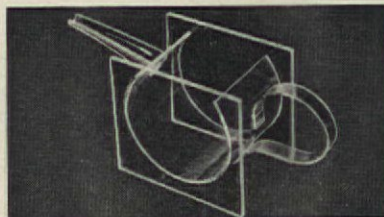
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## PLANTS

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 fulfill 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-

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**Orchids by Hausermann, Inc.**, P.O. Box 363, Elmhurst, Ill. 60126

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**Fred A. Stewart, Inc.**, 1212 E. Las Tunas Drive, San Gabriel, Calif. 91778

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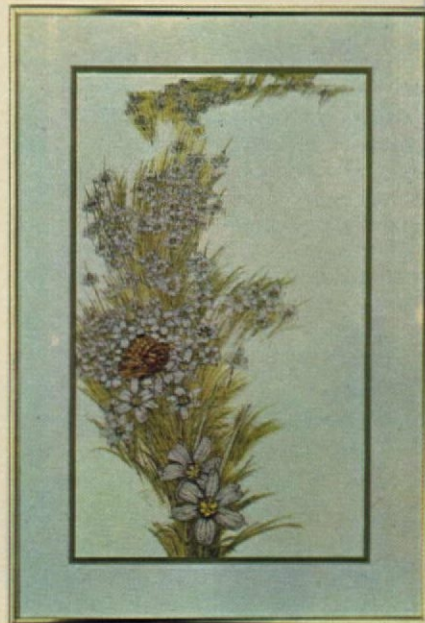
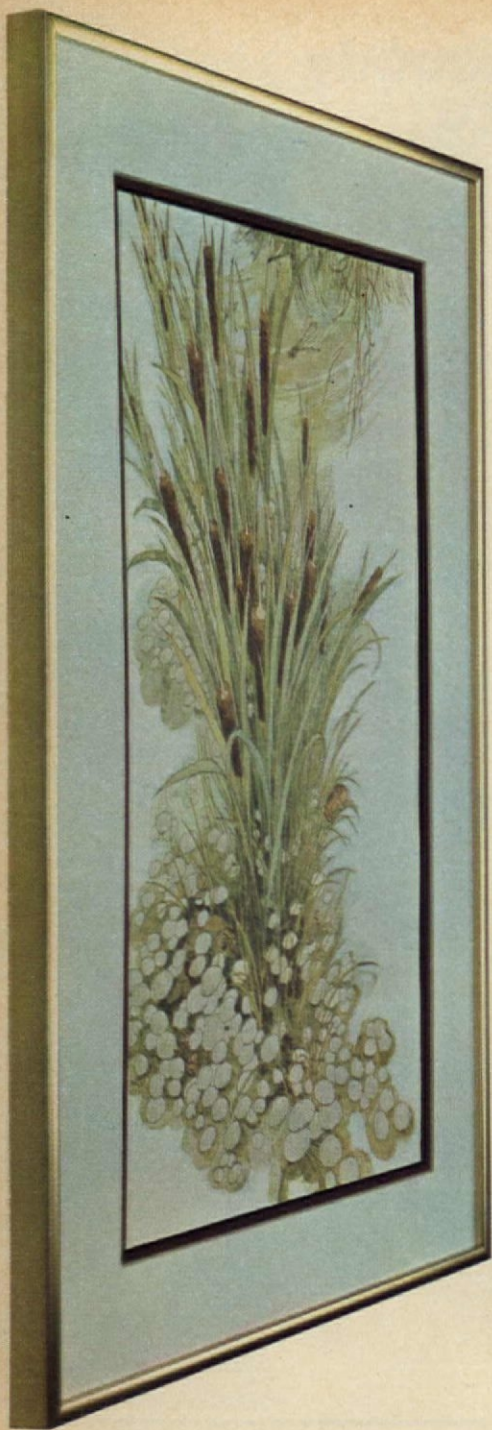
### MORE ABOUT ORCHIDS

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.





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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.

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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.

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Caroline Road, Philadelphia, PA 19176

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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.

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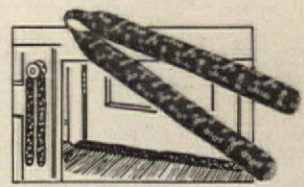
**American Century**  
135 So. La Brea, Dept. 4027  
Box 36232, Los Angeles, Calif. 90036

## THE AMERICAN HOME MAIL



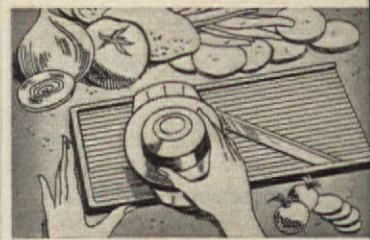
### Sturdy demi-boot

But soft! A "must have" boot in kids' soft 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 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.



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Take a coffee break right in your car on time consuming, stop'n go trips where minutes are precious. Outer cover adheres to dashboard and holds a plastic mug with spill-proof cover and sip-opening, 3/4". \$3.25 each. 2 for \$6. Bruce Bolind, Dept. AH-2, Boulder CO 80302.

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Large full velvety crimson blooms. Very fragrant. Former patent no. 105



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**CHRYSLER IMPERIAL**

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**TIFFANY**

Bright pink bloom with radiant sunny glow. Former patent no. 1304



**PEACE**

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**LOWELL THOMAS**

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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

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_____	CLIMBING BLAZE
_____	MIRANDY
_____	CHRY. IMPERIAL
_____	HAPPINESS
_____	MONTEZUMA
_____	TIFFANY
_____	PEACE
_____	LOWELL THOMAS
_____	WHITE KNIGHT
_____	MOJAVE
_____	STERLING SILVER

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- ANY 6 FOR ONLY **\$6<sup>98</sup>**
- ANY 12 FOR ONLY **\$12<sup>98</sup>**
- ANY 18 FOR ONLY **\$17<sup>98</sup>**
- ANY 24 FOR ONLY **\$22<sup>98</sup>**

### 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 \_\_\_\_\_  
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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



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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.

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- "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.
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Dry for a mist of color by day, wet for a jewelled gleam by night—a drop of water does the trick.

- Under Eye Cover Cream**  
For more attractive, youthful eyes. Under eye shadows, wrinkles, and blemishes completely vanish from sight.
- "Zsa Zsa" Pink Mask**  
Zsa Zsa's own special mask for a radiant glow and a clearer complexion.
- "Zsa Zsa" Facial Vaporizer**  
Cleans the skin so deeply and completely even blackheads are removed.

- "ZZ" Super Shadow Applicator**  
Specially designed foam tipped eye shadow applicator—use with waterlight shadow for extra radiant look.
- "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.
- "Zig Zag" Parfum**  
Created exclusively for Zsa Zsa. Renowned as the most exciting perfume in all of Europe.

- "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.
- Zsa Zsa Beauty Guide**  
Full of beauty tips for everyone. From 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

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- Enclosed is \$2.00 plus 50¢ postage and handling. Rush me ALL 10 full size Zsa Zsa products worth over \$50.00
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# 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... 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!

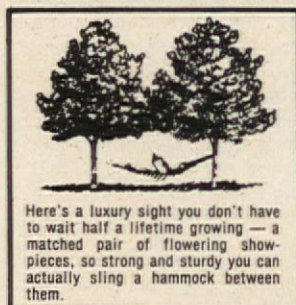
Yes, here is one of those rare gifts of nature that not only thrusts itself to towering heights in record time... that not only drapes itself in lush green foliage from Easter time to way past Labor Day... but for a real "magazine cover effect" lavishes its branches with dazzling, delicate clusters of 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-laden 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 tending... 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 show-pieces, 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.

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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:

On orders over \$6, you may CHARGE IT! (check one) Exp. Date \_\_\_\_\_

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BANK NUMBER \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name \_\_\_\_\_

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1 for only \$3.95 plus 35¢ postage & handling

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10 for only \$20 (SAVE \$6.90) plus \$1.50 postage & handling

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Amount enclosed \$ \_\_\_\_\_ PA residents add 6% sales tax. Check or money order, no CODs please.

6400-600

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 Clairol. 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" x 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.



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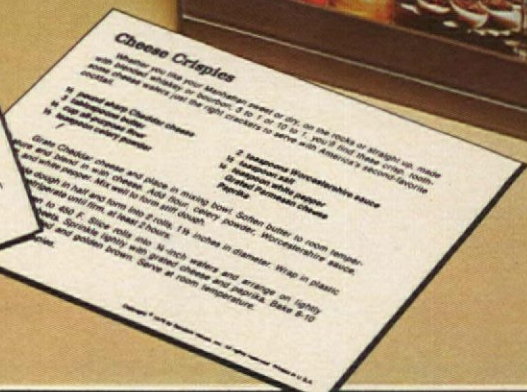
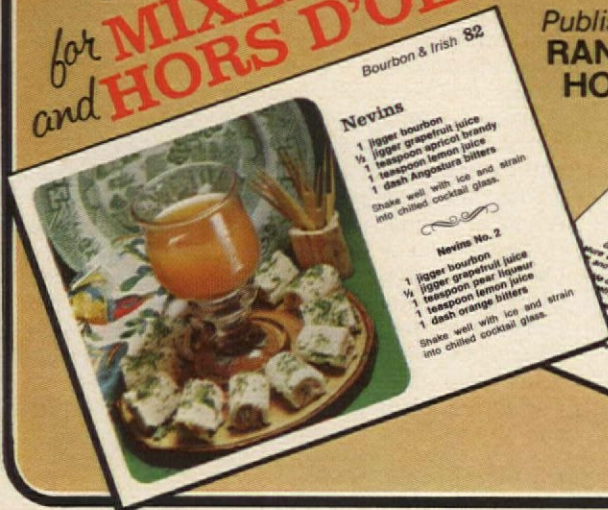
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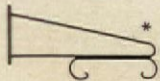
THE PLANT CURTAIN measures 35" by up to 60" in length, designed to hang securely from ceiling joists or wall studs\* by sturdy wrought iron hangers. THE PLANT CURTAIN incorporates a four-point anchoring system making the unit extremely stable. THE PLANT CURTAIN uses furniture grade edge-glued pine, with high quality, water-resistant stain and hi-temp lacquer finish. \*Optional wall hangers available where ceiling hangers are impossible or impractical.

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## 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.

**P**ersonal 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.



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## 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 climates 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 Sehr  
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. Bodziak  
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.





Comparing to rob the Dalton City Bank, bandit Ma Hooper decided to signal her partners with a lighted cigarette.

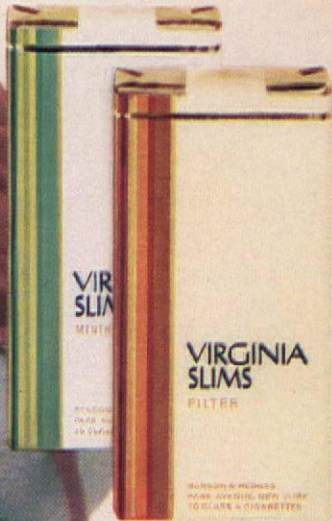
The bandits got \$6,000. Ma Hooper got 60 days.



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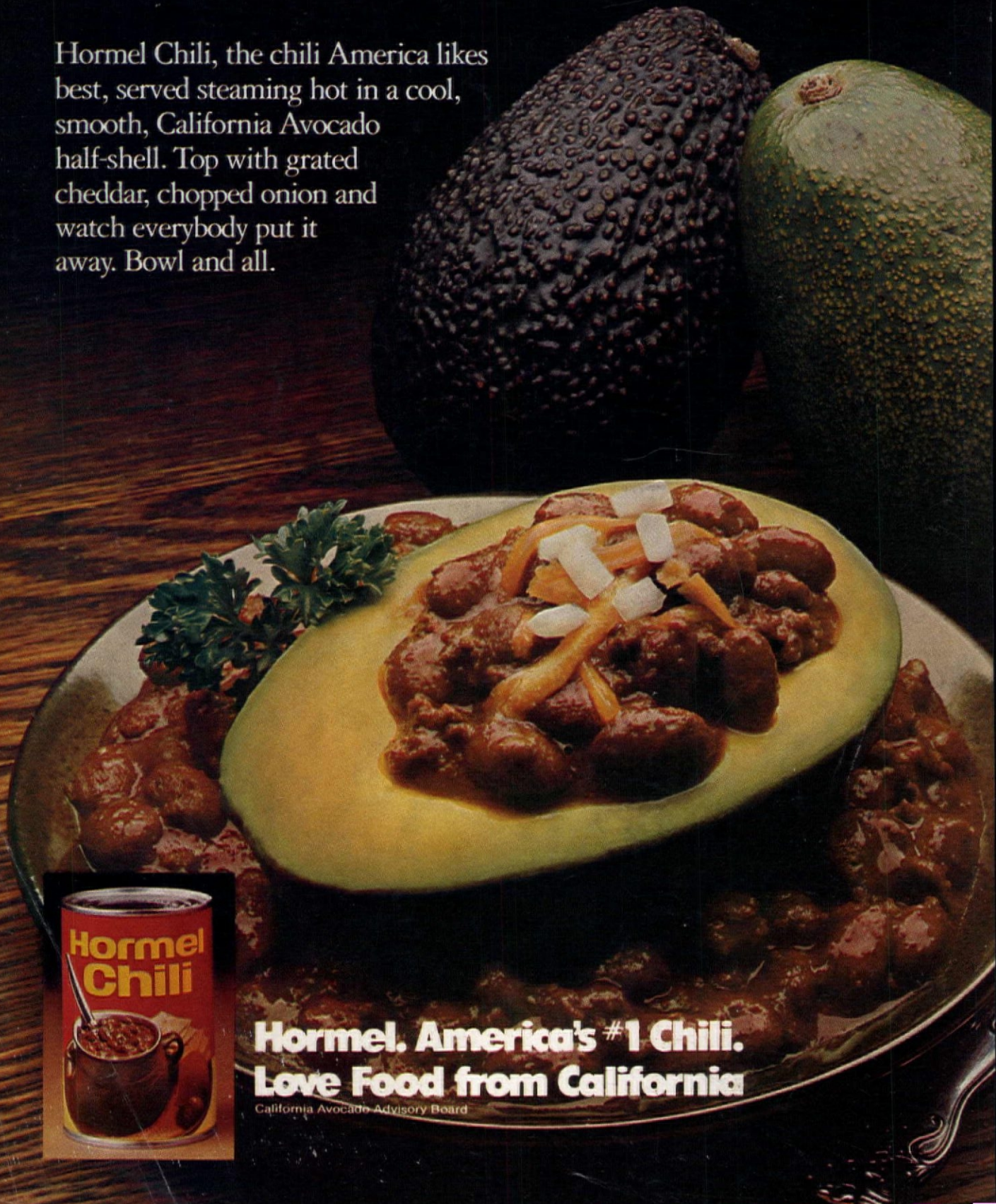
mg. tar, 1.0 mg. nicotine av. per cigarette, FTC Report Apr. '76

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