American Home

MARCH 35¢

MERICAN TREASURY
0 pages of romantic New Orleans houses,
antique furnishings, delicious Creole recipes

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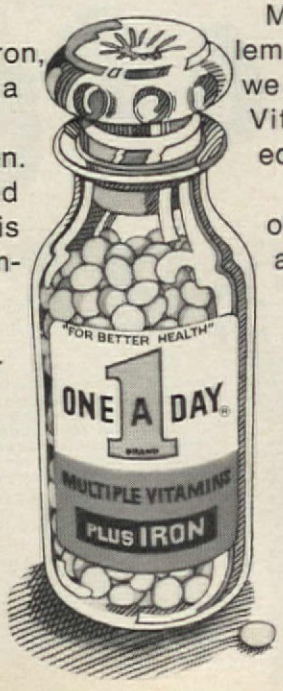

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COVER: Rich, buttery brioche is superb three ways—as a breakfast roll, dessert or, served with a filling, as a main dish. To make, see our Cooking Lesson, page 91. Photographer: Richard Jeffery

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Advertising and Sales: Jack M. Brigham, General Sales Manager; Peter J. Moore, New York Sales Manager; Patrick M. Linskey, Eastern Regional Sales Manager; Frank R. Zilla, Chicago Sales Manager; Robert E. MacVicar, Field Sales Manager; Richard S. Wasley, Boston Sales Manager; James L. Bidwell, William K. Hughes, Cleveland Sales Managers (Detroit/Pittsburgh); James L. Lee, Los Angeles Sales Manager; DeWayne G. Hunter, San Francisco Sales Manager; Elizabeth Riggins, Manager Special Services; Stephen E. Silver, Marketing Director; Fred R. Herrmann, Promotion Director; Mary Powers, Director of Reader Reaction Bureau.

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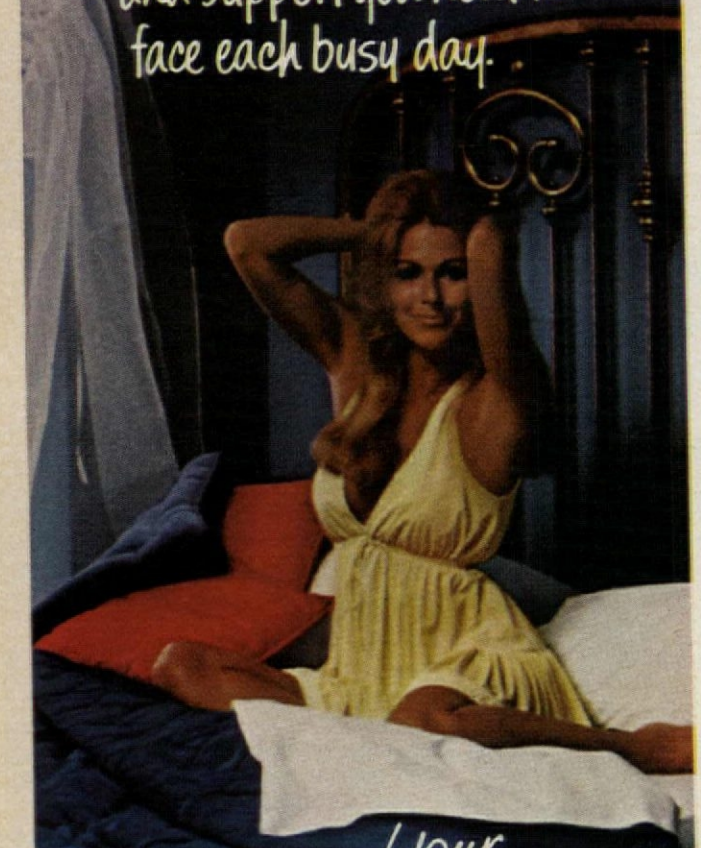

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THIS MONTH IN AMERICAN HOME

Andrew Jackson presides over Jackson Square, one of the most architecturally distinguished city squares in America. It is the center of old New Orleans, the subject of the American Treasury beginning on page 72.

New Orleans, our American Treasury feature this month, is a Treasury with a difference. That grand old city's Vieux Carré, or French Quarter, is the treasure—all 3,070 buildings of it, even though only 14 are of national historic importance. What *is* important is what New Orleanians call the *tout ensemble*—the whole. The original street plan of the Vieux Carré remains exactly as it was laid out 250 years ago as the capital of France's New World empire. In its charming streets one can see today evidence of its entire history, in which people of many backgrounds created an eclectic mix as flavorful as a Creole jambalaya. And you will find that mix in the houses and the food that flavor this issue.

So valuable to our nation's culture is the Vieux Carré, and so potentially threatened is it by commercialism and by "progress," that the U.S. Department of Housing and Urban Development (HUD) gave a special grant for a remarkable study of the area's past, its potential, its future. Distinguished architectural and design consultants have contributed to a very handsome publication entitled *Vieux Carré Historic District Demonstration Study*, which treats the Vieux Carré not as a museum, but as a living place in need of preservation.

The report pleads for improving the whole ambiance, for restoration without the cutesy quaintness of fakery. And it offers a purposeful plan for turning the now industrialized Riverfront Area into a delightful community to include apartments, office buildings, shops, restaurants and tourist facilities. So excellent is the report that hundreds of architects and city planners throughout the world have requested it. One volume of the study, *Plan and Program for the Preservation of the Vieux Carré*, may be had, free of charge, by writing to the Bureau of Government Research, Richards Building, Room 1308, New Orleans, La. 70112.

Editor

Olds Vista-Cruiser: The only wagon with a built-in observation roof!

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Lifestyle

In historic New Orleans, an idealistic young couple works to keep charm and tradition alive in the French Quarter.

Stephen Green-Armytage

Sandra Freeman (above), in The Quarter Stitch, her Vieux Carré needlepoint shop, holds two of her popular creations. With much of her time given to planning new designs, a partner and four staffers help her run the business.

Sandra and Richard Freeman have a double stake in the Vieux Carré, New Orleans' famous French Quarter. Sandra has put her own special stamp on the district's life with the opening of her needlepoint shop, The Quarter Stitch. She does most of the design work herself; a 2x3-foot needlepoint of Noah's Ark, one of the shop's best-selling motifs, hangs on her children's playroom wall as a testimonial to her talent. It is done in 20 different stitches and twice as many colors. "The design went fast enough," says Sandra, "but the background took a bit longer, maybe six months or more."

Both Sandra and Richard have spent the last six years helping to revamp the sagging Southern grace of the Vieux Carré. After visiting the historic homes of Savannah, Ga., and Charleston, S.C., the Freemans felt New Orleans should also have its grand old homes opened to the public. So Sandra dug into the dusty back rooms of the Tulane University library and came up with a plum—the original plans for the Gallier House (right and page 81). An 1857 Greek Revival town house, later restored, it was designed by architect James Gallier, Jr. The Freemans bought the place in 1966 and lived in it for two years before beginning to restore it further as a museum. The project will be completed this summer when the house will be opened to public tours. The Freemans and their young children now make their home in an 1870 plantation house in the city's university section.

In recognition of his efforts, Richard, who is president of the Louisiana Coca-Cola Bottling Company, was appointed chairman of the Vieux Carré Commission, a body which has acted as the watchdog of the Quarter's charm for more than 40 years.

Sandra and Richard (below) take in the New Orleans sun on the balcony of old slave quarters at the Gallier House. Now restored, it is a local landmark.

continued

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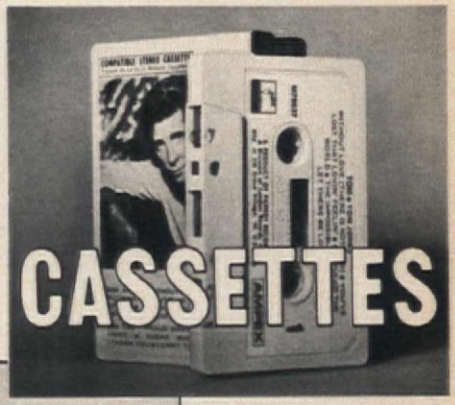

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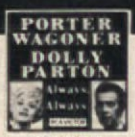

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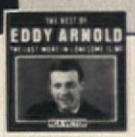

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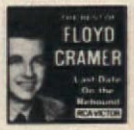

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A pair of involved New Yorkers helps expand the hopes and vistas of inner-city youngsters.

Al Francekevich

The Cooneys (above) roughhouse with Chauncey Gilbert, 8, who comes to visit on weekends. "His grandmother runs the candy store next to the Fight Back office, and he and Tim adopted each other," Joan says. "Saturday is chore day and Chauncey pitches right in."

LIFESTYLE continued

Joan and Tim Cooney were liberated long before the Women's Lib movement steamrolled across the Great American Way. Joan is president of the Children's Television Workshop, which produces the magical "Sesame Street" and an as-yet-untitled new show scheduled for this fall that will be aimed at bolstering the reading skills of 7- to 10-year-old urban-core kids. In the Workshop's first two years, Joan has been responsible for allocating millions of dollars for programs that entertain while teaching. Tim works *with* no money and *for* no money as director of New York City's Harlem work project, Fight Back. He counsels ghetto youth on how to break out without copping out. He is also the author of a new book for teen-agers: *It's Up To You: A Guide to Changing the System*. Both Cooneys are frontline fighters for women's rights. Says Joan, "Tim is more radical than I. He has always felt that men *and* women should do what they want. I came late to the idea."

Ironically, it was Joan's volunteer work and Tim's ambition that shaped her career. "I first became a producer of TV documentaries when the people at WNET, New York's Channel 13, were looking for someone with contacts and no ax to grind. I was involved in city politics and cultural affairs, so that someone turned out to be me. It has always been Tim who insisted I aim for the top. Because of the way most women have been brought up, we need this kind of understanding and encouragement from a man just as much as men need the ego boost of a woman's faith."

Joan (below) visits with Oscar the Grouch and 6-year-old Jill Clarke, another show regular, on the "Sesame Street" set. Says Joan, "Women make ideal bosses. We are used to leading by suggestion and indirection."

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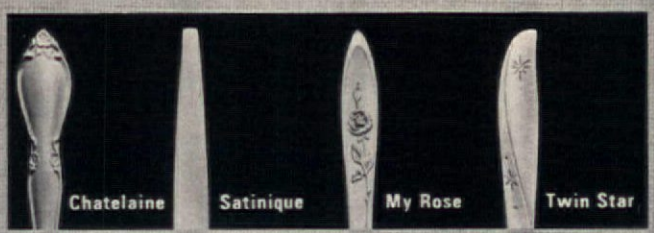

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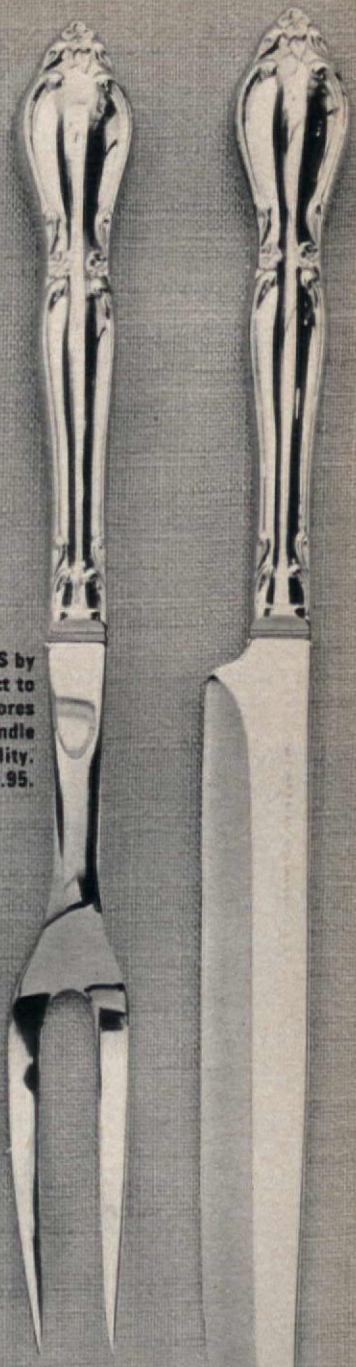

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THE GOOD-LOOKING HOMEMAKER
By Constance Bartel

THE EXPRESSIVE EYE

Kirsten Robertson looks like an authentic Southern belle, although she is actually a Danish import. She came to New Orleans for a visit, but stayed to marry William C. Robertson IV, a local advertising executive. Now with their two children—Kirsten Caroline, 4, and William Ian, 1—two Hungarian sheep dogs and a pair of finches, this attractive young family lives in the city's Garden District. Kirsten enjoys today's changing fashions, especially gaucho pants, which she often wears to work at the Reilly Gallery. Blessed with a fresh complexion that requires little artifice, she uses a minimum of makeup. Her eyes get all the attention—mascara to thicken her long lashes and blue shading all around her eyes for color and accent.

Like Kirsten, you probably wear a minimum of eye makeup most days. But you like the option of adding more color and doing more creative shaping whenever you're in the mood—or when the occasion demands. Spring trends for eye makeup give you lots of leeway—subtle naturalness most of the time, applied art for flattery and fun. Since this year's fashion styles cover more of the body, the focus is on the eyes, and that means that even minimum eye makeup must be more colorful. Following are the big trends:

1. New eye shadows are definite colors—with special emphasis on wine shades and on brown and bronze tones.
2. Eyeliner, once a must, is now a matter of choice—to be worn only as a thin line in a stronger color than the eye shadow.
3. Fake lashes are also likely to be colored.
4. For evening, color is applied under the lower lid and wrapped around the entire eye in a soft frame.
5. Eyebrows are thin, brushed up and lightened by bleaching or using a pale brow makeup.

Way Bandy, Makeup and Salon Director for Charles of the Ritz, created the minimum, medium and maximum eye makeups for spring '71 you see on page 16. For minimum daytime makeup, Bandy recommends only a bit of shadow color—Charles of the Ritz Eye Pommade in Brandy Beige, Smoky Blue or Misted Mauve—on the outer half of the lid; lashes should then be curled and coated with brown, blue or black mascara on top and bottom.

For a more dressed-up daytime eye, Bandy adds colored eyeliner (Basic Green, Black Coffee or Blue), applied in a triangular shape at the outer half (continued)

The Robertsons (below)—Kirsten, her namesake and baby Ian—enjoy exploring one of New Orleans' many wharves, a departure point for excursion riverboats bound for the Mississippi's bayous.

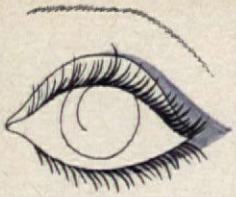
Stephen Green-Armytage

To make the most of her eyes, Kirsten uses mascara on her lashes for a feathery effect and blue shadow for color.

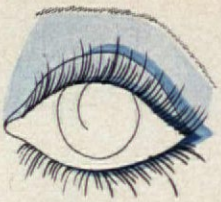
STYLISHLY
LONG
TASTEFULLY
COOL
KOOL
Filter Longs
MILD MENTHOL
KOOL LONGS
20 CLASS A CIGARETTES
Come up to the only extra-long cigarette with the taste of extra coolness.
LADY BE COOL

Richard Giglio

MINIMUM EYE



MEDIUM EYE



MAXIMUM EYE

MINIMUM EYE
Shape the thin, lightened or bleached eyebrow to duplicate the curve of the top line of the opened eyelid. Define the outer half of the eyelid with eye pomade. Curl top lashes; apply mascara to top and bottom.

MEDIUM EYE
With the brow contoured the same as for the minimum eye, apply shadow from lashes to brow. Accent outer half of eyelid with a darker shade. Apply liner to outer half of eye in a triangle, extending top and bottom. Brush mascara on fake lashes.

MAXIMUM EYE
Brush up and feather brows with moistened soap or moustache wax, then shape even with eyebrow makeup. Highlight inside half of top lid and under brow with iridescent white eye shadow. Rim inside lower lid with silver liner. Shadow outer half of bottom and top lids with eye pomade. Extend eyeliner beyond outer corner in a triangular shape to enlarge and dramatize the eye. Apply fake lashes along new eyeliner shape.

Don't let a cold get you down. Or keep you up.

By happy coincidence, those annoying things that keep you from sleeping when you have a cold are the very things that NyQuil helps relieve: a) stuffed-up nose, sniffles, and sneezing; b) body aches and pains; c) hacking coughs; d) minor throat irritation; e) any combination of the above.

And because NyQuil relieves these cold symptoms for hours, it helps give you the one other thing your cold really needs: a good night's rest. Wouldn't it be nice for a change to go to bed with a cold, get the rest you need, and wake up feeling better?

Vicks NyQuil.
The nighttime colds medicine.

Vicks® and NyQuil® are registered trademarks—Vick Chemical Co., Div. of Richardson-Merrell Inc., N.Y., N.Y.

of the eye, and switches to a stronger shadow shade—Apple Green, Eggshell Blue or Soft Violet Eye Pommade. Last, he applies mascara to individual clumps of fake lashes.

For evening, the key word is maximum impact. The eyebrows are brushed up and feathered with moistened soap or moustache wax, and the shape is evened with Charles of the Ritz powder eyebrow makeup. Pearl Liqui-Creme iridescent white eye shadow goes on just under the brow and on the inside half of the top eyelid. The inside of the lower eyelid is defined with silver Nightlights eyeliner. The outer half of both upper and lower lids is shadowed with Brandy Beige Eye Pommade. Black Coffee eyeliner extends beyond the corner of the eye in a triangular shape for a wide-eyed look. Fake Long and Lacy Lashes are applied top and bottom along the extended eyeline.

If you're in the mood to experiment with the paler minimum eyebrow, go to a reputable salon for bleaching or blot out part of the brow with pale makeup. If you thin with tweezers, work from below and in the direction the brows grow.

Another new eye approach is Frances Denney's Mosaic Eye, a series of tile-toned shades in trios—Violet, Plumeria (vibrant pink) and Sugar Plum (a deep mauve) or Blue Sky, Violet and Tile Blue, all in Lustrous Cake Shadow form.

If, like Kirsten Robertson, you prefer the natural look, or if you favor more artful deception, today's eye palette is well worth dipping into. Demure or dramatic, the effects are yours to experiment with—and make personally yours. **END**

the invisible dressing

Pajamas by Stanley Herman for Mr. Mort

Beautiful blend: show-off flavor, no-show calories. Mild tomato-ey taste. Barely there calories. Kraft Low Calorie Thousand Island tastes good going down. No artificial sweeteners. Pour some, thick and creamy, over chilled seafood.

KRAFT

Division of **Kraftco Corporation**

By Dorothy Lambert Brightbill

THREE HAPPY PILLOW KITS

With pillows now at peak decorating popularity, this sunny trio will light up a living room or enclosed porch on even the gloomiest day. The bold stitches are planned for fast needlework, and the three-dimensional quality of the mushrooms and flowers add a touch of reality and fun. All designs are stamped on creamy-white 100 percent linen. The square, boxed mushroom pillow will fit a form 14x14x2 inches, the round one was planned for a form 14 inches in diameter and the black-eyed Susan floral is designed for a 16-inch-square form. Each comes with backing, boxing, cording, zipper closure, assorted yarns with stitch chart and easy-to-follow instructions (forms are *not* included). To order these pillow designs—plus the handy needlework carrier shown at bottom—fill out and mail the cutout coupon below.

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

American Home Dept. 4563
4500 N.W. 135th Street, Miami, Florida 33054

Check items desired:

___Kit 61311 Round Mushroom Pillow @ $5.98 each....$____
___Kit 61312 Square Mushroom Pillow @ $5.98 each....____
___Kit 61313 Square Floral Black-Eyed Susan Pillow. @ $5.98 each....____
___61285 Needlework Carrier @ $7.98 each plus .50 postage....____
___61014 Catalog of other kits @ .35 each....____
Please add .35 postage for each kit ordered....____
Sales tax, if applicable....____
Total enclosed....____

print name

address

city state zip code

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

☐ Please send me the New Spring-Summer issue of the *Ladies' Home Journal Needle & Craft Magazine* bursting with beautiful things to make, to wear and to give. I am enclosing $1.25.

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

Fabric by Ron Chereskin

Discover the secrets of gift decorating!

Before you know it, creating a decorative and useful cannister like this "just comes naturally!"

A few dabs of paint and a rusty, weather-beaten mailbox becomes this charming bread box.

A "no-talent" housewife brought the wooden duck back to "life"—with gift decorating.

Gift decorating turned this old coffee pot into a $50.00 keepsake.

Once a rusty frying pan—gift decorating turned it into a collector's treasure.

You can create beautiful gifts like these even if you've never painted before.

(—and make up to $50 a week selling your gifts, if you choose.)

IMAGINE! Just a little paint . . . 3 simple brush strokes . . . and you can turn trash into treasures, junk-pile discards into glamorous gifts—even if you've never held a brush before. In your hands a battered old coffee pot now becomes a work of art . . . a rusted tea kettle changes into a charming gift planter . . . a forgotten camel-back trunk becomes a beautiful hand-painted hope chest.

It's easy—no special talent needed

You will be thrilled to discover you can create lovely treasures—even if you "can't draw a straight line." Mrs. Ruth Miner of Lubbock, Texas writes. "I never had a brush in my hand before but after the first 2 lessons I have sold to our largest department store!"

What's the secret? The discovery that with 3 simple brush strokes (the same strokes used to apply lipstick) you can decorate for fun or profit. Quickly and easily you'll see exquisite ROSES and FLOWERS . . . FRUIT . . . CUPIDS and BOWS . . . BIRDS and BUTTERFLIES . . . come alive under your brush as if by magic!

Earn while you learn at home

Even as a beginner you may find friends, decorators, even gift shops eagerly bidding for your unusual one-of-a-kind creations—sometimes offering $10, $15, even $20 for one. Mrs. Eileen Baer of Hot Springs, Arkansas wrote: "I know my work isn't real great yet, but my things are being grabbed before they're dry!"

Everywhere you look — attics, basements, barns, sheds, junk-shops, second-hand stores — you'll find "treasures-in-the-rough" awaiting only a few brush strokes to turn them into stunning objects of art. Friends may beg you to create lovely hand-painted pieces for *their* homes, too. "My friends and neighbors," says Mrs. Marilyn Belford of Tulsa, Oklahoma, "have kept me busy painting milk cans and recipe boxes, and I've done two trunks. What a happy whirl I'm in!"

Enjoy 15-day Examination FREE

Complete Course mailed at once in one exciting shipment . . . 42-piece decorator's kit—87 patterns—24 lessons—all the paints, brushes, and supplies you need. Yet entire Course yours for only $39.50 complete, plus shipping, if delighted with 15 day trial first. And even this small amount may be paid in easy monthly installments. You get many of the basic materials offered in Advance Course which sold for $149.50.

"I cleared $250.00 last month — and I didn't even leave the house!"
—LOIS PULLIG, *Louisiana*

"I have acquired 30 school desks which I am refinishing . . . I have them practically all sold."
—ROBERT WEITZMANN, *New York*

"Wanted you to know how very pleased I have been with your Course And I didn't know how to hold a brush in the beginning."
—LOUISE DIETZ, *California*

"My objective in taking their course was to supplement social security and a small monthly pension. This I am doing . . ."
—JOSEF F. WILSON, *Pennsylvania*

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Yes, rush me at once the 4 Woodcut and Engraving Reproductions as a free gift with my complete Course and Decorator's Kit. After I examine Course for 15 days, I understand you will bill me $4.50 for the first payment, then $5.00 a month for seven months (total of payments: $39.50). There are no finance charges. I will pay the postman $3.00 for shipping and handling. NO RISK GUARANTEE: I understand there is no obligation to buy and if not satisfied, I'll return Course within 15 days and owe nothing. I keep free gift in any case.

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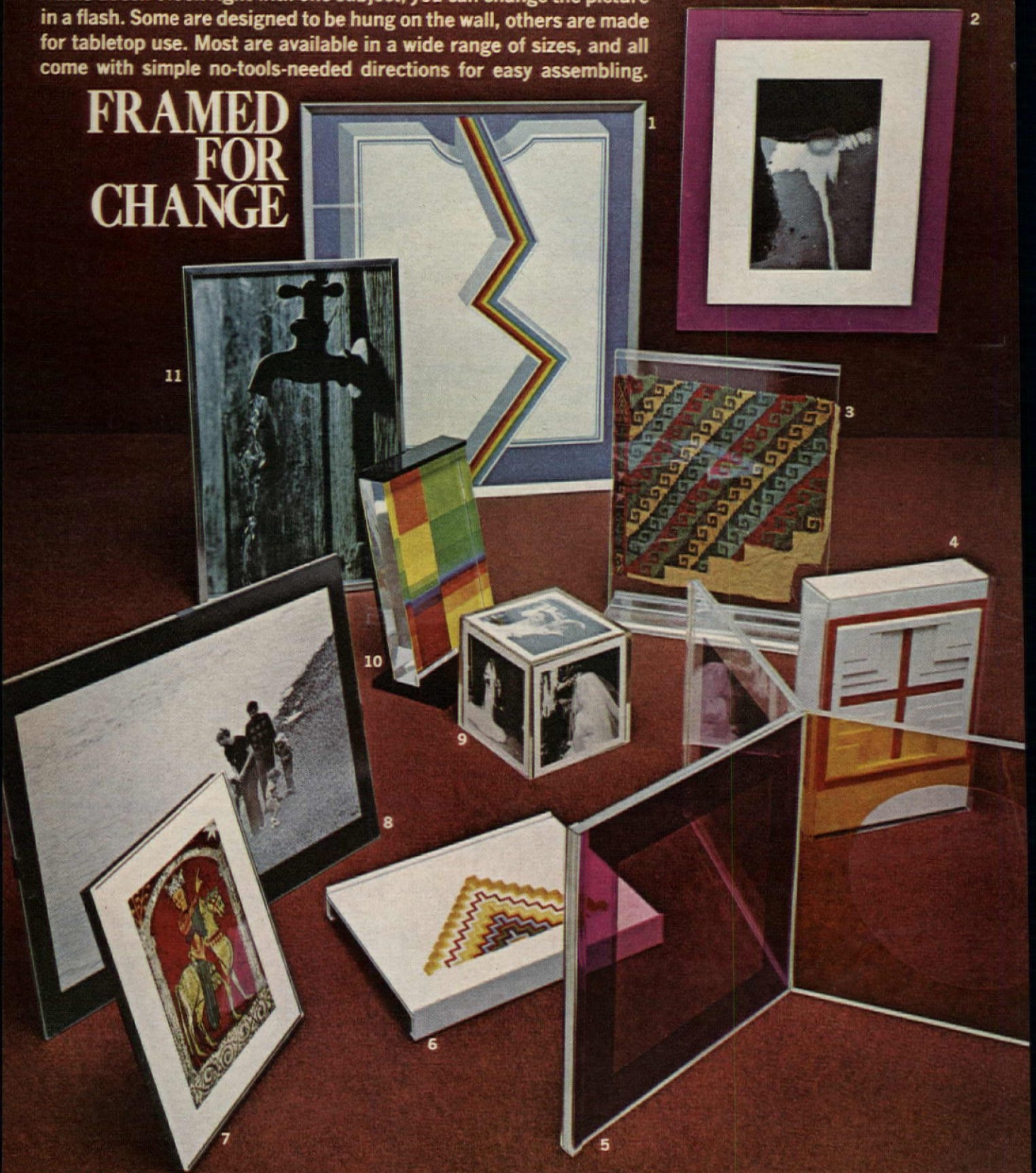
DA-2C

By Alexandra Walker

Here at last are frames that let you change your art and photographs to suit your mood. From a modest $1.90 up, they offer instant enjoyment—no waiting for special orders, no fretting over results. If the frame doesn't look right with one subject, you can change the picture in a flash. Some are designed to be hung on the wall, others are made for tabletop use. Most are available in a wide range of sizes, and all come with simple no-tools-needed directions for easy assembling.

FRAMED FOR CHANGE



(1) Pilot Fast Fit comes in verticals and horizontals of varying lengths. Shown is the 15" ($5 a pair) x 18" ($5.40). (2) Bracquette frame clamps can be used with any size glass and backing; $2. (3) See-through Kulicke WK 8" x 10" frame clips together; $12.50. (4) Dax 5" x 7" frame is for wall or tabletop; $2.50. (5) Kulicke Plexiglas 7" x 7" Triple Slip displays six pictures; $16.50. (6) Instant F… in black or white, goes on wall or table; $4.50 for this 5" x 7". (7) Lucite 4½" x 6" frame is magnetized; $7.50. (8) Frameless Frame, 8" x 10", uses clips and nonglare glass; $6. (9) Clear plastic Graphicube holds five 4" x 4" pictures; $1.90. (10) Kanro 5" x 7" Lucite frame projects and reflects; $13.50. (11) Metal Section Frame also comes

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Lees Carpets is a Division of Burlington Industries.

Once Lees made carpets to stand on. Today we make "Live-a-Little" to sit on.

Back when Lees started, having a party meant sitting primly on high-backed chairs. Today you relax on a low couch, or sprawl on the floor.

So today at Lees we make things like Live-a-Little. It's one of our New Generation Carpets—not a bit like the Lees carpet your grandmother had in her parlor, although the quality's still the same.

Live-a-Little is a thick layer of loops —fat, bouncy little loops of Acrilan® acrylic that act like a million tiny cushions. It's soft for sitting on, and durable for dancing on.

There's a delicate sculptured pattern and 22 luscious colors and a price tag of only about $8 a square yard. So you can afford a whole roomful of Live-a-Little and still live a little.

ACRILAN
Monsanto

LEES
NEW GENERATION CARPETS

And you thought Florida grapefruit was only for breakfast.

Buy a can or jar of Florida grapefruit sections and you're on the way to some of the smartest appetizers, zestiest salads, and most luscious desserts you've ever tasted. And so easy! All the peeling and sectioning have been done for you. For more recipes and diet plans, send name and address to Grapefruit, GF, P.O. Box 6066C, Orlando, Fla. 32802, with 25¢ in coin for postage and handling.

Molded Salad with Shrimp and Avocado

Drain juice from 1 quart grapefruit sections and add additional grapefruit juice to make 3 cups. Sprinkle 2 envelopes unflavored gelatine over 1 cup of the juice. Place over low heat; stir until gelatine dissolves. Add remaining 2 cups juice, ¼ cup sugar and ¼ teaspoon salt; chill until consistency of unbeaten egg white. Fold in drained grapefruit sections, 1 cup diced cooked shrimp, 1 cup diced avocado, 2 tablespoons chopped chives. Chill in 6-cup mold until firm.

Trout with Grapefruit Sections

Bake trout brushed with melted butter in 450°F. oven about 10 minutes, until fish flakes easily with a fork. Heat together ¼ cup butter, ¼ cup slivered almonds, 2 tablespoons grapefruit juice and 2 tablespoons chopped parsley to make sauce. Surround with grapefruit sections and pour sauce over all.

Roast Beef Salad

Line salad bowl with lettuce leaves. Pile strips of roast beef in center; surround with grapefruit sections, sliced cucumber, and tomato wedges. Serve with French dressing.

Miami Fruit Mix

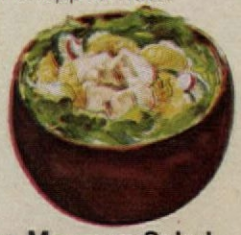
Arrange drained grapefruit sections and fresh fruit (grapes, melon balls, berries, etc.) on salad greens. Top with scoops of cottage cheese and serve with favorite dressing.

Spiced Fruit Bowl

Place ring of grapefruit sections around bowl. Make a ring of peeled orange slices towards center of bowl, fill center with halved strawberries. Sprinkle fruit with cinnamon and brown sugar. Chill until serving time.

Grapefruit Parfait

In tall parfait glass, alternate layers of grapefruit sections, melon balls, whipped cream, orange sections and banana slices. Top with a spoonful of whipped cream and sprinkle with chopped nuts.

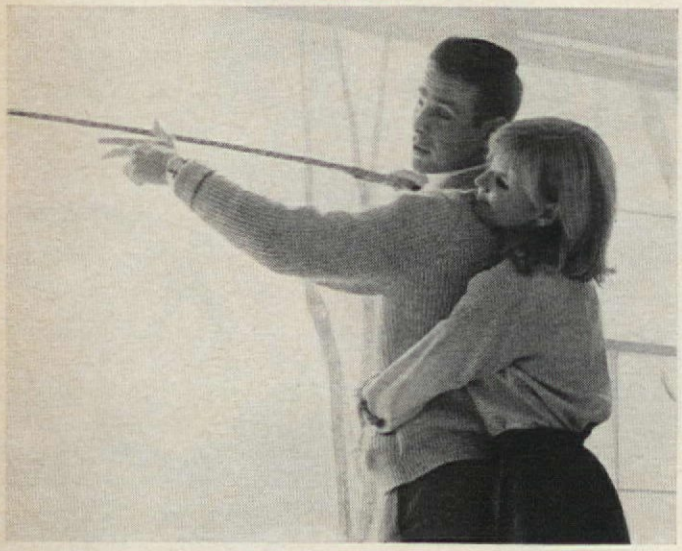


Tape Measure Salad

Arrange salad greens on large bowl; place chunks of tuna in center. Surround with cucumber slices, top with grapefruit sections and garnish with sliced radishes. Serve with salad dressing.

SHAPE UP WITH GRAPEFRUIT FROM FLORIDA

Now, for every woman: the second deodorant® you may need whether you know it or not.



Norforms,® the internal deodorant, stops feminine odor where it starts.

An underarm deodorant just isn't enough for a woman. Because there's the second, more serious problem of what to do about internal vaginal odor. The answer is Norforms, *the second deodorant.*

Bathing alone can't stop it...

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

Is there a convenient solution?

Yes, Norforms... the internal deodorant. Just insert. These tiny suppositories spread an antiseptic germ-killing film to stop odor internally where it starts. Norforms are gentle to delicate tissues and you can use them as often as necessary.

Feel fresh and secure... make your second deodorant Norforms, the internal deodorant.

Norforms are so small and easy to use.

FREE new illustrated booklet, "Answers to Questions Women Ask Most Often." Send coupon to: The Norwich Pharmacal Company, Dept. AH-03, Norwich, New York 13815

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The Norwich Pharmacal Company

DECORATING NEWSLETTER

Timely design. "Odd Ball," the second clock from the Howard Miller Clock Company to be included in New York's Museum of Modern Art permanent design collection, follows the trend toward unnumbered faces. The wall clock comes in two color schemes—white hands and rim with black face or vice versa—and owes its name to a big dot that sits where the 12 usually does. There are no other numerals to indicate the time. Retail price is $35. Other new models from the Howard Miller line are called "Swing Timers," battery-operated wall clocks with faces that look like targets, dart boards, pinwheels or eye charts. Each sells for $23.

The wet look. The Formica Corporation is generating a lot of excitement in laminates these days. First they went from shiny to mat with their suede finish and now they're back to shiny again in a wet-look finish that goes with fashion's penchant for a high polish. However, the finishes are embossed, giving slick surfaces a slight texture. The "Morocco" pattern, for example, has a grain, while "Floral" is more of a crackle. For vertical applications only (that means a no-no for counter tops), Formica has dazzling aluminum metallic. They've also developed a new fabricating technique that should do away with hard edges and sharp corners because the laminate sheets can be wrapped around table and counter tops, drawer fronts and doors.

See-through plastics. Add Cycolac CIT (clear impact thermoplastic) to your expanding list of plastic names. A see-through, jewel-tone version of opaque Cycolac ABS (acrylonctrile butadiene styrene), it is made by the Marbon Division of the Borg-Warner Corporation. Both plastics are already being used for furniture, including the Parsons table described below. Cycolac CIT retains all the qualities —toughness, hardness, tensile strength, high gloss—of its ABS predecessor. Available colors are emerald, amethyst and ruby, among others.

Molding a classic. The Parsons table, that how-did-we-ever-manage-without-it piece of furniture, is now being molded of ABS plastic (see above) by Syrocco, a decorative-accessories firm. It comes in three sizes—16″x16″x16″, 24″x24″x16″ and 24″x24″x21″—and all tables are designed to butt. Prices: $15, $25 and $30 respectively. Colors are yellow, white, black, tangerine and parrot green.

Primitive beat. Sleek, machine-made plastic environments notwithstanding, or maybe as an antidote to them, there's a strong, primitive beat pulsing through the home-furnishings industry. "Primitive" is the name Josef Head of Tyndale, Inc., chose for his new lamp collection. Design ideas for bases and shades came from a variety of primitive cultures, including East African, Congolese, Pre-Colombian, Polynesian and Moroccan. One of the rugs in Fieldcrest's new Supergraphic collection is a 2x3-foot creation called "Primitive" with a diamond zigzag design of Pre-Colombian inspiration against a dark background. It costs $15.

"Primitive" is also the name for a new ceramic tile by American Olean. It is rough-hewn in appearance, comes in five shapes and eight colors and can be used on both walls and floors.

—Vera D. Hahn

"The trouble with big city apartments is—they're never big enough. The best way to get a guest room is to get a Hide-A-Bed Sofa."

"Having a whole room just for guests is a luxury most people can't afford. Not at today's rents.

And yet we needed a place for guests. (Ted's parents come out to visit us at least once a year. And the kids like to ask their friends to stay over.)

We solved the problem beautifully with a Hide-A-Bed® sofa.

And I mean beautifully.

I guess I had an old-fashioned image of convertible sofas. I thought they all shouted "This is a bed!" and came in two styles: boxy and boxier.

Oh, was I wrong!

Hide-A-Bed sofas come in hundreds of styles. In almost every period and mood and design you can think of. All of them beautiful. And graceful. And comfortable. None of those mass-produced "looks", either. You can choose from over 400 fabrics and a long list of custom options.

And only a Hide-A-Bed sofa comes with a famous Simmons mattress. Your choice of a Regency® or Beautyrest® mattress. From single to Super size. (So you may not even have to buy new sheets.)

And you know what? Hidden bed and all, a Hide-A-Bed sofa costs no more than most just-plain-sofas. So it's really like getting your guest-room free!"

SIMMONS
SECOND CENTURY

For decorating booklet, "Hide-A-Bed Sofas for the Way We Live Now," send name, address and 25¢ to Simmons, 2 Park Avenue, N.Y.C. 10016.

Sofa shown: Olympia-5. Fabric: 9778 Oyster. About $715. Prices start at $625. From Graceline Collection. Fabric protected by ZEPEL Soil/Stain Repeller.

When Simmons can give you the sofa you want, isn't it nice there's a bed in it, too?

THE HIDE-A-BED SOFA BY SIMMONS FOR THE WAY WE LIVE NOW.

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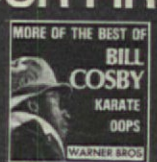

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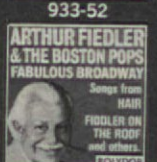

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You receive FREE each month the Club's full-sized, full-color magazine, KEYNOTES. Each issue takes you inside the exciting world of records and recording stars, in addition to offering literally hundreds of top albums. If you want only the regular selection of your musical division as shown in KEYNOTES, you need do nothing —it will be shipped automatically. Or you may order any other records offered . . . or take no record at all . . . just by returning the convenient selection notice by the date specified.

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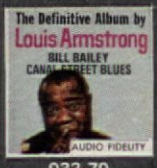

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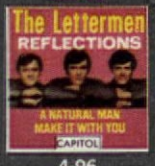

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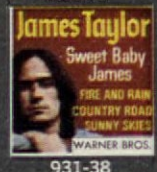

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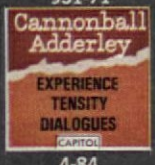

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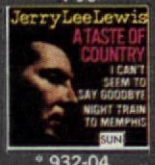

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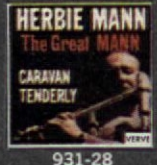

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FEMININITY TODAY FROM KIMBERLY-CLARK

DECORATING Q's & A's

I want to keep simple cafe curtains in my kitchen but the sun ruins them, causing them to fade and fall apart. Is there any way I can prevent this?

Protect your curtains by lining them. There are sun-resistant linings that come in plain white and in colors. Not only will a lining prolong the life of the curtains but your windows will look neater from the outside.

I'd like to make a room divider to separate the entry area in our apartment from the living room. Can you tell me how?

There are several simple but attractive solutions. Take a length of semi-sheer drapery fabric in either a woven design or print. Make a channel at the top and bottom through which dowels can be inserted and attach it to the ceiling (your hardware dealer can tell you how). This takes no space and, since drapery fabrics are 48 inches wide, one length will probably do the job. You might also consider panels of inexpensive bamboo blinds that you can frame in wood. The blinds and frame can be painted to match or contrast with your room. Fasten the blinds to the ceiling and one wall for a handsome divider.

I don't have enough furniture to fill my 12x26-foot living room. Since I can't afford any new pieces, what can I do to make it cozier?

Paint the room a rich, warm color, such as chocolate brown or burnt orange. New pillows, extra large and soft, and a tall vase filled with shafts of wheat will help to soften all.

I'm considering buying a pair of sofas, each seven feet long, that I want to put face to face across the width of my 12x20-foot living room. Would this arrangement crowd the room?

For such full-size sofas your room would need to be at least 15 feet wide to allow ample space for end tables and passage to other parts of the room. For a room like yours, which is 12 feet wide, use a pair of 5-foot-long love seats.

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

Bigelow's sculptured elegance for the woman who likes to feel extravagant–but isn't.

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*Installation and padding not included.

Shorewood comes in 8 sparkling solid colors. For a 3" x 5" sample plus a copy of Bigelow's decorating booklet, "Great Beginnings," just send us this coupon and 50¢ to cover handling and postage. In Canada write: Bigelow-Canada, Ltd., 4 Westmount Square, Montreal 216, Quebec.

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Enclosed is 50¢ to cover handling and mailing costs. Please send me a copy of Bigelow's "Great Beginnings" and a 3" x 5" sample of Bigelow's Shorewood in:

☐ T. Gold ☐ Avocado ☐ R. Gold ☐ Rust ☐ Citron
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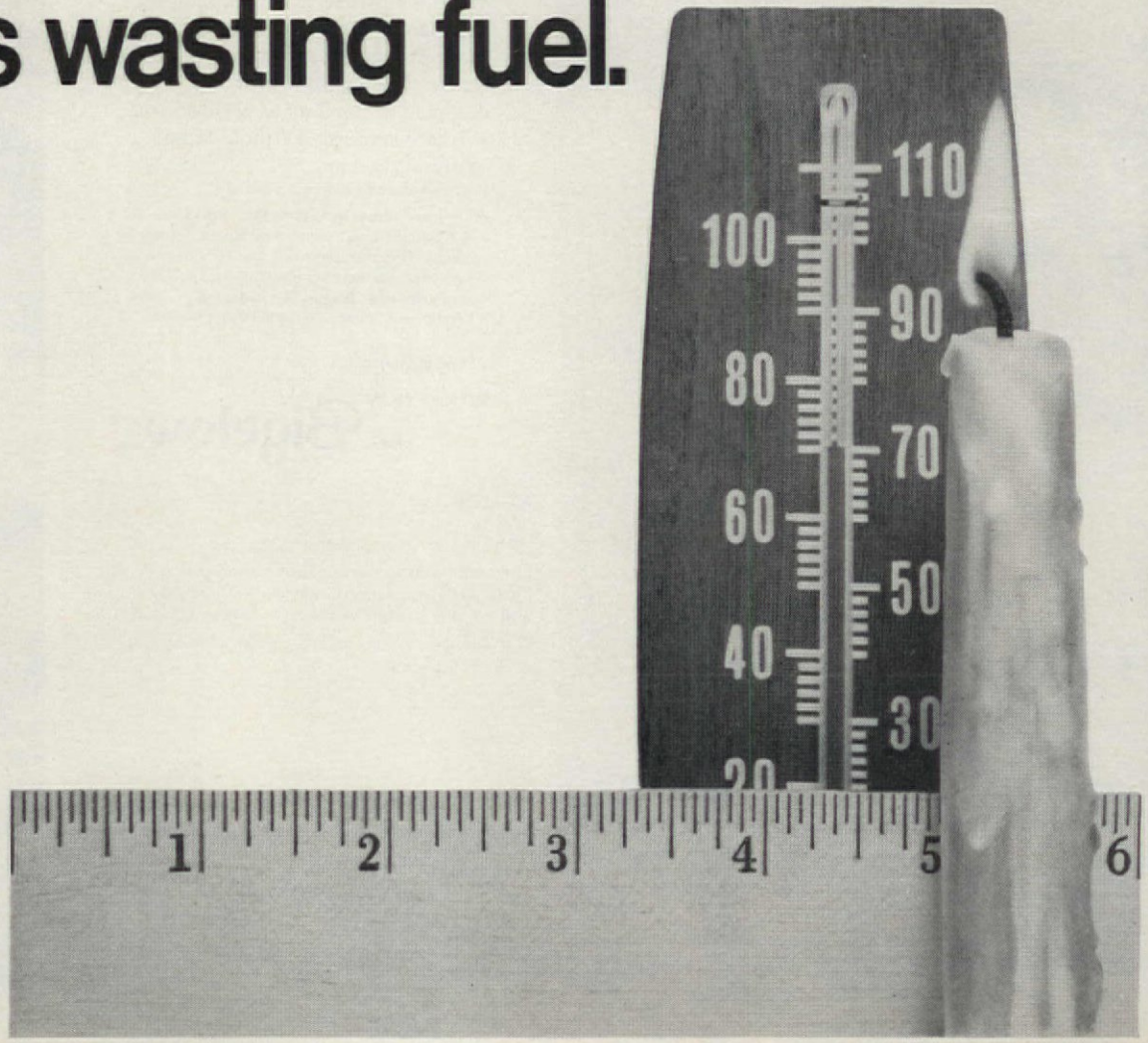
(Limit: one sample per coupon)

Monsanto AN AMERICAN ODYSSEY

With rising fuel costs, and the urgent need to conserve energy, here's how to find out if your home is wasting fuel.



A Presidential Committee has recently recommended that the Nation act now to conserve energy fuels. One of the best ways to do this is to make sure your home has *adequate insulation.*

In fact, if your home is more than 15 years old, it probably doesn't have adequate insulation and it may be wasting more than 45% of its fuel. Or costing almost twice as much as it should to keep your family comfortable.

If you're building a new home, you can nip this problem in the bud, by telling your builder to use Fiberglas*6"& 3" insulation. That's 6" of Fiberglas in ceilings and 3" in walls. It helps stop fuel waste, and can cut heating/cooling costs as much as 30%.

In an existing home, it's easy to find out if you're wasting fuel, either because of poor insulation, or other reasons:

Start at the top.

Take a ruler up to your attic, and measure the insulation. If it's less than 6" thick, you need more. Remember, heat rises. 6" of Fiberglas insulation in ceilings helps stop heat from escaping through your roof—allows significant savings in fuel costs. In summer, it stops solar heat gain that forces air conditioners to run longer than necessary. And finally 6" of Fiberglas insulation in ceilings will make your family feel a lot more comfortable year round.

Two thermometers let you double-check.

Place one thermometer against an outside wall and another thermometer in the center of the room. Leave them for 4 hours, then take readings. The thermometer on the outside wall should not be more than 5 degrees lower than the one in the middle of the room. If it is more than 5 degrees lower, it's another sign your home needs more insulation.

A candle can lead to additional savings.

You may be losing heat from openings in your home. Light a candle and hold it near the edges of windows and doors. If it flickers, you probably need caulking, weatherstripping, or storm windows and doors. They can cut your fuel costs by as much as 10%.

Check your furnace and filters.

Your furnace should be checked and adjusted at the start of each heating season. Air filters should be replaced at least 3 times a season. Dirty filters make your furnace work much harder and longer, wasting fuel.

The dollars and sense of Fiberglas insulation.

Installing 6" of Fiberglas in your attic isn't difficult or expensive. You can do it yourself in less than a weekend. Cost for an average home is about $100. If you're building a new home, the cost of 6" & 3" is less than 1% of the total construction cost. In both cases, fuel savings soon pay for the insulation cost.

How much *you* save with 6" of Fiberglas insulation in ceilings depends, of course, on the size and location of your home. But it's easy to get a good idea:

Send for Computer Analysis of heating and cooling savings in your area, and new booklet on reducing fuel consumption.

We will send you a free copy of a very helpful new booklet, "7 Ways of Reducing Fuel Consumption in Household Heating . . . Through Energy Conservation" prepared by the National Bureau of Standards and the Office of the Assistant to the President for Consumer Affairs. You'll find it's full of suggestions on how you can save fuel and save money. *Reg. T.M. O.-C.F. Corp.

Owens-Corning Fiberglas Corporation
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AH

By Lawrence V. Power

Rudy Muller

CAMELLIAS reward plant and flower lovers with spectacular blooms. These three varieties are Miss Albino (white), Debutante (pink), Aunt Jetty (variegated).

PETALED PERFECTION

The history of the camellia is as intriguing and enigmatic as Agatha Christie at her best. In the Orient, where they were first grown, camellias were used at wedding feasts to symbolize longevity and faithfulness. But in Western culture they are associated with Alexandre Dumas' *La Dame aux Camélias*, the story of a tubercular lady who died at an early age and who would scarcely be considered faithful.

The ornamental camellia, a member of the tea family, was introduced to England in the early 18th century. Importers brought over shiploads of live plants not because they were mad for the perfection of the blossom or for the richness of the dark, shiny leaves, but because they wanted to grow tea in England. Far Eastern merchants, anxious to keep their monopoly on the tea trade, reportedly substituted the camellias for tea plants. The misadventure of the English was a boon to Western horticulture and, very likely, the subject of amusement for many Orientals.

In this country the camellia is grown widely in California, but it has become synonymous with the South and has long been associated with New Orleans' gardens. The first camellias were grown in America in 1797 in Hoboken, N.J., and Boston. Wealthy Easterners thought it very chic to cultivate the exotic flower in their greenhouses and some of the first varieties grown below the Mason-Dixon line came from northern nurseries. The delicate camellia found an ideal environment and an appreciative audience in the antebellum South.

Today, literally thousands of varieties are grown by American devotees. There are camellias that will bloom outdoors on all but the coldest days from October to March. The colors, solid or variegated, range from pure white through pinks to deep red. There are six forms: single, semidouble, anemone, peony, rose-form double, and formal double. The Camellia japonica is the most commonly planted garden species, but there are new hybrids which combine largeness and profusion of bloom, have greater range of color and increased sun and cold tolerance.

Camellias have a reputation for being prima donnas. Actually, if they are given the proper environment, they will thrive with only routine maintenance. Although practices differ from region to region, the basic requirements of good culture are the same the world over. In its native home, the Far East, the camellia is a hardy woodland plant, growing as a wild undershrub in open forest and in rich, well-drained valleys where it is partially shaded. The ideal environment for them is partial shade, uniform moisture, relatively high humidity, good drainage and a slightly acid, porous soil well supplied with humus.

When choosing a camellia plant, buy from a local source or a reputable mail-order house. If you live in the north, buy from the most northerly sources possible, since their plants will be better adapted to cold climates. Look for a good green, crisp color and general appearance of vigor. Do not choose plants with yellow leaves, dead wood or blemished bark. Avoid the temptation of buying a sickly plant full of buds instead of a healthy plant with few or no buds. Curiously, camellias are dormant in their blooming season, so this period is the best time to buy and plant.

To prepare the soil for planting, mix equal portions of sandy loam and peat moss. Dig the planting hole twice as large as the root ball and one and a half times as deep. Fill the bottom of the hole with the prepared soil mixture and tamp down firmly so that the top of the root ball, when placed in the hole, is 1 inch above the soil surface, as there will be some settling. The root crown should never be more than 2 inches below the surface of the soil.

Camellias should be moist—*not* wet—at all times. Good drainage is the key to success. Fertilizing or feeding should start with the first signs of growth. Plants should be fed with cottonseed meal or commercial food specifically for camellias twice a year in April and June. Other than feeding and watering, camellias require very little care. Some insect and pest control is necessary to insure a healthy plant. Beetles, scale and mites are the most serious threats, the latter two as they extract the plant juices and interfere with the normal development of foliage and stem growth.

Gibberellic acid is widely used by camellia growers to increase the size of blossoms and encourage early blooming. The process is called "gibbing." The leaf bud next to the flower bud is removed. A drop of acid is put in the remaining cup of the leaf bud. The resulting bloom will be earlier, larger and will last longer.

Growers of camellias seem to develop almost a passion for them, which partially explains why so many new varieties have been developed in a relatively short time. Camellias are now being grown throughout the Northwest and on the East Coast as far north as Cape Cod. Considering the energy and dedication of professional as well as amateur growers, we may in the future see perfect camellias not only in New Orleans but also blooming in the snow. END

Flowers, vase: Terrestris, New York

Touch-Down: the two-hour floor

It's true! With Kentile's new self-adhering Touch-Down Vinyl Asbestos Tile, you can install a 10′ x 15′ floor yourself in two hours or less. That's because Touch-Down is amazingly fast and easy to use…virtually foolproof. Just take a tile, zip off the protective backing, touch tile to floor –and it's down! No adhesive to spread because it's part of the tile. Result: no mess, no fuss, no trouble! When you're done, you'll own a beautiful, long-wearing Kentile floor we'll guarantee for as long as you live in your home.

Touch-Down will "touch down" perfectly anywhere indoors, over any reasonably smooth, clean, dry surface. Wide choice of colors in both textured and smooth styles (shown below is Alcazar). Easy-to-carry prepacks hold nine 12″ x 12″ tiles, enough for one square yard of floor. About $65 buys all the tile to do any 10′ x 15′ area. Ideal, too, for brightening closets, shelves, counter tops. See Touch-Down–the two-hour floor–at your Kentile® Dealer's. He's in the Yellow Pages under "Floors."

Guaranteed for as long as you live in your home.*

Guarantee: Kentile will furnish replacement tiles without charge for any Touch-Down™ Vinyl Asbestos tiles that wear out or if adhesive fails to hold during your occupancy of your home wherein you installed a Touch-Down Vinyl Asbestos Tile floor. Guarantee does not cover damage due to faulty handling or failure to follow instructions for installation and/or maintenance available at your Kentile Dealer's. The Certificate of Guarantee must be presented if claim is made.

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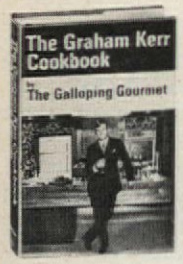

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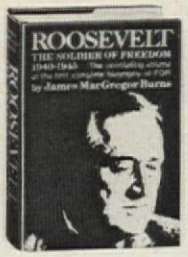

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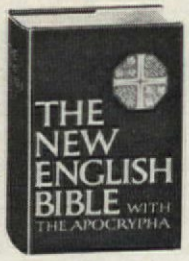

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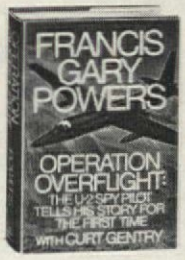

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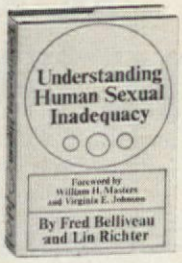

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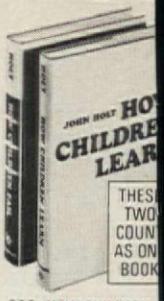

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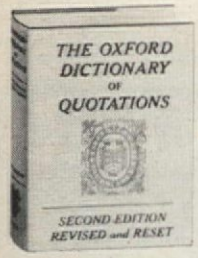

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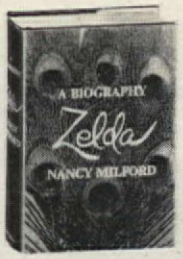

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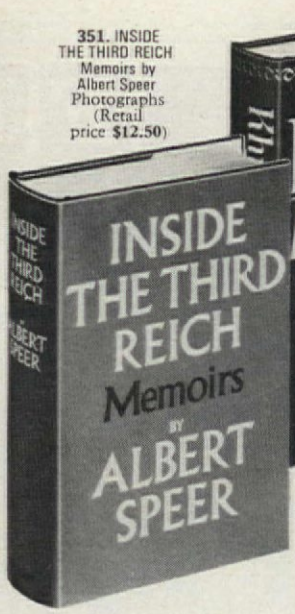

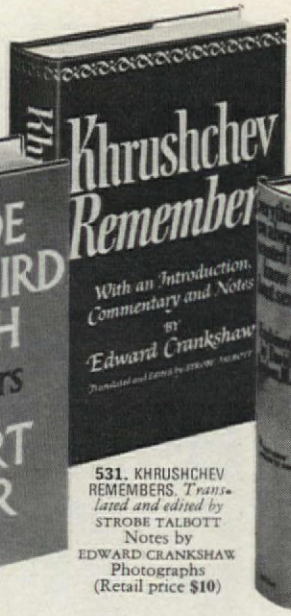

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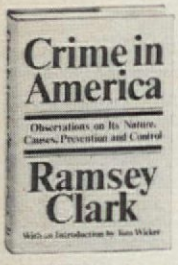

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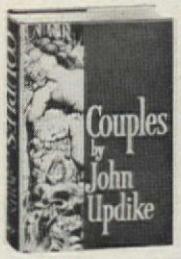

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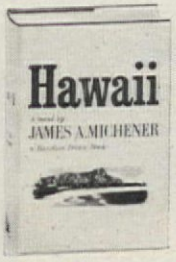

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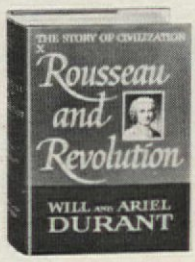

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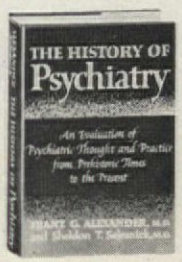

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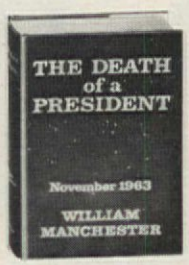

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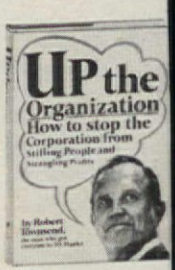

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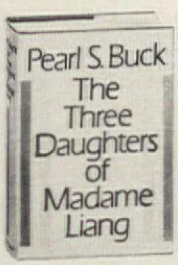

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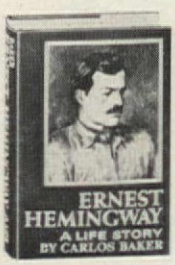

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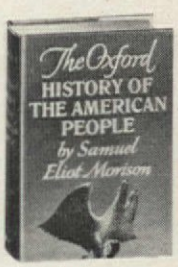

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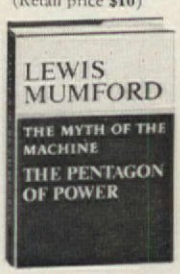

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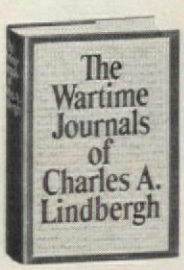

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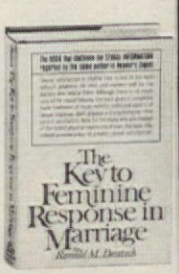

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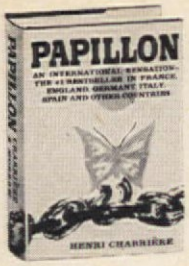

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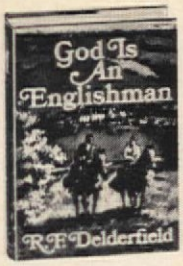

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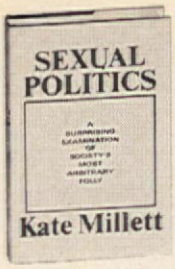

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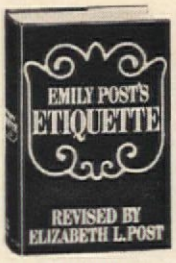

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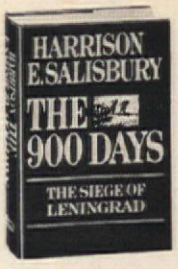

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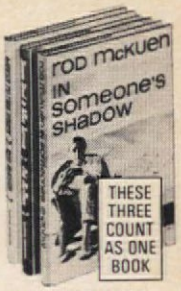

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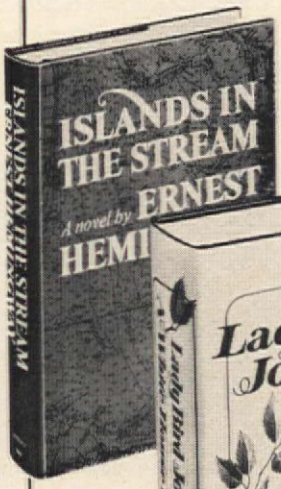

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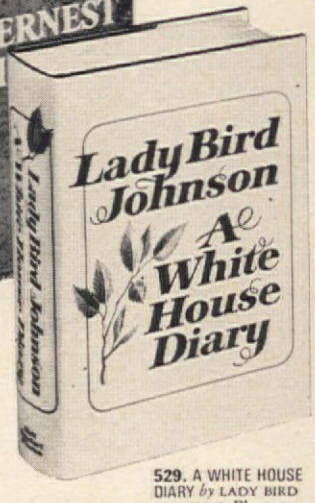

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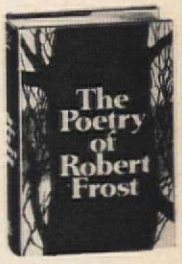

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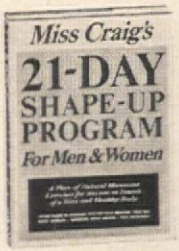

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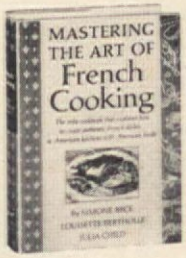

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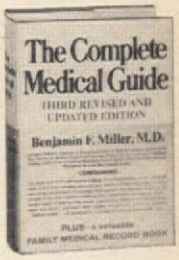

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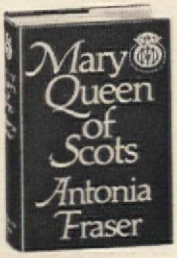

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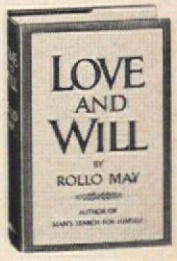

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ON PARKING

By Denise McCluggage

Since no one has yet invented an instantly deflatable car with its own handy packet, like a plastic raincoat's storage pouch, parking remains one of the thorniest problems facing the driver. Finding a place to park is bad enough, but the joy in spotting an opening is promptly dimmed for some by the seemingly insurmountable problem of fitting the wheeled peg into the hole.

The problem is largely a mental, or emotional, one. Difficulty in parking stems from a belief that parking is difficult. But it's not all that involved—really. Parking, after all, depends on an ability to judge relative sizes and distances and a knack of turning the steering wheel the right way at the right time. This is a learned maneuver, so simple that not learning it probably indicates that the driver has a serious mental block against it.

As for judging sizes and distances, why is it that the very woman who casts an eye over a lace tablecloth at an auction knows instantly that it is not big enough to cover the dining-room table with all the extra leaves in it, or who estimates within inches how much fabric is needed to curtain a window, cannot tell whether her car will fit into a parking space? Size is size, whether it's a couch or a car. If one can be judged, so can the other. It is simply that the curtains and the tablecloth are part of a woman's "world"; the car, we're often led to believe by our men, is not. (In fact, the "dashboard" of a modern range is far more complicated than that of a new car; one most women find simple, the other a mystery.)

Quite apart from making it easier to match car to parking spot, a fairly accurate sense of the dimensions of that machine you drive can be valuable knowledge. For instance: You are driving along a street, cars parked on both sides, and you come to a delivery van double-parked. Is there room to get by? Your eye should tell you immediately. If the verdict is yes, stick closest to the side you can see and keep watching there, with only a brief glance to the other side to be sure your judgment was right and that there isn't something like a rearview mirror sticking out to booby-trap you. If the space is wide enough, it is wide enough to park in, and if you get the side of your car through, the other side will come along, too. And if you're the only one moving, the dimensions of the passage are not going to change suddenly.

Granted, it is not always easy to get an accurate notion of your car's actual size from looking at it. And you usually cannot see from the driver's seat the outer limits of the bulges and swoops that shape the modern car. Too, the stylist has purposely done all he could to disguise the dimensions for you, making the car look longer and lower than it is. If you have a hard time judging the size of the car, measure it and equate it with something easier for you to visualize. Maybe it is as wide as a familiar bench or table. (Could you push your queen-size bed past that double-parked delivery van?)

If you want to know just how much room your car needs to get through a tight squeeze, set up a pair of broom handles, or some such, in small paper cartons of sand in your driveway or an empty parking lot and drive your car between them, setting them closer and closer together until you can visualize minimum width requirements. While you're at it, you might try driving between the sticks at a slight angle to see how it is possible for a space to be wider than your car and yet not wide enough to allow your car to go through. The trouble here is not that your judgment of the width is wrong, but that your angle of approach is. If you are threading your way through a narrow opening, approach it head on, not at an angle.

Perhaps it will help if you remind yourself that only your front wheels are steerable and that your rear wheels do not follow their leaders directly in the same path. The rear wheels try to cut across the turn, like a pull toy does following a child around a corner. You meet the same problem with your canister-type vacuum cleaner, having to pull it in a wide arc to clear door jambs and table legs. What you do with the vacuum cleaner is line it up directly with the opening available and then pull it straight through. You must do the same thing with the rear wheels of your car.

Keeping in mind this pull-toy effect, and the fact that much of your car extends beyond your wheels both fore and aft (the wheels are not at the car's corners), will help you when it comes to angle parking. In parking at an angle, try steering the front end in a slightly wider arc as you make your turn into the space. What this does is properly position the unsteerable back wheels so that you are evenly between the lines as you pull forward. Neatness counts.

As for parallel parking, the first line of business is to forget that it is supposed to be difficult, then find a nice, quiet side street and practice, practice, practice. Rule No. 1 is a simple one: If you see that a parking attempt is not working out, stop, pull out to where you were and start all over. It is harder to correct a miscalculated maneuver than to do the whole thing correctly from the start. And remember that all drivers make mistakes at one time or another when parking parallel. Parking with the curb at the driver's side, such as on a one-way street, is different than when the curb is on the far side of the car. Practice both ways. When you feel you have the knack, then let your new skill out in traffic. And don't let anyone rush you.

Here are five steps for parking parallel:

1) *Measure.* Pull up alongside the open space and see if your car will fit. Remember it cannot be pushed in sideways, as if it were on casters, so allow ample room (continued on page 112)

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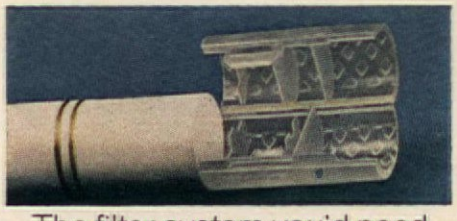

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By Dorothy Lambert Brightbill

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SAVING GRACES

GOOD-BUY SALADS

A green salad may be the one you normally like to serve, but there are days when the price of greens makes you think twice. This is the time to be ingenious and serve something different. Look around the market, on your pantry shelves and in your refrigerator. You'll be amazed at what you can concoct. Here are a few ideas.

Spinach, often a good buy, can become any number of salads. For 4 servings, take half a 10-ounce package of spinach, rinse it and break it into small pieces. Add a 1-pound can of drained bean sprouts, ¼ cup bottled French or Italian dressing and seasoned salt to taste. Or add 2 slices cooked, crisp bacon instead of the bean sprouts and omit the seasoned salt. Toss gently and serve.

Another for spinach: Sprinkle 2 cups grapefruit sections with 1½ teaspoons salt. Let stand ½ hour. Put into a bowl with torn spinach leaves (from 10-ounce package) and 12 to 15 pitted, ripe olives. Add French dressing. Toss lightly.

Marinated vegetables can take the place of a salad, too. Cook a 10-ounce package of frozen artichoke hearts according to package directions and drain them. Combine ½ cup pure vegetable oil, 2 tablespoons vinegar, a dash of garlic salt and ¼ teaspoon oregano. Pour over artichoke hearts. Chill well.

For an old-fashioned combination, mix 1 cup pared, grated carrots, 2 cups shredded green cabbage and 1 cup raisins. Add just enough French dressing to moisten. Chill and serve.

Avocados are plentiful this year and relatively low-priced. Make your salad of thinly sliced avocado and red apples and toss with French dressing.

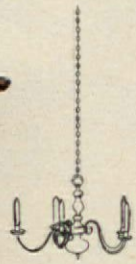
Try shredded green cabbage and well-drained canned fruit cocktail tossed with mayonnaise or salad dressing and a dash of lemon juice. Chill until serving. Sprinkle with chopped, salted peanuts.

WHAT'S NEW?

A research study sponsored by the National Live Stock and Meat Board has proved that fresh ham roasted to only 170° on a meat thermometer is comparable, even superior, in eating quality to that roasted to 185°—the previously recommended temperature. In fact, with *all* cuts of fresh pork you can forget the old temperature criterion and roast to the new. It means less cooking time, less oven spattering, less shrinkage and less cooking loss.

New Brown-in-Bags from Reynolds Metals Company may be in your area already or they may be debuting soon. They are worth waiting for. In markets where they have appeared, their acceptance has been phenomenal. This clear-plastic cooking bag, made of a heat-resistant nylon film designed for oven cooking, will brown meat, poultry or fish, retain their natural juices and keep your oven clean. A package of 10 bags with an instruction folder and recipe suggestions is now available in many supermarkets for 59¢.

Fresh herbs, anyone? You can grow them easily in your kitchen with a delightful packaged "garden" of six herbs for which the maker guarantees results. They come in their own plastic mini-greenhouse and you need only add water and follow the easy directions. Sold in department and specialty stores throughout the country, they can also be ordered from Taylor and Ng, 651 Howard Street, San Francisco, Calif. 94106. The kit is priced at $3, including postage and handling. —Frances M. Crawford



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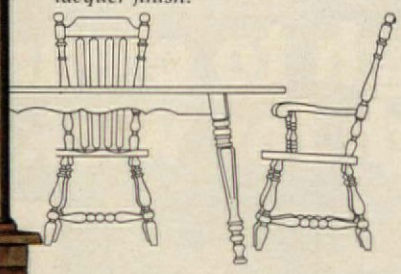

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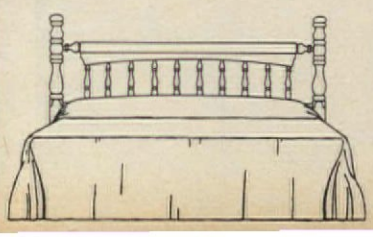

After 16 years of fad dieting, I gave up and lost 65 pounds.

By Elaine Nollet—as told to Ruth L. McCarthy

Here I am, close to 190 pounds. I used to think a full skirt hid my hips. Now I see how wrong I was.

I WAS the type of bride who blooms shortly after her wedding day. And not just with child. Cooking did it. Mine and everybody else's that was good. I ate and ate and gained and gained until suddenly I realized that for me fat and fad dieting were to become a way of life. When I finally reached 190 pounds, believe me, it reached my husband, too.

He happens to be an Air Force Physical Conditioning Supervisor at Sandia Base in Albuquerque, New Mexico. And it's his job to put thousands of men in shape. Yet, to his grief and mine, he couldn't do a thing with his wife. I became the one big problem in our marriage.

David had entered the Air Force about the time of the Korean Conflict. He went away for a year, and my scale went up forty pounds. I crash dieted before his return and got down all right. But I wasn't trim long enough even to buy a slim wardrobe. In two weeks, I'd eaten back as much as ten pounds. After that, I became a chronic up-and-down dieter.

I remember our assignment in Alcoy, Spain. Our third child was born while we were there. My pregnancy, along with dishes like paella and arroz con pollo, really turned me into a blimp. When I tried tennis lessons to work off the weight, I wound up wearing David's shorts (the only ones that would fit) and swinging at the air by the hour. The ball was just too fast for me. Discouraged, I finally gave up and started taking reducing pills for the struggle down the scale again.

Our return to Texas didn't help, either. There were too many tamales and tacos to tempt me. And Albuquerque meant good old-fashioned meat and potatoes and dessert. My stomach got so big, I actually thought I had a tumor. But it was just fat.

It seemed hopeless. My life was just one series of crash diets, reducing pills, food fads, exercise programs and embarassing moments. Like the time I popped right out of my bowling pants. It won me the league plaque, mounted with torn slacks. Everybody laughed but my husband. As for me, I secretly wanted to cry. Instead, I did the smartest thing of my life. I took a friend's advice. She said to me: "Why don't you try Ayds?"

I'm a lot lighter on my feet since I'm down to 125 pounds. And, believe me, I'm much faster with a racket.

I'd heard about Ayds® Reducing Plan Candy lots of times. And when I read that it contains no harmful drugs, I bought a box of the vanilla caramel kind at the commissary. (They carry all four flavors just like the drugstores.) I took one or two Ayds like the directions say. This really helped curb my appetite. I ate regular meals — broiled meats, vegetables, salads, eggs, lots of greens and protein—but I found I was eating less. When I'd get the urge for starchy foods, I'd read the directions again and it was a kind of therapy for me. Made me really stick to the Ayds Plan.

I also took Ayds with hot coffee in the afternoon and during the evening. That's when I needed help most. For David often officiated at sports events, until nine or ten at night.

When he'd come home late to eat, thanks to Ayds, I was able to pass up a second dinner. And by Christmas, I'd lost sixty-five pounds. David then bought me the most beautiful clothes I'd had in years. Sizes 10 and 12. And I still don't wear any larger, because Ayds has helped me keep the weight off for well over a year. Something I was never able to do before. This proved to me that Ayds is no fad.

You should see my tennis game these days, too. Fast! And, believe me, there are no more splits in my bowling slacks.

I do have to watch one thing though. I still have that fat woman's habit of wanting to feed her family. David says whenever he sits down, I put food in front of him. It's really worrying him. He feels the pounds I've thrown off, he'll pick up. But I'm not worried. I know there's always Ayds.

BEFORE AND AFTER MEASUREMENTS

	Before	After
Height	5'5"	5'5"
Weight	190 lbs.	125 lbs.
Bust	44"	36"
Waist	39"	26½"
Hips	45"	37"
Dress	20½	10

By Maidee Kerr Spencer

GOOD-BYE TO DUST

Amazing new air cleaners are fighting pollution where it counts—in your home.

Imagine an appliance so extraordinary that you may never need to dust again! Furthermore, your eyes won't tear from cigarette smoke. Hay fever and asthma irritants will be considerably reduced with fresh air in every room of your house or apartment, all year round. Air will be as fresh as the spring flowers the little girl shown here has just picked—not perfumed but almost entirely cleansed of dust, dirt, pollen, offensive odors and smoke.

You can now enjoy such air thanks to a whole new breed of appliances that clean the air closest to you—in your home. They are the most effective indoor anti-pollution weapons to be introduced in this day of clean-environment consciousness. The newest, designed with different capacities to meet the air-cleaning needs of different-sized rooms, are portable, electric units varying in size from that of a small TV to the largest color set. Many are attractively styled to blend with the decor of any room and come finished in wood-toned metal or plastic. They are being made by Honeywell, Sunbeam, Master Appliance Corp., Tappan, West Bend, Hoover, and Emerson Electric.

These air cleaners sift polluting particles through three different types of filters and expel freshly cleaned air into your room by means of a fan. The first filter is a grille that keeps out the largest particles. Then a two-stage filter traps minute particles—each one so small that 17 can be contained in a period on this page. It is this unique filter that makes these air cleaners special. Using an electrical field, 80 to 99 percent of all airborne pollutants are electrostatically sifted out. Lastly, the air passes through an activated charcoal filter which adsorbs, or collects on its surface, unwanted odors.

Honeywell, West Bend and Sunbeam have models for cleaning rooms 12x15 feet to 15x20 priced about $200. Honeywell also has a unit for a 20x30-foot room which sells for about $350. Other portable, electronic air cleaners for various-sized rooms are made by Hoover, Master Appliance Corp., The Tappan Co. (Nautilus Division), Trion, Inc. and Emerson Electric (Electro-Air Division).

Another type of electronic air cleaner is professionally installed centrally in your furnace ductwork. It is an economical system if you are building a house and installing central air conditioning—one set of room ducts can be used for all three systems (heating, cooling and cleaning) and the air-cleaning system will keep the air-cooling coils clean and operating at their best. You also pay only one fee ($250 and up, plus installation) and have the luxury of an air-cleaning outlet in every room. Manufacturers of such centralized systems are Carrier, Fedders, Honeywell, General Electric, Emerson Electric's Electro-Air Division, Tappan's Nautilus Division, Master Appliance Corp. and Trion, Inc.

Still more technological developments in the indoor air-cleaning field are now underway. One new unit, called Pollutrol, by Environmental Technology Corp. of Newtown, Pa., is based on both chemical and electrostatic action. Designed for a 15x20-foot room, it sells for $170. Others with new features will be out by the time you read this.

Do avoid the inexpensive ($13–$70) so-called air cleaners that emit large doses of ozone. They do not do the job that the electronic models do; in fact, they may even be hazardous.

Look for familiar appliance manufacturers to come out with new types and more models of electronic air cleaners this year, for 1971 may well be the year *you* will escape to clean air indoors.

J. Frederick Smith

Swanson makes it easy to send him off with a good hot breakfast.

Send everybody out happy and satisfied. It's easy with Swanson Frozen Breakfasts. Pop into the oven for 20 minutes. Don't even pre-heat. Pancakes and sausage patties. French toast and sausage patties. Scrambled eggs, sausage patty and country style fried potatoes. Add juice and milk and you've got a hot nourishing breakfast! Thanks to Swanson.

7¢ **Save 7¢ on a Swanson Frozen Breakfast.** 7¢

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Grocer: When all terms of this offer have been fulfilled by the consumer and by you, this coupon will be redeemed for 7¢ plus 3¢ handling by your Campbell representative. Or mail the coupon to:
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Fraud Clause: Any other application constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented must be shown upon request. Failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. Cash value 1/20¢.
Subject to state and local regulations. Void if taxed, restricted or forbidden by law; or if presented by outside agencies, coupon brokers or those who are not retail distributors of our merchandise.
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7¢ STORE COUPON 7¢

THE PLUMB LINE

News from an architecture and environment editor's desk.

INSTANT FIXITS

A group of American homeowners, frustrated by the difficulty of finding a repairman when he is needed, has banded together in the American Homeowners' Association, an emergency home-repair and maintenance service headquartered in Milwaukee, Wis. When repairs are needed, a telephone call to one of AHA's offices (now located in cities in Ohio, Wisconsin and Illinois and soon to open in major cities coast to coast) will produce a repairman in a hurry, no matter what the hour or day.

Members place a yearly deposit of $18 with the association for a home-service agreement that covers them in emergencies dealing with heating, plumbing, electrical work, refrigeration, air conditioning and home security. The first half-hour of time spent on each call is free. If the deposit is not used up in a year, for labor in excess of the first half-hour, the remainder is credited to the member's account when he renews.

Upon joining AHA, a member can request that his house be given a "physical" by an association representative. Any danger spots are pointed out and all main utility shutoffs are identified with tags. A booklet describing each shutoff and explaining what to do in case of an emergency is given the homeowner. The theory is that by helping the repairman to cut the cost of doing business (most emergency and minor repairs can be dealt with temporarily by the homeowner), and by generating a large volume of business (all members are potential customers of the association's repairmen), AHA can offer competitive fees.

ROOFTOP MINI-CITY

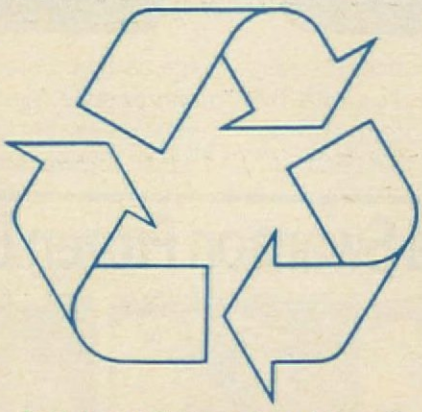
The roof of a four-level parking garage holding 35,000-40,000 cars will be the site of a pedestrian mall with air-conditioned shopping arcades, moving sidewalks, offices, hotels, shops, apartments and a people-mover transport system to be completed in Houston, Texas, by 1990. The $1.5 billion project, three times the size of New York City's Rockefeller Center, will double the size of the city's downtown business district. William L. Pereira Associates, a Los Angeles architectural firm, is the designer of the "Houston Center."

BUILDING WITH ALUMINUM

The wooden 2x4, long the mainstay of house framing, now has a rival. The Aluminum Company of America has introduced a prefabricated, screw-together aluminum framing system called Alumiframe that will not warp, is noncombustible and cannot be harmed by termites. Door and window frames were designed as part of the system to assure an accurate fit. Easily and speedily erected, this new lightweight framing material is comparable in price to wood.

DESIGN FOR THE TIMES

As the need to recycle refuse becomes ever more pressing, it is comforting to know that what we buy or use has had or can have another life in another form. The bent-arrows symbol, shown below, has been chosen to appear on paper or paperboard packages made from recycled or recyclable materials. Gary Anderson, a University of Southern California student, won first prize with the design in a contest sponsored by the Container Corporation of America.



Bent-Arrows Symbol=Smart Recycling

FORECASTING THE SUN

Once upon a time a family building a new home was satisfied to see the architect's drawings of their new house. But now some are requesting an actual scale model and a demonstration of exactly how glare, light reflection and shadow patterns will affect their lifestyle in their new home at any time of year. And they can get just such a forecast by means of a Heliolux, a precision instrument that simulates three-dimensional shadow patterns. The architect owning this ingenious device places the house model on the instrument's pedestal-like platform and positions a 650-watt "artificial sun" light about 15 feet away. He tips the platform so that the model receives the "sun's" rays according to its latitude on earth. Then he adjusts the platform again to match the tilt of the earth's axis relative to the sun for the appropriate date. And finally he sets a mechanism so that exact shadow calculations can be read for any time of the day.

GETTING A GRIP ON THINGS

A glue that has been used in construction work is now available for home use. Called "Pow'r Grip," the glue is waterproof, which also makes it appropriate for outdoor use. It bonds wood, metal, concrete, glass, stone, brick and tile (and any of these materials to one another) and will hold 1,000 pounds per square inch. Manufactured in a 2¼-ounce tube by the H B Fuller Company and available in building-supply and hardware stores throughout the country, it sells for $1.29.

HOUSING HELP

People who have been turned down on requests for conventional mortgages may find their housing needs answered by the Veterans Administration. Houses financed by mortgages granted or guaranteed by the VA and whose mortgage payments are in default are repossessed by the VA and put on the market for purchase. Currently, with an inventory of about 10,000 houses, the agency will finance mortgage loans for veteran and nonveteran buyers who can pass customary credit checks. —Barbara Plumb

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The long, long Springtime.
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That's what you get with the extra length of Salem Super Kings. And the Springtime taste of NATURAL MENTHOL™, not the artificial kind, is yours in every extra puff.
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CATTAILS AND LITTLE FOXES

By Dorothy Lambert Brightbill

Go on, blow your own horn! When you've finished a fascinating piece of needlework such as these stalking cats or mischievous little foxes, you have a right to. The best part is that these charming designs are easy and fun to do. Big, bold stitches make fast work—and the cattails (feline and floral) and foxes with their squirrel and bird companions have a three-dimensional look that almost makes them seem alive.

The designs are stamped on off-white quality fabrics and the kits include all necessary yarns. Cattails size is 16x19 inches; Little Foxes, 8x8 inches.

The pair of foxes comes complete with wooden frames. The blue-and-gold frame used for the cattails design is also available. To order, see the coupon.

Ben Swedowsky

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

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Check items desired:

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Sales tax, if applicable ..... ____
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Just because a mattress claims to be firm, that doesn't mean it supports your back like a Sealy Posturepedic.®

It can be too hard. It can get soft. Or it can lose its support.

That's why Sealy Posturepedic doesn't make an ordinary firm mattress. We created something entirely new. The unique back support system.

Here's how we make it different.

First we put in extra coils. And positioned them to give you more support. Then we firmed up the edges, where ordinary mattresses first start to sag.

And we replaced the old-fashioned box springs with a torsion bar foundation. To work together with the mattress.

For more give and take. For better all-around support.

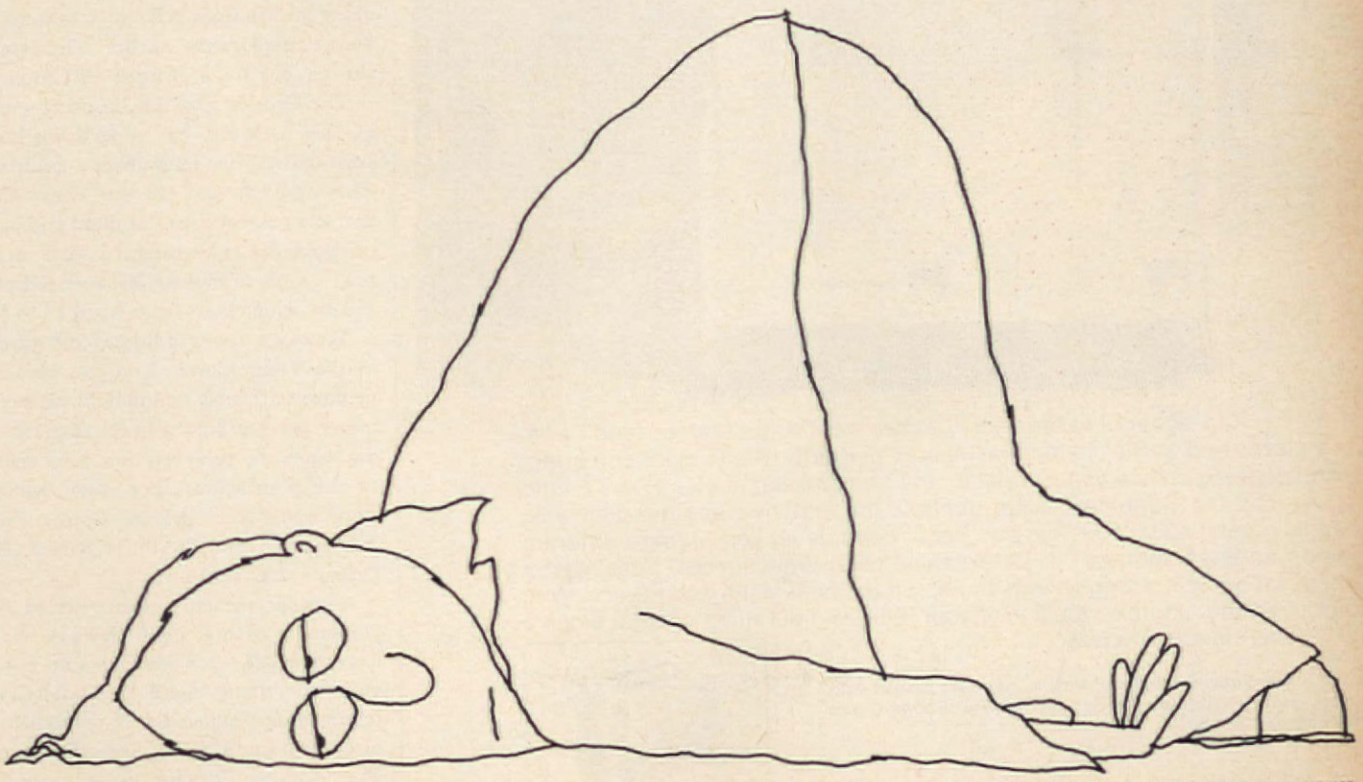
But frankly, we didn't do all this by ourselves. Sealy Posturepedic is designed in cooperation with leading orthopedic surgeons for firm comfort.

The result is a bed that comes with a promise of no morning backache from sleeping on a too-soft mattress. With features so unique we've had them patented.

You can get all this Posturepedic comfort and support in big modern sizes. The beds that don't end before you do.

Sealy Posturepedic.
The unique back support system.

You can buy an ordinary firm mattress instead of a Sealy Posturepedic. But your back may end up paying for it.



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And again, And again. Toastmaster toasters heat any "toaster food" from frozen pizzas and waffles to fruit pastries . . . perfectly. Not to mention perfect toast. Everything comes up just right in any Toastmaster model. How? A little thing we call our Superflex® timer controls the matched heating elements. It insures great results. And "his and hers" controls let you prepare different foods on different settings . . . at the same time. What's more, Toastmaster toasters have extra-strong springs to pop up the heaviest toaster foods. With beautiful styling like this, you'll visit your little 24-hour diner several times a day. It's the diner with class.

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A STROLL THROUGH NEW ORLEANS

New Orleans is a city many tourist visit and few really see. Yet the Vieu Carré, or French Quarter, is very easil seen. It is compact, yet its streets have scale and charm that delight the ey There are important buildings to be vis ited—the 1850 House in the Pontalba the Cabildo, the Presbytère and th 1745 Ursuline Convent. (Our America Treasury beginning on page 72 and th article immediately following it on th Vieux Carré will clue you to the dis trict's distinctive mood and flavor.) Bu the real importance of the Quarter i best grasped by leisurely exploration.

Walk the lengths of Royal an Chartres (pronounced "charter" Streets, passing under the overhangin lacy ironwork balconies and catchin glimpses of patios through grille gates Bourbon Street is, at one end, quit honky-tonk; but New Orleans has lon had a reputation as a place to let dow one's hair. In the evening, visit Preser vation Hall to hear the extraordinary elderly jazz players. Drop in at th French Market's "Morning Call Coffe Stand" where for 35¢ you can get a cup of New Orleans-style *café au lai* and three powdery *beignets* (or French doughnuts; see page 88).

Further afield, stroll the bustling docks along the Mississippi River or take a cruise boat to explore the harbor. Then go into the bayous for a glimpse of Cajun life.

The Garden District, another section of New Orleans, has superb big homes surrounded by magnificent plantings. This area, as well as the Vieux Carré and the nearby splendid plantations, are particularly rewarding to visit in the next couple of months because of Spring Fiesta, which lasts from April 16 to May 4. There are tours of homes and gardens in the Vieux Carré. You can also visit private patios by candlelight as well as many private homes in the district. All-day tours, by reserved bus, take visitors to the plantations. For more information, write New Orleans Spring Fiesta Association, 546 St. Peter Street, New Orleans, La. 70116.

A major pleasure of a visit to New Orleans is eating. New Orleans has an incomparable, delicious cuisine all its own, with many fine French and Creole restaurants, expensive to modest in price. Antoine's, Galatoire's, Brennan's, The Andrew Jackson Restaurant, Le Ruth's are among the best. (continued)

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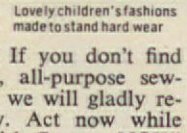
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A STROLL THROUGH NEW ORLEANS continued

Perhaps even more appealing are the numerous small, inexpensive restaurants—like the Gumbo Shop, Emy's Restaurant and Pastry Shop, and Tujague's—each with its own version of gumbo, jambalaya or oysters and other seafood dishes.

If you plan to visit New Orleans during Spring Fiesta, make reservations early, for hotels and motels may be crowded. One of the most interesting hotels is the Lamothe House at 621 Esplanade Avenue, an old mansion furnished with fine antiques. (Rooms—bed and breakfast—are $13–$20.) One of the best motels is the Maison de Ville, 727 Toulouse Street. (Singles are $20–$30; doubles, $35.) Another attractive lodging is the Provincial Motel, 1024 Chartres Street. (Singles are $16–$20; doubles, $18–$26; pool privileges are included.) There are many more motels and hotels both within the Vieux Carré and elsewhere in New Orleans, including the Royal Orleans, Sheraton Charles and Roosevelt. For a complete listing, write to the Greater New Orleans Tourist and Convention Commission, 400 Royal Street, New Orleans, La. 70130.

People traveling with campers or trailers can stay at Fontainebleau State Park, U.S. Highway 190, Mandeville, La., which accommodates 50 vehicles and 125 tents at a fee of $1.80 per vehicle. For brochures on this and other state camping facilities (as well as on Bayous, History, Foods, Festivals, Fishing, and Antebellum Mansions), write the Louisiana Tourist Development Commission, P.O. Box 44291, Baton Rouge, La. 70804.—Mary Evans

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A trip to New Orleans' Vieux Carré is like going to another country, but specifically which one is hard to determine. Happily, the Quarter is not a watered-down version of anywhere else but triumphantly original in its own right. Small it may be, but provincial never.

The French and Spanish influences are there, but other cultures have also left their deposits of riches. Although the best pastry shop in the district, the "Four Seasons," is a Viennese delight, elbow-deep in whipped cream, London often comes to mind. The parallel is evident not only in the shops that are chock-a-block with English antiques, with mahogany, copper and brass, elephant-mounting ladders and Windsor chairs, but also because of the residents' constant preoccupation with the weather. Conversationally it (continued)

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Makes tender, juicy chunks

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Let us send you a handsome 8½ x 11 reproduction of the Picasso shown here—printed on Con-Tact plastic. You will also receive a full-color pattern guide. Offer expires September 30, 1971. Just enclose the brand name "Con-Tact" from the backing paper (or facsimile), along with your name and address to: "Con-Tact", Dept. A.H., 1407 Broadway, New York, New York 10018.

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ranks right after the Carnival. The Camilles and Betsys that crop up in New Orleans talk are not eccentric cousins or great aunts but yesteryear's hurricanes.

People may find the climate difficult, but cats evidently thrive on it. Nowhere else have I heard of them growing so old. The longevity prize must go to a 27-year-old I was told about.

Ghosts don't seem to mind the humid Gulf Coast heat, either. One house I visited had to be exorcised before the new owner's maid would consent to move in. After all, a relative of Marie Laveau, the celebrated Voodoo Queen, had lived there once. Apparently the ghost was laid to rest, but what could not and never can be changed is the *name* of a New Orleans house, which is usually that of the original owner or builder. To this day the house of General P. G. T. Beauregard, for decades the residence of New Orleans' favorite authoress, is still called the Beauregard House and not the Frances Parkinson Keyes house.

Like all places with a strong personality, the Vieux Carré has a unique gamut of smells. The perfume of the sweet olive tree grows especially pervasive just before the weather turns cooler. Spicy and delicate, it refreshes streets and alleyways as it drifts through the Quarter. Jackson Square adds something of its own to the potpourri. A heady mix of hops blowing from the brewery along the levee is tempered by the bitter chicory odor of local coffee.

Most incomparable of all is the musky aroma of ginger lilies in the tangled mini-jungle at the center of a Spanish patio. Though the growing of camellias is a New Orleanian hobby (and you'll see why it's a favorite with others as well on page 36), local houses are apt to be saturated with the distinctive, slightly medicinal smell of eucalyptus branches that fill vases in all the rooms.

But perhaps the greatest delight for the aromaphile is the French Market. There, in profuse array, are pungent kumquats, zesty ropes of garlic, sweet, syrupy pralines, all suffused by the nostalgic river smells of the mighty Mississippi—the mainstream of New Orleans life.

—Vera D. Hahn

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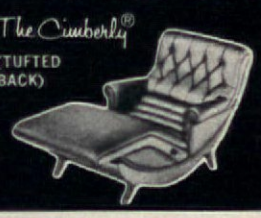

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YOUNG FAMILIES LIKE MODERN

Bright, upbeat and very much today—these are the design hallmarks of two houses built by young families who, though miles apart, share a love of nature and creative space. The James Lambeths, above on the entry bridge of their looking-glass Arkansas home, like the privacy and changing panoramas that a modern house can bring. As for the Jack Melills, their tree-oriented, geometric house near Seattle happily combines versatility and spaciousness in an ingenious design. To see the uncommon rewards of this common liking for modern, turn the page.

The excitement of approaching the Lambeth house (above) begins with a stroll across the 55-foot entry bridge. Within range of the mirror-windowed facade, the visitor is reflected on each side but can't see in.

By Barbara Plumb

Change and privacy are two qualities the Lambeth family—James, Joyce and Courtney, 2—appreciate most. So it was natural that James, an Arkansas architect, would emphasize both in the design of their Fayetteville house. A golden, mirror-windowed front is the dominant feature, reflecting the brilliance of the changing seasons. When you walk up the entry bridge to the front door, the windows seem to come alive. Yet they screen the interior from outside viewing. The warmth of the cedar siding is a strong foil for the crisp, hard-edge look of the glass. Both sides of the house were kept windowless for further privacy and to avoid the east and west sun. The Lambeths look out on a tree-covered valley to the south. To expand the vista, and because of the steep site, the house was raised 10 feet off the ground. The furnishings are quietly classic, their neutral colors never at odds with the nature without and the art within.

LOOKING-GLASS HOUSE

The balcony (right) doubles as the entrance foyer. Convenient kitchen/living-room pass-through makes for easy entertaining. The parquet flooring was extended up the counter front.

The living room's two-story window wall (opposite) brings the outdoors in. The room is further heightened by a tall bamboo tree, a free-standing, circular staircase and graphic banner of and by Joyce (that's she, James and Courtney around the coffee table).

PHOTOGRAPHS BY WILLIAM MARIS

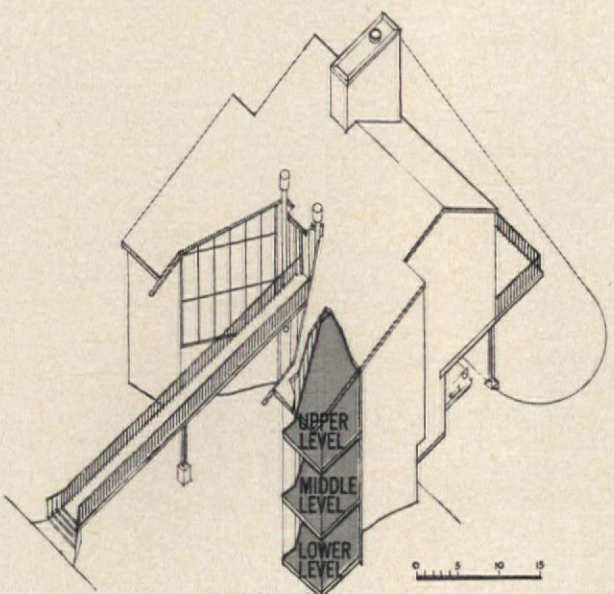
continued

Dining room (top) is in one of the two wings with a view of the entry bridge. A mirrored end wall visually doubles the size of the room and reflects a banner behind the table. Same banner red is echoed in the plastic chairs. James made the wooden table, topping it with black Formica. The lighting fixtures, on an overhead track, are movable.

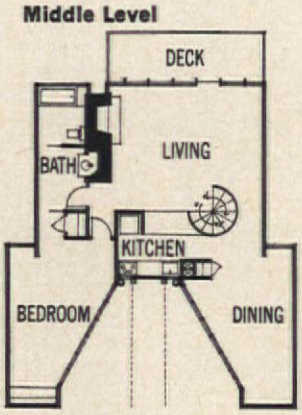
Perfect privacy accompanies an open view.

Guest bathroom (right) is on the entry level. The window makes the room an ideal spot for sunning plants. Blue cabinets and plastic counters complement the burnt-brick exterior/interior wall. The master bathroom (far right) is located on the living-room level, just off the Lambeths' bedroom. A tub's-eye view of the outdoors reveals the nearby trees and an open sky.

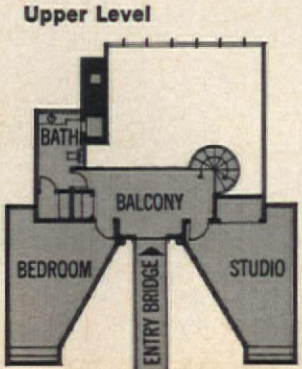
The studio (above) serves as both a guest room and workroom (which James, at his drafting, Joyce, at work on a banner, and Courtney, overseeing all, use it for here). The room shares a windowed wall with the dining room below it; billboard posters accent other wall.



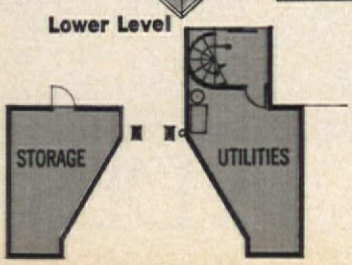
Middle Level



Upper Level



Lower Level



By raising the house 10 feet off the ground, a carport and lower-level entrance, leading to storage and utility areas, were gained. Visitors enter on the upper level where a foyer provides a viewing area of the valley. Most living is done on middle level.

Charles Rieger

The Melills' cedar-sided, three-story house has a concrete foundation that doubles as a "daylight basement" with two bedrooms, workroom and laundry.

A DESIGN

The raised first-floor deck, from which Donna and Jack Melill enjoy the view, projects over a fern-covered hillside.

TAILORED TO THE TREES

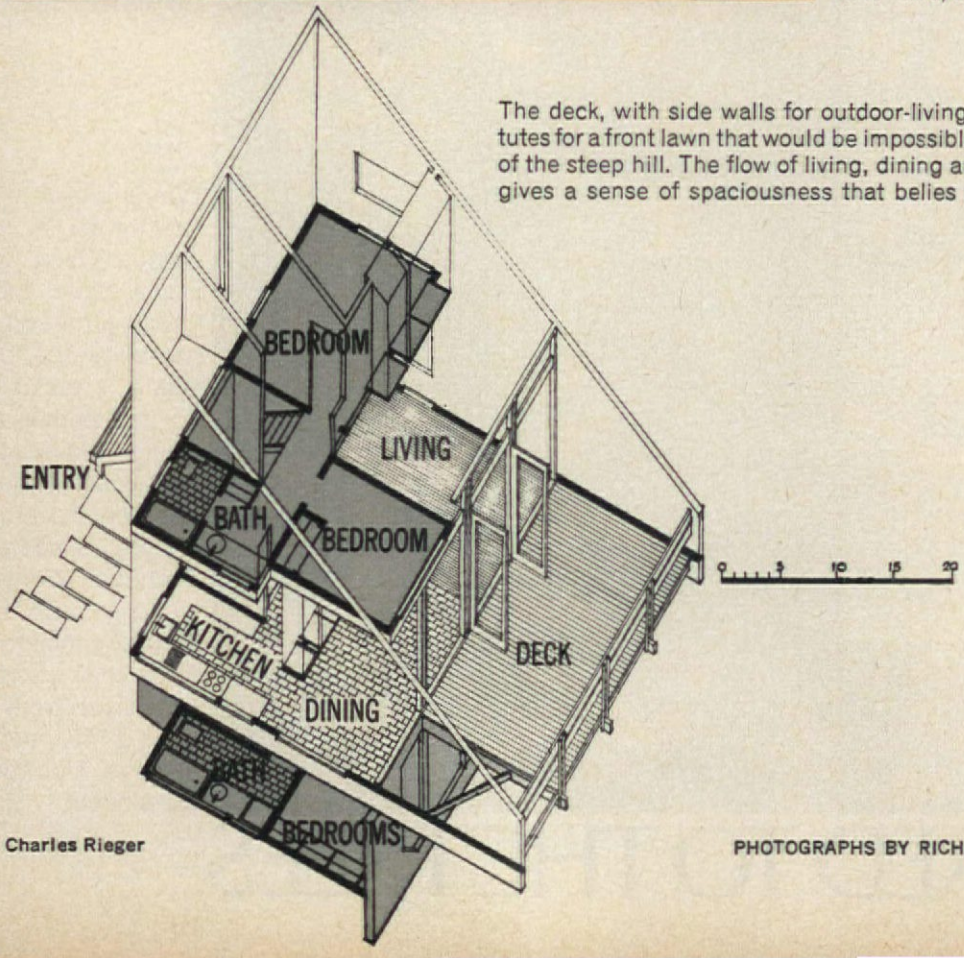
Donna and Jack Melill, in looking for an area near Seattle, Wash., where they could build their home, found a heavily wooded, half-acre site on Mercer Island. It was idyllic except for its steepness. Building would be difficult—a problem compounded by tall trees on the property that the Melills wanted to save. Architect Wendell Lovett came up with the answer in this geometric tour de force that fits snugly between the trees and contains all the room the Melills and their two youngsters need. (continued)

Geometric interplay brings a crisp look and open-air style to Northwest living.

The sharply pitched, bisecting roofs create a strong silhouette in bold counterpoint to the towering firs and hemlocks that surround the house. The Melills gladly accepted the stairs that came with the verticality of the compact (2,130 square feet), three-story design. Explains Donna, "The stairs are a good conditioner for hiking, which we all like to do." The furnishings, sparse and understated, blend handsomely with the light walls and stained-cedar ceiling.

Kitchen (far left), though narrow, packs in ample work space. The floor is quarry tile; cabinets, stained plywood with unpainted Masonite doors. The opening above the kitchen reveals an upstairs dressing room. Donna Melill, at the counter with Jimmy, 8, and Sally Ann, 3, readies an afternoon snack.

Donna (left) likes the features of a galley kitchen. "It means fewer steps and less work," she points out. "Everything is at hand, so easy to reach."



The deck, with side walls for outdoor-living privacy, substitutes for a front lawn that would be impossible to use because of the steep hill. The flow of living, dining and kitchen areas gives a sense of spaciousness that belies their small size.

Charles Rieger

PHOTOGRAPHS BY RICHARD GROSS

Dining-area ceiling, low and intimate, contrasts with the high-rise ceiling of the living area. The quarry-tile floor and free-standing fireplace (a Lovett design) suggest a division between the two spaces. Trapezoidal window on the far wall repeats the architectural contours of the house. Dining furniture, combining a Swedish table and Thonet chairs, is in keeping with the airy spirit of the living area. The boxlike forms extending from the living area's upper wall (inset) are upstairs-bedroom closets.

PUTTING WALLS TO WORK IN

Feel cramped in your kitchen but you've no room to expand? You *can* beat the space squeeze by putting your walls to work. That's just what Emily Novak did when she collaborated with San Francisco architect Herbert Kosovitz to redo the 8x15-foot corridor kitchen, shown in its "after" guise above, in her Palo Alto, Calif., home. She wanted a convenient arrangement to hold and display her collection of pitchers, pots and serving

Shopping Information, page 108

CORRIDOR KITCHEN

By Maidee Kerr Spencer

dishes. The answer: a wall of built-in, doorless birch cabinets. Space for the shallow shelves was stolen from an unused living-room closet which originally backed up the common wall. The butcher-block counter tops curve up the wall to form a backsplash with no dirt-catching seams. Left of the refrigerator a roll-top door conceals small appliances. See floor plan, page 94. Another Kosovitz space-saving kitchen is on page 92.

Fred Lyon

Ground floor of the Lower Pontalba (above), so called because it sits "down river" from Jackson Square, is for shops. The other floors are divided into apartments.

Upper Pontalba drawing room (above) of Mrs. James Woods Elizardi, Jr., with its Victorian furniture and the original mantelpiece, retains its 19th-century look.

AN AMERICAN TREASURY

By Vera D. Hahn

NEW ORLEANS

The romance is still there, undeniably. But the Vieux Carré, New Orleans' treasured city within a city, is more than a fading remembrance of things past. It has a strength and vitality that captivate the senses. In fact, the cultural mix of tradition and taste is richer than anywhere else in the United States. Jackson Square, the heart of the Vieux Carré, sums it all up. Laid out by the French, its public buildings erected by the Spanish, it survives today as a memorial to an American—General Andrew Jackson—who defended the city against the British during the War of 1812. And facing each other across the square are the two apartment buildings commissioned in 1849 by the Baroness de Pontalba, daughter of a Spanish-New Orleans landowner and the imperious wife of a French nobleman.

This half-tester bed (opposite), elaborately carved as shown in inset, is attributed to famed local cabinetmaker Prudent Mallard. It is shown in the Lower Pontalba's 1850 House, now a museum.

continued

The restored 1807 town house (far left) of Dr. and Mrs. E. Ralph Lupin was built by General Pierre Denis de La Ronde, who fought alongside Andrew Jackson in the War of 1812. Architect S. Stewart Farnet planned the restoration.

A winding staircase (left), its walls hung with the Lupins' English copper and brass warming pans, spirals up from the dining gallery.

a town house enriched by mellow charm

Urbane urban living was no stranger to 19th-century New Orleans, a bustling, exciting city whose social climate perennially drew the sophisticated. Plantation owners swarmed to the city in winter when party life was at its peak. Many lived in elegant town houses; others settled into charming cottages. Both part of today's cityscape, they are the proud residences of modern New Orleanians.

The large, windowless drawing room (below) borrows its light from the fanlight door of the rear dining gallery. The Lupins (here enjoying tea) installed the cypress wall paneling. Pine floorboards came from the service quarters, now apartments, behind the house.

an architect's legacy from another era

The inherited cottage (top right) of New Orleans architect Arthur Q. Davis dates from about 1790. The roof tiles, from France, are original. (Even the passerby has an Old World look.) At one point a casino, the cottage follows the curve of Bourbon Street.

In restoring the living room (right) and other interior areas, Davis used old materials wherever possible. The beamed ceiling is cypress; the floor, Belgian flagstone. Paneled doors and ram's-horn hinges are authentic. The modern fireplace, defined by tall sugarcane stalks, occupies the same spot as the original. The English and French antiques are from Waldhorn Co., Inc., of New Orleans.

PHOTOGRAPHS BY STEPHEN GREEN-ARMYTAGE

continued

1029

Cosner's octagonal dining room (right) combines furnishings old and new in an armoire, found in the house, and a modern light fixture and chairs. On the table: mirliton squash, plantains and kumquats from the Quarter's French Market.

octagon house with a carnival view

The ad read: "Historical French château—balcony for viewing of all Mardi Gras parades." It sounded irresistible, so New Orleans architect Jack R. Cosner bought the house (opposite). Strictly speaking, it isn't a château, but it *is* in the fanciful, Caribbean tradition of much New Orleans building. Dated 1869, it was erected on the foundation of an earlier house (1840). The double-octagon shape fits its long and narrow lot to perfection. Front and rear wings were connected at the turn of the century by exterior walls that enclose a circular staircase.

Living room (right) is also octagonal, repeats avocado and white color scheme of the dining room. Furniture is American Empire. The houses's main entrance was originally located between the two arched windows.

continued

Living room's 14-foot ceiling (above) keeps the cottage cool during steamy summers. So do bare, polished floors, plants and a light color scheme. The French clocks are part of the owner's collection.

This Creole cottage, owned by Mrs. Paul A. McBerty, was built around 1800. Unlike most local houses, its original interior remains—including beams, mantels, doors, all of cypress, and heart-of-pine floors. A double patio is set behind the house and former slave quarters.

a creole cottage in the classic tradition

The kitchen (below), traditionally part of the slave quarters, was moved to the main house and furnished with rustic country-French pieces. One section of the double patio (bottom) is a verdant outdoor living room.

The cottage's dormer window, batten shutters and hipped slate roof (right), projecting over the sidewalk to shade rooms and passersby, characterize the house as early Creole. The construction is "brick between posts" with clam-shell mortar.

continued

fanciful flights of ironwork

1. Massive wrought-iron gates of the Cabildo on Jackson Square, formerly the seat of the Spanish colonial government, are splendid examples of early ironwork.

2. A field of corn—husks, ears, stalks and all—inspired this painted cast-iron fence. Much of the local cast iron came from Philadelphia and New York. Less resistant to rust than wrought iron, cast iron is always painted.

3. Wrought-iron balcony railing of the 1834 Gabriel Correjolles house, once owned by novelist Sherwood Anderson, dates from 1795, during the Spanish colonial period.

4. The lacelike tracery of cast-iron galleries on the 1836 Le Prêtre House was added after 1850. Rounded corners and arches are typical of New Orleans' style.

5. Bow (the ribbon variety)-and-arrow Directoire balcony railing is decidedly French, combines cast- and wrought-iron elements in a superb 19th-century design.

Bourbon and Conti Streets (top right), one of the many night-life-and-neon crossroads in the Vieux Carré, typify one look of the Quarter. Another is the area's old, once elegant buildings. Richard and Sandra Freeman (right) are two young New Orleanians dedicated to improving the latter, for an architectural renaissance of the Vieux Carré (see Lifestyle page 8). They're shown on the ironwork-bedecked front balcony of the Gallier House, which they are restoring under the direction of a local foundation. One of the problems facing restoration efforts in the Quarter is soaring real-estate values, which are winnowing out the mix of peoples who gave the area its flavor.

a proud determination to save the quarter's architectural treasures

The honky-tonk, seamy aspects of the Vieux Carré are slowly being eradicated through the perseverance of dedicated doers concerned with preserving the best of the old. For years it was considered eccentric to live in the Quarter; today it is attracting people from all over. For historical hindsight into the character of this most human of cities, turn the page.

By Mary Evans

THE VIEUX CARRÉ

History has merged with humanity to produce this New Orleans quarter of irresistible charm.

St. Louis Cathedral, in the Vieux Carré's Jackson Square, provides the backdrop for the equestrian statue of General Andrew Jackson, who won the Battle of New Orleans in 1815. The cathedral was completed in 1794, during the Spanish colonial period.

New Orleans is the most sensually exciting of our old cities. It was a Latin city—first French and then Spanish—for more than a hundred years before it became part of the United States.

The oldest part of New Orleans is the Vieux Carré, the original city. Covering an area of nearly 260 acres today, the Quarter was laid out by its 18th-century French planners in a grid 11 square blocks by 6, each block subdivided equally into long, narrow house lots. Within this rational frame is sheltered a city whose charm is difficult to explain and impossible not to succumb to.

The Vieux Carré is a city touched by light, a moist, diffused light that spreads warmly over the old stuccoed cottages and across the airy, iron grillwork on town-house balconies which shelter the pedestrian. Patios, glimpsed through arched *porte cochère* tunnels, beguile the eye. There is the scent of flowers, of coffee, of spices. Birds sing, fountains splash in the patios, and on the great Mississippi hoots a whistle that might come from a replica of the paddle-wheel boats that were the joy of the river in the pre-Civil War days or from a freighter bound for anywhere in the world. The Vieux Carré has been over 250 years in the making. It is a city of nuns and patriotic pirates, of the Sun King and yellow fever, of the indignities of slavery and the triumph of jazz.

The Quarter is best seen on foot, slowly, without a very purposeful plan, for though the Vieux Carré has several old buildings which are of national importance architecturally and historically, it is the sum of all it offers that matters, the whole thing, the *tout ensemble*, as New Orleanians call it, of what is seen, what is sensed, what is remembered.

New Orleans is a city set a little more than a hundred miles up from the mouth of the Mississippi, just above the bayous. Founded by the French in 1718, New Orleans was named after the Prince Regent, Duc d'Orléans, uncle of young Louis XV. One of its earliest governors, the Marquis de Vaudreuil, conducted the social life of his mud-ridden fortress like that of a miniature Versailles. New Orleans from the very beginning aspired to elegance. Its settlers were not refugees but colonists who, because slaves were soon imported, were not forced themselves to do the exhausting work of building a new city in a new land. The virtues needed in New Orleans were charm and grace of manner.

French cooks soon learned how to use in their cuisine the strange herbs and leaves brought to them by the Indians. Ursuline nuns arrived from Rouen in 1727 and set up a hospital and school for girls, instructing the black and Indian girls as well as those of French descent. As much as possible, the French built their homes just as they had in France. They started out with what was essentially a Normandy cottage, with a steep roof made of tile, slate or shingles instead of thatch. The houses were built of heavy timbers, set right on the ground and faced with wide boards. But New Orleans is a wet city. It rains a lot, there are hurricanes, and the water table is very high. Because of the overflowing levee, the cottages had to be raised on a high brick foundation. To keep out both heat and cold the timber frame was filled in with soft, locally made brick which had to be faced with wide boards. Because of the heat, wide porches were added and the steep roof was double-pitched and "kicked out" to cover the porches where the inhabitants ate, slept, and took their walks when the streets were too deep in mud. Because of two great fires in 1788 and 1794, only one dwelling of the early French colonial period remains—the 1745 Ursuline Convent, a classic structure that was also once used as a school and orphanage.

In 1762, Louis XV ceded the colony of Louisiana to Spain. However, the Spanish influence did not push out the French but only qualified it and enriched the mix. By now, most of the people of New Orleans were Creoles—that is, they were born in the colony, not in the homeland. They were linked by strong bonds of culture to Europe; but distance, the warm, wet climate and the pervasive influence of the Indians and blacks had created a person, and a culture, unique and exotic.

During the Spanish colonial period, New Orleans worked out its most characteristic style of house, many examples of which still exist today. In the European manner, the ground floor is kept for shops or offices. In back of the house is a patio, approached from the street by an arched *porte cochère*, or carriage drive. The stairway to the second-floor living quarters is off the patio. There is a balcony facing the patio, which is also enclosed on two sides by a service building, slave quarters until the mid-19th century. Facing the street is a narrow balcony with a wrought-iron grille. There are no halls inside, the rooms being entered through one another or via galleries. Mantels and cornices are of wood, often elaborately carved. Much of the oak and other woods used in the interiors came from scuttled flatboats that could no longer travel upstream against the Mississippi's strong current. It was natural to build the house around the patio because of the heat and the mud of the (continued on page 128)

Stephen Green-Armytage

The pea soups picky pea pickers pick.

People pick Campbell's because Campbell's picks the pick of the peas. Tender garden peas are blended with pure sweet butter to make Campbell's Green Pea Soup. For Campbell's Split Pea with Ham Soup, we cook tender split green peas and then add pieces of ham, carrots, pure creamery butter, bacon and celery. If you're picky about pea soups, you'll pick Campbell's.

M'm! M'm! Good!

By Frances M. Crawford and Food Staff

INCOMPARABLE CREOLE COOKING

New Orleans' Creole cooking is unique, for no other cuisine reflects so many influences. First and foremost was the classical French fare of the city's original settlers. To this were soon added touches of the Spanish. Native Indians contributed their knowledge of herbs and spices; the Cajuns (descendants of the Acadians), their ingenuity in using the foods they found; and the African cooks, their special magic in adding exotic flavor. The result: great and wonderful dishes, three of which are shown here. Recipes for these and other local specialties, pictured on the following pages, begin on page 96.

Oysters, a Creole favorite, take on new succulence when baked with a rich, subtly flavored wine sauce to become Oysters Lafitte.

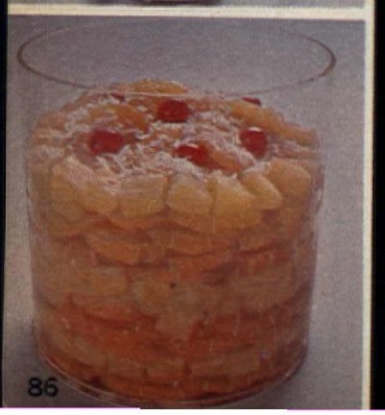
Gumbo derives from *Kingombo* (okra) which African cooks used in stews. This Shrimp and Okra Gumbo is one of the best.

Delicate filets of red snapper from the Gulf of Mexico acquire a Creole character when enriched with classic Sauce Marguery.

Rudy Muller

Creole desserts, like the rest of New Orleans' distinctive cuisine, are the result of great creativity and skill in turning trifles into masterpieces. There is a certain simplicity about all of them, from a frugal version of French Toast to the elegantly spectacular Bananas Flambées spotlighted here. The secret is economy—and making the most of local ingredients. Recipes for the luscious trio pictured and more, all easy to make, begin on page 104.

EASY SWEETS



Frozen Cream with Fruit (inset, top), a delectable concoction of cream cheese and cream, is made more enticing with Louisiana's strawberries. Brandied Ambrosia (below), icy layers of fruit, is laced with liqueur and topped with coconut.

Rudy Muller

Lots of rich sauce, flavored with golden cheddar.

Kraft Dinners: great ideas for good cooks on a budget.

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"MORNING CALL" DOUGHNUTS

The "Morning Call Coffee Stand" at the French Market has been a part of New Orleans life for more than 100 years. No visit to the city is complete without a stop there in the wee hours to enjoy *café au lait* and *beignets*—light, feathery doughnuts liberally sprinkled with confectioners' sugar. This is all that is served, all day every day. For our adaptation of the doughnuts, turn to page 106.

Stephen Green-Armytage

If you can see what's wrong with this corn, your standards are up to ours.

(Kernel rows too tight. Means ear of corn has overmatured. Kernels tough, gummy. Unacceptable for Del Monte.)

The more you know about corn, the better for Del Monte.®

Sliced turkey with giblet gravy, one of many varieties.

Thank goodness for Banquet Cookin' Bag. foods!

Cookin' Bag foods are the tasty
dividual meat servings and main dishes
om Banquet. Over a dozen neat treats
e turkey, chicken a la king, salisbury
eak... even enchiladas. You just drop
em in boiling water: from freezer to
ble it's only a matter of minutes.
But speed isn't the best
rt. Eating is. The Banquet
efs start with the best... to
ake sure you sit down to the best.
Let your family play favorites
th Cookin' Bag. foods... *only*
om Banquet.

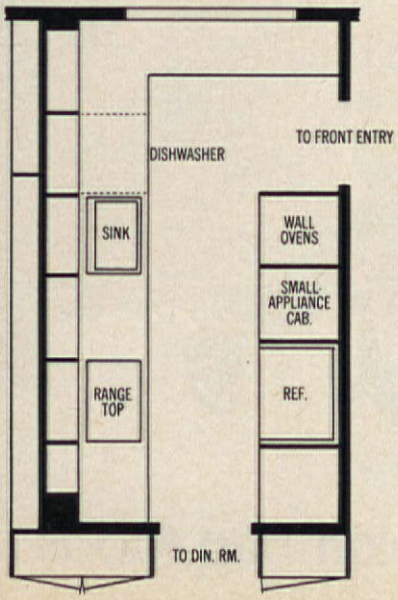
Thank goodness for Banquet. cookin' bag. foods

CORRIDOR KITCHEN continued from page 71

Ingenious storage stretchers solve the space squeeze in a close-quarters kitchen.

The lighted, roll-top-door cabinet (above) saves precious counter space, houses small appliances that can be operated right on the shelf from a safety switch.

Cabinets and appliances take up half the space in this 8x15-foot kitchen (floor plan below). But the narrow walkway is a plus—the family chef need only turn from the refrigerator and she is at the range, sink or counter.

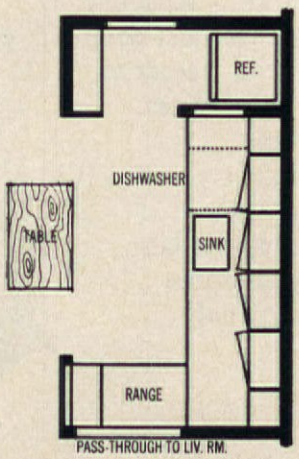


KITCHEN HUNG IN A HALL continued from page 92

A pass-through to the living room adds light and dimension to a windowless kitchen.

Old bookcases provided the stained-glass doors for the kitchen cabinets (above), a colorful contrast to other open shelves. Ample drawers are below the counter.

Although the refrigerator (floor plan below) is hidden in the pantry, this 7x12-foot kitchen is so compact that food supplies are only steps away from work areas.



William Ward

Your dog can't tell the difference. You can.

To your dog's taste buds, Gaines·burgers® might just as well be regular canned dog food.

They're meaty and moist like canned.

They're full of nourishing vegetables, vitamins and minerals like canned.

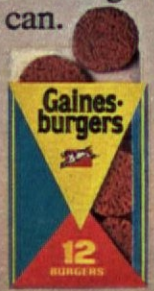
You're the one who can tell the difference.

You can tell Gaines·burgers are more convenient because there's no can to open.

You can tell they're nicer, because there are no leftovers to smell up the refrigerator.

And it doesn't cost any more to do things the easy way. Two Gaines·burgers equal a full can of dog food and cost about the same.

Next time, give your dog Gaines·burgers. He'll never miss the can.



Gaines·burgers. The canned dog food without the can.®

GF
GENERAL FOODS

CREOLE COOKING continued from page 84

RED SNAPPER MARGUERY
(*pictured*)
¼ cup minced shallots or green onions
6 filets of red snapper
6 mushroom caps
12 shrimp, shelled and deveined
12 oysters, shucked, liquid reserved
¾ cup dry white wine
½ cup water
½ teaspoon salt
Dash of pepper
1 cup heavy cream
1 tablespoon melted butter or margarine
2 tablespoons flour
5 tablespoons butter or margarine

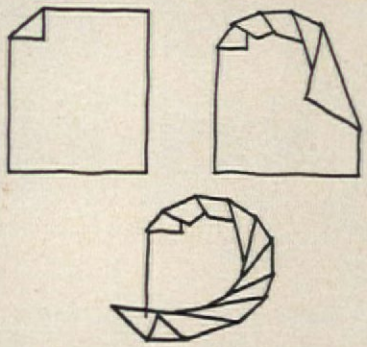
Place shallots or green onions, red snapper filets, mushroom caps, shrimp and oysters in a large, buttered skillet. Add wine, oyster liquid, water, salt and pepper. Cover tightly with circle of wax paper. Bring to boiling. Simmer 5 minutes. Remove shrimp and oysters. Keep warm. Cook mixture remaining in skillet 5 minutes or until fish flakes easily. Remove fish to serving platter. Arrange mushroom caps, reserved shrimp and oysters over filets. Keep warm.

Cook liquid in skillet until it is reduced to ½ cup. Add cream. Bring to boiling. Blend 1 tablespoon melted butter or margarine and flour until smooth. Add sauce, stirring constantly until thickened. Correct seasoning to taste. Remove from heat. Add 5 tablespoons butter or margarine to sauce, 1 tablespoon at a time, rotating skillet until butter is melted. Strain sauce over fish. Place under broiler until sauce is golden brown. Makes 6 servings.

POMPANO EN PAPILLOTE
2 tablespoons butter or margarine
¼ cup minced shallots or green onions
½ pound mushrooms, chopped
¼ pound shrimp, cooked, shelled, deveined and chopped (1 cup)
1 tablespoon lemon juice
1 teaspoon salt
Dash of pepper
½ cup heavy cream
1 tablespoon melted butter or margarine
1 tablespoon flour
Oil or butter
6 filets of pompano or sole

Heat 2 tablespoons butter or margarine in large skillet over medium heat. Add shallots or green onions; cook 1 minute. Add mushrooms, shrimp, lemon juice, salt and pepper. Cook 5 minutes or until mushrooms are tender, stirring occasionally. Add cream. Bring to boiling. Blend melted butter or margarine and flour until smooth. Stir into mushroom-cream mixture. Cook 1 minute. Correct seasoning to taste. Cool.

For each filet, tear or cut a 12x20-inch piece of wax or heavy brown paper. Fold in half to make a 12x10-inch rectangle. Oil or butter inside of paper. Place on counter with fold at left. Open paper and place mushroom mixture on one side of paper, dividing it evenly among the six. Place a filet over each mushroom mound. Fold paper over. Starting at upper left corner, as shown, seal edges by making diagonal folds



and pinching them together. Secure last fold with a paper clip. Finished papillote will resemble a heart. Place papillotes on greased baking sheet. Bake 20 to 25 minutes at 400°. Papillote will expand during baking. Serve at once, cutting paper at the table. Makes 6 servings.

 continued on page 100

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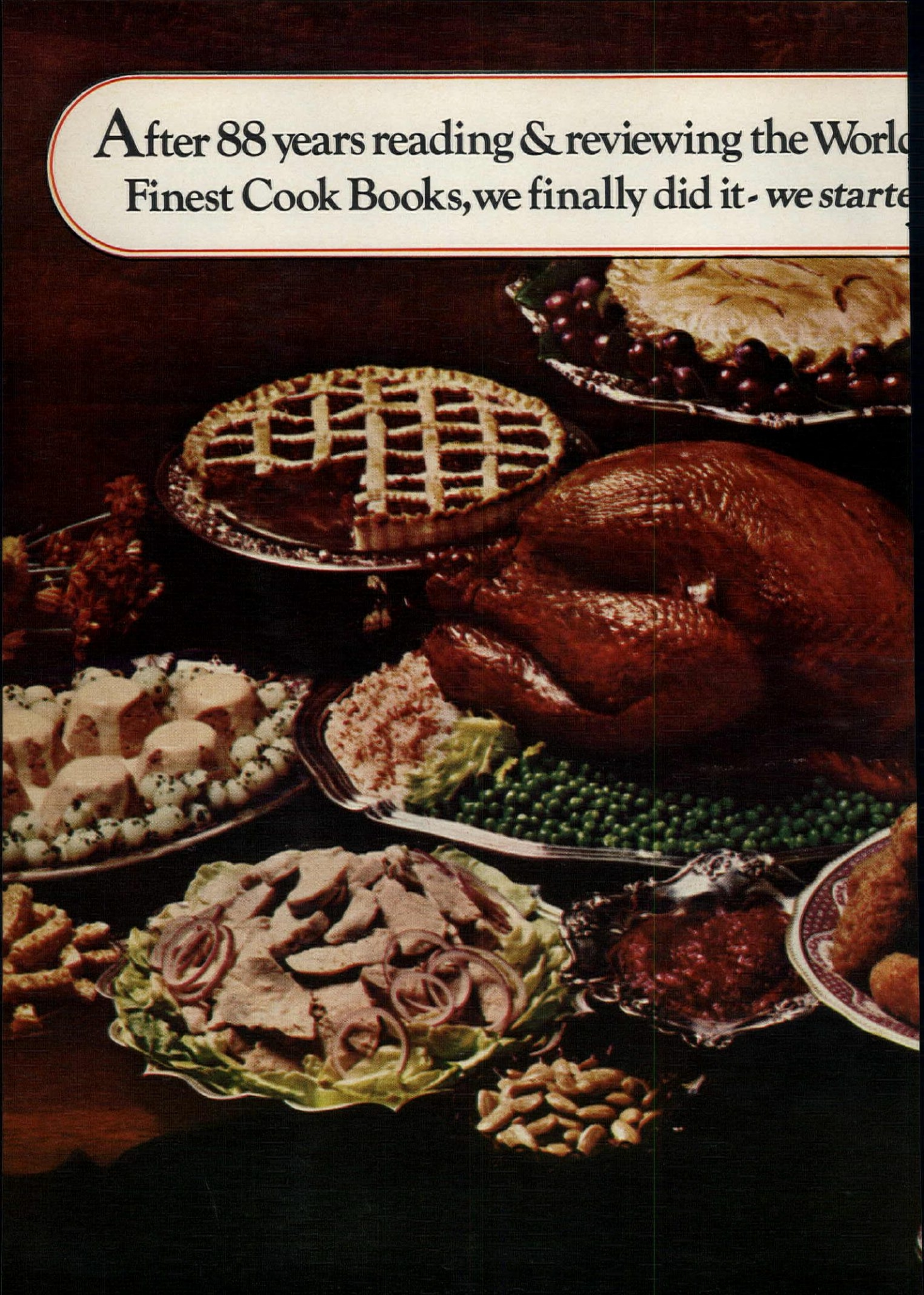
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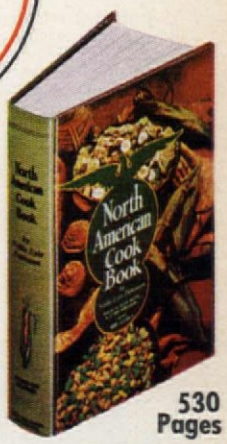

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OYSTERS LAFITTE

(pictured)

¼ cup butter or margarine
¼ cup chopped shallots or green onions
2 cups chopped mushrooms
¼ cup chopped parsley
1 cup chopped, cooked shrimp
1 clove of garlic, minced
½ cup dry white wine
2 dozen oysters on the half shell, drained, liquid reserved
½ teaspoon salt
Dash of cayenne
1 cup heavy cream
1 tablespoon melted butter or margarine
2 tablespoons flour
Rock salt
2 tablespoons packaged bread crumbs
2 tablespoons butter or margarine

Heat ¼ cup butter or margarine in skillet over medium heat. Add shallots or green onions, mushrooms, parsley, shrimp and garlic. Cook 1 minute. Add wine, oyster liquid, salt and cayenne. Bring to boiling. Simmer 1 minute. Stir in cream. Blend 1 tablespoon melted butter or margarine with flour until smooth. Add to mushroom-shrimp mixture, stirring until sauce has thickened. Correct seasoning to taste. Heat oven to 450°. Arrange oysters on a bed of rock salt in an ovenproof platter. Place about 2 tablespoons of shrimp mixture over each oyster. Sprinkle with bread crumbs. Dot with butter or margarine. Bake 15 to 20 minutes. Makes 6 servings.

CRAB-MEAT CHANDELEUR

¼ cup minced onion (1 small)
3 tablespoons butter or margarine
1 clove of garlic, minced
1 can (about 1 pound) tomatoes, coarsely chopped
1 bay leaf
½ teaspoon dried tarragon leaves, crumbled
1 bottle (7 ounces) clam broth
1 cup mayonnaise or salad dressing
1 pound lump crab meat
Hot, cooked rice

Sauté onion in butter or margarine until soft. Add garlic, tomatoes, bay leaf, tarragon and clam broth. Bring to boiling. Simmer until sauce is reduced to 1 cup. Remove from heat. Let cool a few minutes. Discard bay leaf. Stir in mayonnaise or salad dressing. Correct seasoning to taste. Gently stir in crab meat so as not to break lumps. Cook over low heat, without letting sauce boil, until crab is heated through. Serve with rice. Makes 4 servings.

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SHRIMP AND OKRA GUMBO

(pictured)

1 pound fresh okra
2 tablespoons olive oil
¼ cup butter or margarine
2 cups diced onion (2 large)
2 green peppers, seeded and cut in ½-inch-square pieces
2 cloves of garlic, minced
¼ cup all-purpose flour
1 can (1 pound 12 ounces) tomatoes
2 cans (13¾ ounces each) chicken broth
2 cups water
2 bay leaves
¼ teaspoon leaf thyme, crumbled
¼ teaspoon hot-pepper sauce
½ teaspoon Worcestershire sauce
2 teaspoons salt
1 pound fresh shrimp, shelled and deveined or 1 package (10 ounces) frozen, shelled and deveined shrimp
Hot, cooked rice

Wash and dry okra. Cut in ⅛-inch slices. Heat olive oil and butter or margarine in kettle or heavy saucepan over medium heat. Sauté okra, onion, green peppers and garlic 3 to 4 minutes, stirring frequently. Sprinkle with flour. Stir until flour becomes golden brown. Add tomatoes, chicken broth, water, bay leaves, thyme, hot-pepper sauce, Worcestershire and salt. Cover. Bring to boiling. Simmer 45 minutes. Add shrimp. Cook 5 minutes longer. Correct seasoning to taste. Put a heaping spoonful of rice in each soup bowl. Ladle gumbo over rice. Makes 8 servings.

continued

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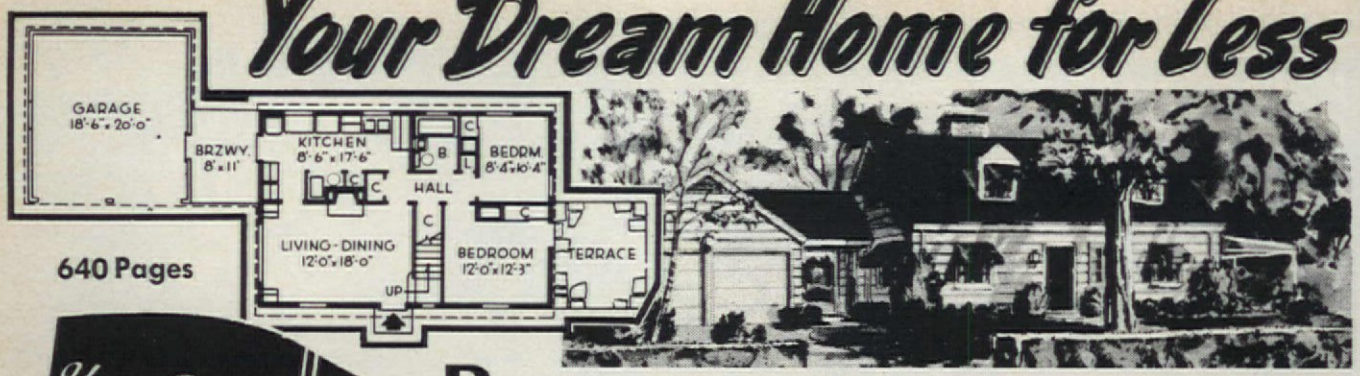

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SHRIMP JAMBALAYA

1 pound fresh shrimp, shelled and deveined or 1 package (10 oz.) frozen, shelled and deveined shrimp thawed
1 pound cooked ham, diced
3 tablespoons butter or margarine
2 cups minced onion (2 large)
1 green pepper, seeded and chopped
2 cloves of garlic, minced
2 cups raw rice
1 can (1 pound 12 ounces) tomatoes, coarsely chopped
2 bottles (7 oz. each) clam broth
½ teaspoon Worcestershire sauce
1 teaspoon salt
Dash of hot-pepper sauce
¼ teaspoon leaf thyme, crumbled
1 bay leaf
2 tablespoons chopped parsley

Sauté shrimp and ham in butter or margarine in large heavy skillet until shrimp turn pink. Remove with slotted spoon. Reserve. Add onion, green pepper and garlic to fat left in skillet. Cook 1 minute. Stir in rice. Add tomatoes, clam broth, Worcestershire, salt, hot-pepper sauce, thyme and bay leaf. Cover. Bring to boiling. Simmer 15 minutes. Return shrimp and ham to skillet. Mix gently with rice. Continue cooking 5 to 7 minutes or until rice is tender. Remove bay leaf. Stir in chopped parsley. Makes 8 servings.

CHICKEN SAUTÉ GABELOU

3-pound broiler-fryer, cut up
Salt
Pepper
¼ cup butter or margarine
1 pound mushrooms, finely sliced
½ cup bourbon
1 can (10½ ounces) chicken broth
2 tablespoons tomato paste
¼ teaspoon Worcestershire sauce
1 tablespoon flour
1 tablespoon melted butter or margarine
1 can (4 ounces) pimientos, drained and cut in ¼-inch-wide strips

Sprinkle chicken pieces with salt and pepper. Heat ¼ cup butter or margarine in large skillet over medium heat. Brown chicken pieces on all sides. Remove. Reserve. Add mushrooms to fat left in skillet. Cook 2 to 3 minutes, stirring occasionally. Return chicken pieces to skillet. Add bourbon, chicken broth, tomato paste and Worcestershire. Cover. Bring to boiling. Simmer 15 to 20 minutes or until chicken is tender. Arrange chicken pieces in serving dish. Blend flour and 1 tablespoon melted butter or margarine until smooth. Add mixture to sauce; cook, stirring constantly, until thickened. Add pimientos. Stir in gently. Cook 1 minute. Correct seasoning of sauce to taste. Pour over chicken. Makes 4 servings.

SQUASH AND PECAN CASSEROLE

4 medium-size acorn squash
Salt
1 cup coarsely chopped pecans
¼ cup honey
2 teaspoons lemon juice
1 teaspoon salt
½ teaspoon ground nutmeg
¼ teaspoon ground cloves
⅛ teaspoon pepper

Wash squash; cut in half lengthwise. Remove seeds and stringy portions. Scrape cavities with teaspoon if very stringy. Sprinkle cut surfaces with salt; place squash, cut side down, in greased baking dish. Bake at 400° for 25 minutes. Turn squash cut side up; bake 30 to 35 minutes or until squash is tender. Remove from oven. Reduce oven heat to 375°.

Let squash cool a few minutes so it will be easy to handle. Peel squash. Chop pulp. Combine pulp, pecans, honey, lemon juice, 1 teaspoon salt, nutmeg, cloves and pepper. Mix well. Spoon into a 1½-quart casserole or baking dish. Bake 20 to 30 minutes. Makes 4 to 6 servings.

continued

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DAUBE GLACÉE

3-pound pot roast of beef
2 cups dry white wine
3 cups diced onion (3 large)
4 carrots, pared and cut in 2-inch-long pieces
2 cloves of garlic
1 teaspoon leaf thyme, crumbled
1 bay leaf
4 whole cloves
2 teaspoons salt
½ teaspoon crushed red pepper
2 calves' feet, split
2 cans (10½ ounces each) beef broth
4 large carrots, pared, cooked and cut into ½x½-inch sticks
12 sour gherkins
Lemon slices

Place meat in stainless steel or glass bowl. Add wine, onion, carrot pieces, garlic, thyme, bay leaf, cloves, salt and red pepper (marinade). Cover. Refrigerate overnight.

Place meat and all ingredients of marinade in Dutch oven or heavy kettle. Add calves' feet and beef broth. Cover. Bring to boiling. Simmer 3 to 4 hours or until meat can be pulled apart with fork. Remove beef and calves' feet from broth. Dice or chop coarsely. Place a 1-inch layer of meat in a 2-quart bowl or mold. Arrange 2 or 3 sticks of carrots and a few pickles over meat. Repeat layering of meat, carrots and pickles until all meat is used.

Correct seasoning of broth to taste. Strain over meat. Refrigerate until set. Unmold daube by placing mold into warm water a few minutes and inverting onto serving platter. Decorate with lemon slices. Makes 6 to 8 servings.

GREEN BEANS CREOLE

2 pounds fresh green beans
¼ pound bacon, cut in ½-inch pieces
¼ cup sliced green onions
1 clove of garlic, minced
½ cup chili sauce
¼ pound cooked, sliced ham, cut in ½-inch-square pieces

Cook beans in boiling, salted water until just tender. Drain well. Cook bacon in large skillet over medium heat until crisp. Remove with slotted spoon. Reserve. Discard all but 1 tablespoon of fat from skillet. Add onions to skillet; cook until tender. Add garlic and chili sauce. Bring to boiling. Simmer 5 minutes. Correct seasoning to taste. Stir in green beans, ham and reserved bacon. Simmer 5 minutes. Makes 6 servings.

EASY SWEETS

continued from page 86

FROZEN CREAM WITH FRUIT
(pictured)

1 package (8 ounces) cream cheese
1 cup sifted confectioners' sugar
1 cup light cream
½ teaspoon vanilla
2 cups fresh or frozen strawberries, raspberries, blueberries or peaches

Soften cream cheese at room temperature. Beat with electric mixer until very smooth. Beat in sugar gradually. Add cream and vanilla; beat until blended and smooth (mixture will be quite liquid). Pour into muffin-pan cups lined with fluted paper liners. Freeze about 2 hours or until firm. Peel off paper. Place dessert in serving dishes. Allow to soften slightly. Spoon fruit around. Makes 8 to 10 servings.

FRENCH PETTICOAT COOKIES

1 cup butter or margarine
½ cup sugar
1 tablespoon milk
1½ teaspoons grated lemon peel
3 cups sifted all-purpose flour
½ teaspoon baking soda
Sifted confectioners' sugar

Heat oven to 375°. Cream butter or margarine and sugar together in large bowl until light and fluffy. Beat in milk and lemon peel. Sift flour and baking soda together; blend into butter mixture. Press dough into a ball. Roll out on lightly floured board to ¼-inch thickness. Cut dough into triangles about 2½ inches long. Place on ungreased cookie sheets. Bake

8 to 10 minutes or until cookies are set and light brown around the edges. Transfer to wire racks. Sprinkle with confectioners' sugar while still warm. Sprinkle again before serving. Makes about 4 dozen cookies.

PAIN PERDU

(a version of French Toast)

2 eggs
¼ cup sugar
1 cup milk
½ teaspoon ground nutmeg
½ teaspoon grated lemon peel
12 slices day-old French bread, each ¾ inch thick
2 to 3 tablespoons butter or margarine
¼ cup confectioners' sugar
1 cup orange marmalade or apricot preserves
2 tablespoons warm water

Combine eggs and sugar in large, flat dish; beat well. Stir in milk, nutmeg and lemon peel. Soak bread slices in mixture, turning to moisten both sides. Heat butter or margarine in skillet or on griddle. Sauté bread over medium heat until brown on both sides. Remove to heated serving platter. Sprinkle with confectioners' sugar. Combine marmalade or preserves with water. Heat, stirring gently, until mixture bubbles around edges. Serve with Pain Perdu. Makes 6 servings.

BANANAS FLAMBÉES

(pictured)

2 tablespoons butter or margarine
4 ripe bananas, peeled and split lengthwise
2 tablespoons sugar
¼ cup light rum

Heat butter or margarine in chafing dish. Place bananas, cut side up, in chafing dish. Cook quickly until lightly browned. Turn bananas in pan. Sprinkle with sugar. Simmer until fruit is tender. Pour rum over; bring to boiling. Ignite with a match. Spoon sauce over bananas until flame dies. Serve immediately with whipped cream or ice cream, if desired. Makes about 4 servings.

BRANDIED AMBROSIA *(pictured)*

1 can (1 lb. 4 oz.) pineapple chunks
6 large oranges, peeled and sliced
3 tablespoons kirsch or fruit-flavored brandy
¼ cup flaked coconut
Maraschino cherries

Drain pineapple chunks; reserve juice. Layer orange slices and pineapple chunks in glass bowl. Combine ¼ cup reserved pineapple juice with kirsch or brandy. Pour over fruit. Sprinkle top with coconut and garnish with cherries. Chill well. Makes 8 servings.

SOUTHERN YAM PECAN PIE

1 can (1 lb. 14 oz.) yams or sweet potatoes, drained and mashed (2 cups)
½ cup brown sugar, firmly packed
1½ teaspoons ground cinnamon
1 teaspoon ground ginger
½ teaspoon salt
¼ teaspoon ground cloves
2 eggs, beaten
1¼ cups milk
1 unbaked 9-inch pastry crust
Nut topping

Heat oven to 350°. Beat yams or sweet potatoes with electric mixer until smooth. Add brown sugar, cinnamon, ginger, salt, cloves and eggs; beat until blended. Beat in milk slowly; continue beating until mixture is quite smooth. Pour into pastry crust. Bake 35 to 40 minutes or until thin-bladed knife or spatula inserted 1 inch from edge comes out clean. Remove from oven. Cool on wire rack.

NUT TOPPING

2 tbs. softened butter or margarine
½ cup light-brown sugar, firmly packed
½ cup chopped pecans

Combine butter or margarine and brown sugar; blend well. Stir in chopped nuts. Sprinkle over top of pie, being certain to cover the custard thoroughly. Place under broiler about 5 inches from source of heat. Broil about 2 minutes or until mixture just begins to bubble. Be careful not to burn sugar. Allow pie to cool before serving.

continued

CRÈME BRÛLÉE CREOLE

2 cups heavy cream
4 eggs
¼ cup sugar
Dash of salt
1 teaspoon vanilla
Brown sugar

Heat cream in top of double boiler over simmering water until scalded—that is, until bubbles appear around the edge. Beat eggs, ¼ cup sugar and salt together until blended. Pour scalded cream over egg mixture, stirring constantly. Return mixture to top of double boiler; cook over simmering water 10 to 12 minutes or until mixture coats a spoon and is quite thick. Remove from heat; stir in vanilla. Pour into heatproof, shallow, 1-quart baking dish. Mixture should come to within 1 inch of top of dish. Cool, stirring several times to prevent skin from forming. Refrigerate several hours. Custard must be well chilled. One hour before serving, place dish of chilled custard in large, shallow pan filled with ice. Sprinkle an even, ½-inch-thick layer of brown sugar over custard. Place under broiler, about 3 to 4 inches from heat. Broil until sugar melts, taking care not to burn. Cool slightly. To serve, tap sugar with back of spoon to crack surface. Each serving should have crisp sugar and cold custard. Makes 6 servings.

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continued from page 88

"MORNING-CALL" DOUGHNUTS
(*pictured*)

¾ cup milk
½ cup sugar
½ cup butter or margarine
½ teaspoon salt
¼ cup warm water (105° to 115°F.)
1 package active-dry yeast or 1 cake compressed yeast
1 egg
4 to 4½ cups sifted all-purpose flour
1 teaspoon ground nutmeg
Oil or shortening for frying
Confectioners' sugar

Combine milk, ½ cup sugar, butter or margarine and salt in saucepan. Heat until bubbles appear around edge of pan and shortening is melted; cool to lukewarm. Measure warm water into large mixing bowl; sprinkle or crumble in yeast; stir to dissolve. Add lukewarm milk mixture and egg. Beat in two cups flour and nutmeg. Add enough remaining flour to make a soft dough. Turn dough out on floured board. Knead about 5 minutes or until dough is smooth and elastic. Put dough in large greased bowl; turn dough over to bring greased side up. Cover with damp towel. Let rise in warm place (85°), free from draft, about 1 to 1½ hours or until doubled in bulk.

Punch down dough; turn out onto floured board; knead to distribute air bubbles. Let rest a few minutes to make rolling easier. Roll out to a ¼-inch-thick rectangle. Cut into 2½-inch squares; cover with towel. Let rise 30 minutes or until almost doubled.

Place enough shortening or oil in heavy kettle to make a depth of 3 inches. Heat to 375°. Fry doughnuts about 4 minutes, turning once to brown both sides. While warm, shake doughnuts in paper bag with confectioners' sugar. Makes about 3 dozen.

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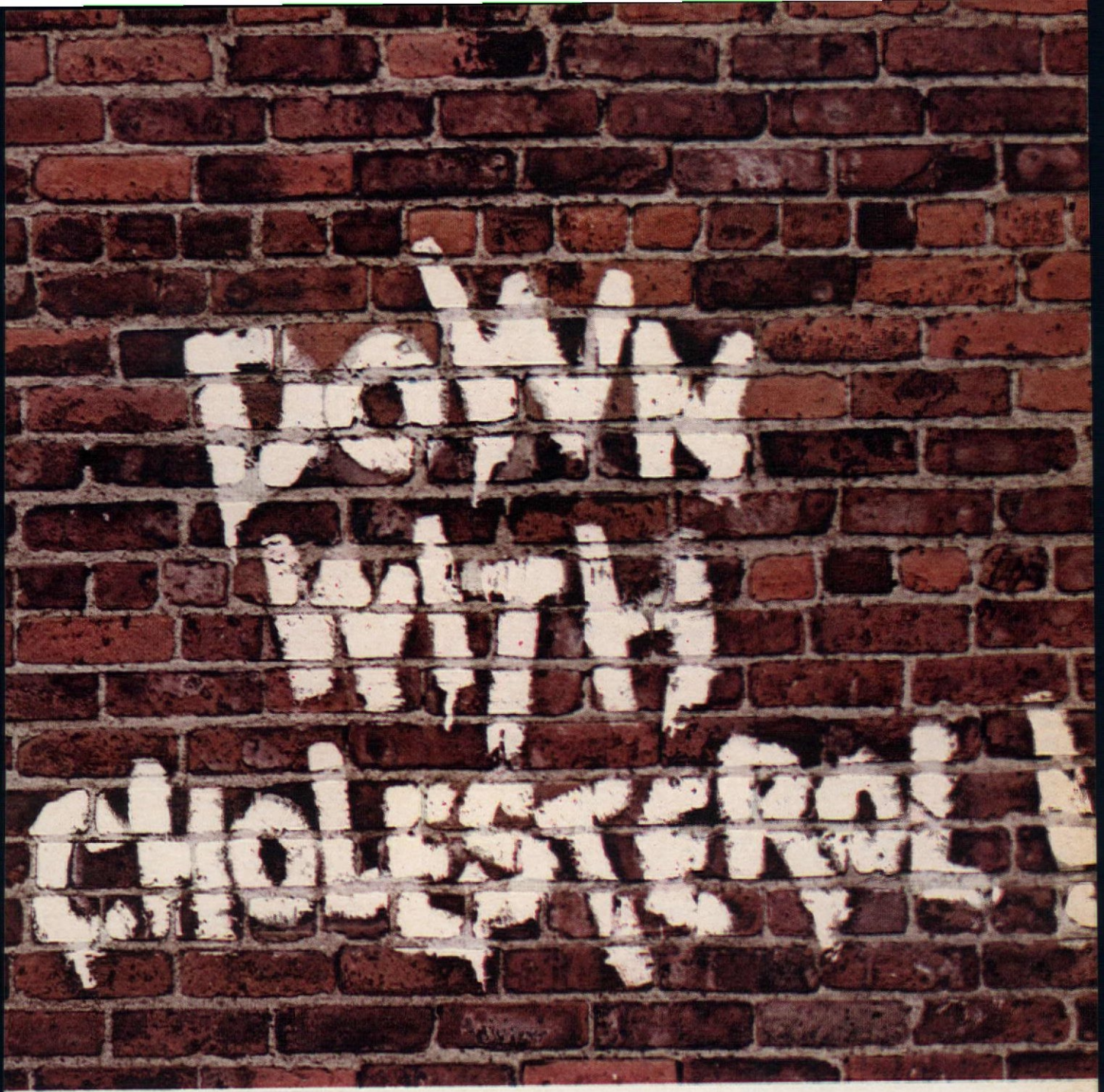

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Page 70: Wall ovens, range top, Thermador Div. of Norris Industries. Refrigerator/freezer, General Electric. Dishwasher, Kitchen Aid. Div. of Hobart Manufacturing Co.

KITCHEN HUNG IN A HALL
Page 92: Range, Caloric Corp. Dishwasher, General Electric. Sources for accessories, all San Francisco. Teapot, flower basket, red/yellow/blue baking dishes, stool, yellow tray, blue and white coffee set, striped napkins, spoons, Design Research International. Woodpecker nutcracker, teak nut holder, Kilim Iranian rug, bird clay cooker, woven mats, blue and white egg salt and pepper shakers, cutting board, Taylor and Ng. Blue and white bowls, Cost Plus.

Our bag is stronger than your garbage.

Our Hefty® trash can liners are exactly what we say they are. Hefty.

They're so strong, that under normal use, your garbage won't break through, like it does so often with those flimsy bags.

They're also leakproof and odorproof.

And that's why they're approved by municipalities across the country.

What's more, they not only help to keep your neighborhood cleaner, but when they're picked up by your collector, you don't have to worry about them adding to pollution*.

So why lug heavy trash cans back and forth?

Use Hefty trash can liners and save your strength.

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*Polyethylene, when properly incinerated, breaks down into only harmless carbon dioxide and water vapor. When used as land fill, it acts as a non-contaminating inert material.

BRIOCHE continued from page 91

Here are two excellent fillings for serving Brioche as an entree. However, you can use any creamed fish, poultry or meat to fill this spectacular pastry.

CREAMED CHICKEN AND MUSHROOMS

2 broiler-fryers (1½ to 2 pounds each) cut up
2 cans (13¾ ounces each) chicken broth
3 tablespoons melted butter or margarine
¼ cup all-purpose flour
1 cup heavy cream
2 tablespoons butter or margarine
1 pound button mushrooms
1 tablespoon lemon juice
½ teaspoon salt

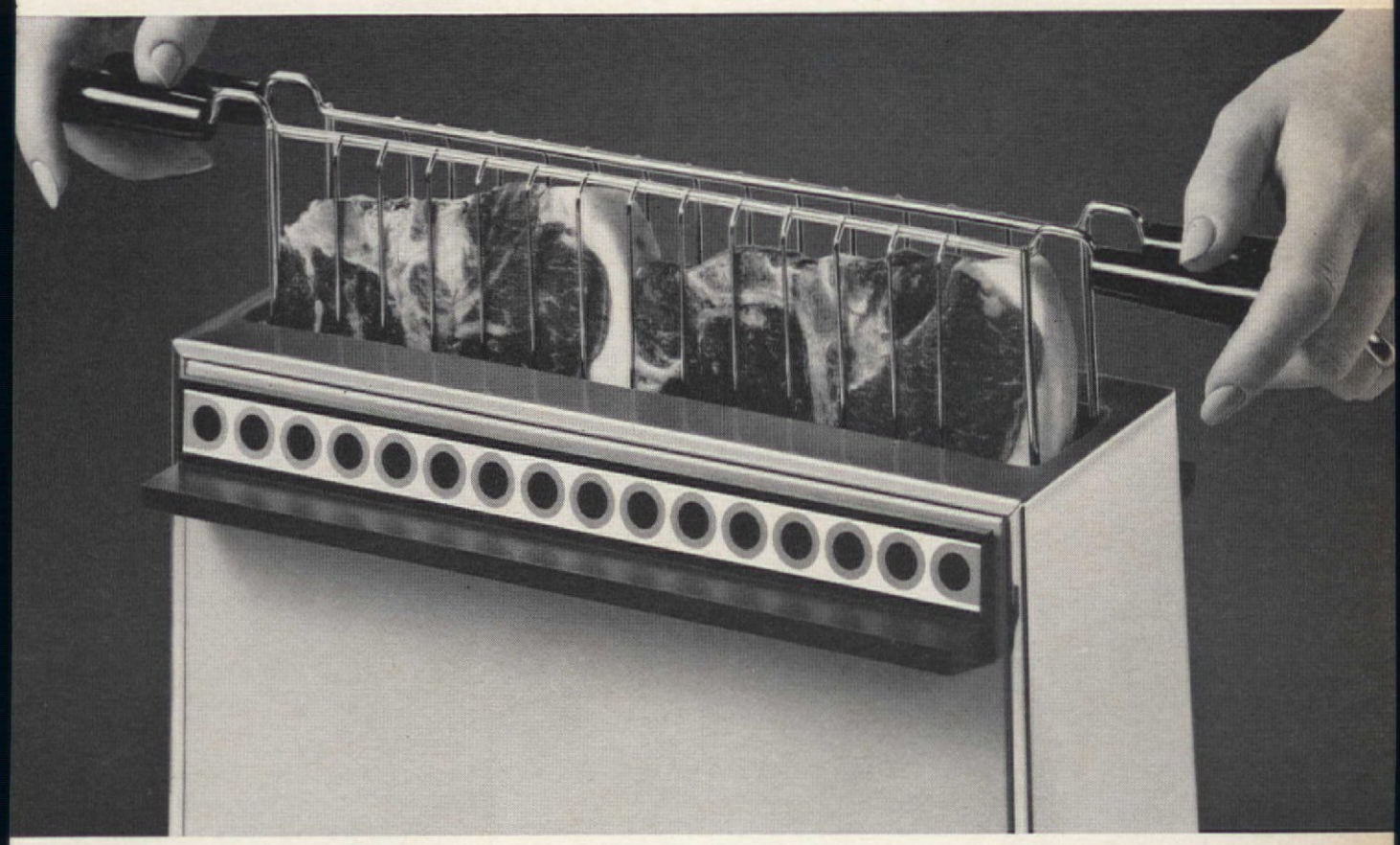
Place chicken pieces and chicken broth in saucepan; add enough water to just cover chicken. Cover. Bring to boiling. Reduce heat. Simmer 15 minutes or until chicken is tender, occasionally skimming fat and foam from surface of broth. Remove chicken pieces. Remove chicken from bones; cut into cubes. Reserve. Cook broth until it is reduced to 2 cups. Blend melted butter or margarine with flour until smooth. Stir into broth gradually; cook until sauce is thickened and smooth. Stir in cream. Add cubed chicken. Heat 2 tablespoons butter or margarine in large skillet over medium heat. Add mushrooms; sprinkle with lemon juice and salt. Cover. Cook 2 to 3 minutes. Add chicken mixture. Mix well. Bring to boiling. Correct seasoning to taste. Makes 4 to 6 servings.

CREAMED HAM AND OLIVES

3 tablespoons butter or margarine
½ pound button mushrooms
2 tablespoons minced shallots or green onions
1 tablespoon lemon juice
¼ cup dry sherry
2 cups heavy cream
½ teaspoon salt
2 tablespoons melted butter or margarine
3 tablespoons flour
3 cups diced, cooked ham
½ cup small stuffed olives, cut in half

Heat 3 tablespoons butter or margarine in large skillet over medium heat. Add mushrooms and shallots or green onions; sprinkle with lemon juice. Cover. Cook 2 to 3 minutes. Add sherry, cream and salt. Bring to boiling. Blend 2 tablespoons melted butter or margarine with flour until smooth. Stir into cream-mushroom mixture gradually; cook until sauce is thickened and smooth. Add ham and olives. Cook over low heat until ham is heated through. Correct seasoning to taste. Makes 4 to 6 servings.

Presto's vertical broiler works like a toaster. It broils both sides at once.



Doing both sides at once, toaster style, speeds up broiling and seals in meat juices. You get a better tasting steak.

And just as bread crumbs fall to the bottom of a toaster, so do fat and grease go to the tray at the bottom of the Vertical Broiler. Which means grease isn't sitting directly under the heating elements spattering and smoking and burning on. Result: a lot easier broiler clean-up.

But as long as we're making an easy-clean broiler, why stop with standing up?

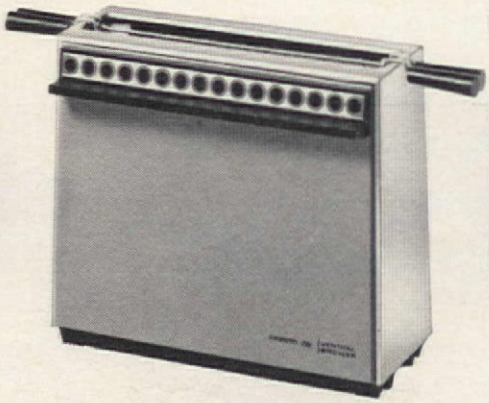
The Presto Vertical Broiler comes apart for easy cleaning. Every single piece that collects any grease is removable. Sounds more than a little simpler than cleaning your oven broiler, doesn't it?

Speed, cleanability, taste . . . is there anything else you'd like in a broiler? How about versatility? You can broil any meat from thickest steak to thinest bacon (plus hamburger, chicken, minute steak, chops).

Just for the better taste of it, keep the Presto Vertical Broiler in mind. Join our stand for easy cleaning.

There's more cooking at Presto than pressure cookers.

Adjustable 8"x10½" rack lets you broil anything from chops and chicken to 'burgers and bacon.



Entire unit may be taken apart in seconds; parts wash easily in sink or dishwasher.

PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WISCONSIN 54701

©N.P.I.I. 1970

THE ABC's OF STEAK

To do the best by steak, America's favorite cut of beef, you should know how to recognize the different kinds and how to cook them. Although we call steak by their basic names, they are often known by others and these vary from market to market. One man's Delmonico, for instance, may be another's rib-eye. So bone up on steaks by their appearance as illustrated and described below—then follow our cooking tips.

KINDS OF STEAK

Round (1): The two main steaks cut from the leg are top and bottom round. They are large, lean and may have a small bone. Top round of high quality is the more tender. A 1-inch-thick steak weighs about 2 pounds.

Sirloin (2): This tender, succulent cut comes from the hip section and has varying amounts of bone, depending on the section from which it is cut. A 1-inch-thick steak weighs 1½ to 2 pounds.

Chuck: The arm chuck steak **(3)** is cut from the shoulder section next to the foreleg. The more tender blade chuck steak **(8)**, cut from the shoulder section closest to the rib, has a long, irregular bone. A 1-inch-thick chuck steak weighs 1½ to 2½ pounds.

Rib (4): Cut from the rib section, this steak may be sold with or without its bone. A 1-inch-thick steak weighs ¾ to 1¼ pounds.

Flank (5): This is a thin, boneless, less tender but flavorful steak of irregular shape cut from the underside. It weighs 1 to 2 pounds.

T-Bone (6): This very tender steak is similar to the porterhouse (described below), though smaller. It comes from the center of the short loin. A 1-inch-thick steak weighs about 1 pound.

Club (7): A small steak with a small bone, this cut comes from the part of the short loin nearest the rib. Good for individual servings, a 1-inch-thick steak weighs ½ to ¾ pound.

Delmonico (9): This tender, boneless steak is cut from the eye of the rib. A 1-inch-thick steak weighs about ¾ pound.

Porterhouse (10): Taken from the large end of the short loin, this cut has a moderate amount of bone and is very tender. A 1-inch-thick steak weighs 1 to 2 pounds.

HOW TO COOK STEAK

Broiling: Steaks for broiling should be at least 1 inch thick.

1. Preheat broiler; it will take about 15 minutes.
2. Slash steaks through outside fat covering at 1-inch intervals to keep steak from curling.
3. Place on broiler rack 2 to 3 inches from heat for 1-inch-thick steaks, 3 to 5 inches from heat for thicker ones.
4. Broil until top is brown, using our chart as a guide. Season top with salt and pepper. (Do this after browning as salt may bring moisture to the surface and delay browning.)
5. Turn steak and brown second side. To test doneness, cut a slit near the bone and check inside color.

TIMETABLE FOR BROILING

	Thickness (inches)	(App. minutes per side) Rare	Medium	Well done
Round (high quality)	1	8	10	12
	1½	12	15	18
	2	17	20	23
Sirloin	1	8	10	14
	1½	11	13	16
	2	15	18	22
T-bone, Porterhouse and Club	1	5	6	8
	1½	8	10	12
	2	12	16	20
Rib and Delmonico	1	5	6	7
	1½	8	10	12
	2	12	16	20
Chuck (high quality)	1	8	12	not recommended
	1½	12	15	
	2	16	18	
Flank	—	5	not recommended	

Panbroiling: Steaks 1 to 1½ inches thick may be panbroiled.

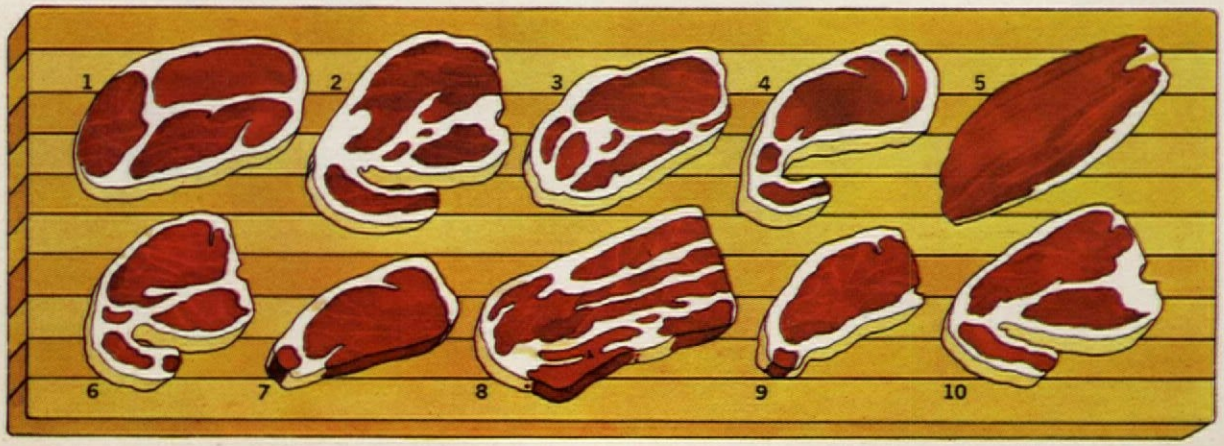
1. Trim excess fat from steak.
2. Slash edge at 1-inch intervals.
3. Heat a heavy skillet until a drop of water sizzles on it.
4. Brown the steak on one side. Turn and brown second side.

For a 1-inch-thick steak, allow about 5 minutes on each side for rare, 7 for medium and 9 for well done. For a 1½-inch-thick steak, allow 7 minutes per side for rare, 9 for medium and 11 for well done.

Panfrying or Sautéing: Use for lean steaks ½ to 1½ inches thick.

1. Season with salt and pepper.
2. Heat about 2 tablespoons butter, margarine or pure vegetable oil in a heavy skillet until it bubbles.
3. Sear steak on both sides over high heat. Lower heat to medium; cook each side to desired doneness.

Cook ½-inch-thick steaks 2 minutes per side for rare and 1-inch steaks 3 minutes for rare, 4 for medium and 5 for well done.



Robert Frost

Campbell introduces Chunky Soup.

Soup so chunky you'll be tempted to eat it with a fork!

But use a spoon, you'll want to get every drop.

Chunky Beef has chunks of beef, potatoes and carrots. You've probably never paid this much for soup before—but then you've never seen soup like this before.

Chunky Chicken has chunks of chicken, noodles and mushrooms. Chunky Soups are a main dish in a bowl. Just add rolls and salad and you've got yourself a meal.

Chunky Vegetable has chunks of good garden vegetables—like carrots, corn, green beans and zucchini! And new Chunky Soups are already ready...just heat and serve.

Chunky Turkey has chunks of turkey, carrots and tomatoes. And every can of Chunky Soup gives you 2 full 9-oz. servings. Try Campbell's new Chunky Soups!

You can invest in Founders Income Fund with No Minimum Investment

Objective:
To use the combined investments of all the people who have shares in the Fund to make purchases of all types of securities with the hope of earning both current income and making your money grow.

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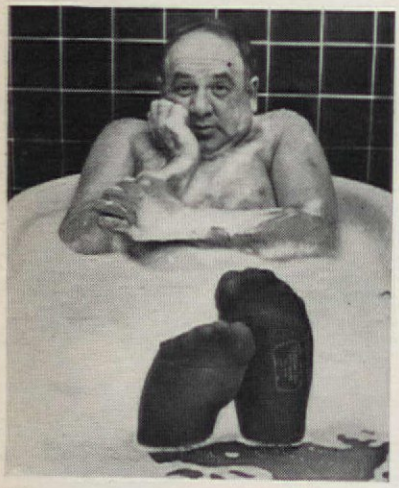

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GOOD FOR EVERYTHING YOU GROW!
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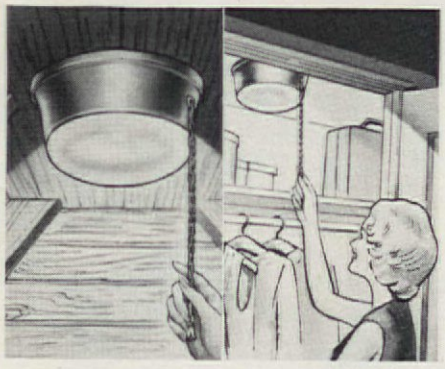
Now Install a Light with NO Costly Wiring!



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GREENLAND STUDIOS
4826 Greenland Bldg., Miami, Fla. 33054

ON PARKING continued

The better you get, the less room you will need. (As you measure, it is also a good idea to let any cars behind you see that you intend to park, so use your turn signal. You have to pull ahead of the space to back into it and nothing is more annoying than to have the car behind stick to you like another bumper and block your way.)

2) *Pull even with the parked car in front of the space.* Your rear bumper should be directly opposite the parked car's rear bumper and your car should be one or two feet away from the car—parallel, of course.

3) *Cut your wheels.* This is best done as you start to back slowly since it is easier to turn the wheels when the car is rolling. The cut is a sharp one—practice will tell you how sharp. Remember as you back that the part of the car that overhangs your front wheels is going to swing out wide, so be sure that you have clearance and that no passing cars are going to get clipped.

4) *Cut your wheels the other way.* This must be done at the proper moment, and again practice helps find that opportune instant. One way to judge is to look over your outside shoulder (left, if you are parking on the right) through the backseat side window of your car and when the headlight of the car behind appears, crank your steering wheel in the opposite direction. Another method is to check the car in front, and when your driver's seat is even with its back bumper start turning your wheel.

5) *Straighten your wheels and pull up.* Ideally, you have ended up a few inches away from the curb without having touched it. (Never scrape your wheels along a curb; nothing weakens a tire more.) Straighten your wheels now and pull up to center yourself.

You have parked parallel.

In the entire procedure there is absolutely no need to as much as touch the cars in front or back, no matter how tight the space is. If you feel you must feel with your bumper, do it ever so gently—barely moving and barely touching, and certainly not hard enough to damage anything should your bumpers not match the ones on the other cars. For some reason the bang-into-the-back-car, bang-into-the-front-car method of parallel parking is peculiar to American drivers. Perhaps it has something to do with the level of violence in our lives. At best, it is an unnecessary unpleasantness and one that could well be eliminated. Perhaps the movement can start with you. END

At 1:25 AM Liz Brown caught her husband Polyunsaturating in the kitchen

with Mazola–The 100% Corn Oil.

Liz Brown knows what more and more medical authorities are saying about the American diet. And she's making certain *her* husband's is better-balanced—even when it includes an unscheduled midnight snack of cold chicken!

She watches calories and total fats—but most important of all, she replaces saturated animal fats with polyunsaturated vegetable oil. The oil she uses is Mazola® 100% Corn Oil.

Why Mazola? Because Mazola is highest in polyunsaturates of all the leading national brands. And to Liz, that makes Mazola *worth* a few extra pennies!

Best Foods, a Division of CPC International Inc. CPC International

Small is beautiful.

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

© Green Giant Company

FROM HOME BASE The '71 sewing machines

To meet the demands of today's home-sewing boom, great new design changes are making sewing machines easier to use, more versatile and more affordable than ever before. Whether your sewing plans are modest or grand, you should choose your machine carefully, as you'll be living with it for a long time.

The differences in manufacturers' prices, and the cost of different machines within their lines, depend on where the machine is made, whether it uses all-metal or partially plastic works, the preciseness of the machine's engineering and its features and capabilities. Highly reliable lines, with models ranging from simple to sophisticated, from $50 to $450, are sold by Sears, Singer, J.C. Penney, Necchi, Pfaff, White and Wards.

In buying a machine, you should first consider all the jobs you might expect it to do over the years. Now you may need it only for your own and your children's clothes. But will you ever want to make slipcovers or bedspreads or draperies? If so, you'll need a machine to accommodate heavier fabrics and longer sewing sessions. And if you will be sewing on knit fabrics, then you must have the zigzag stitch. At the very least, your machine should run forward and backward, have an adjustable thread tension and stitch size, a sewing light and automatic bobbin winder, hinged presser foot for sewing over pins and a zipper foot for inserting conventional zippers.

Whatever your needs, consider a machine with a zigzag stitch. In addition to sewing stretch knits better than the straight stitch (which has no "give" to it), this stitch finishes raw-seamed edges to prevent raveling and makes buttonholes. Zigzag machines can be bought for as little as $56 to $90.

From $100 up you can find machines with special stitches either built in or "programmed" on insertable discs. These discs are called "cams" and they increase the versatility of a machine. Along with practical stitches used for darning, hemming, overcasting and special-buttonhole making, these machines also offer a variety of stitches for decorative work. The highest-priced models feature a combination of stitches produced by built-in *and* insertable cams.

In the $100 to $130 range are some new types of lightweight machines—11 to 20 pounds. These are designed for the highly mobile "youth market"—those who want a versatile, portable machine which does most sewing jobs—short of making slipcovers and coats.

The best way to test the features of a particular model or brand is to go to a store and have the salesman demonstrate it for you. Then try it out yourself. Always ask to sew on heavy fabrics as well as knits and sheers.

General tips. Every machine should sew a straight, even stitch. Don't buy one that skips or staggers.

The machine should be easy to thread. Bobbin winding and threading should also be uncomplicated.

The thread should not tangle in the bobbin as you sew.

The stitch lines and the stitch selections should be easy to read and set.

The speed control should work smoothly. A balky control can make sewing unpredictable to impossible.

Is the machine noisy? That could mean cheap construction and trouble.

Do the electric parts have the Underwriters' Laboratory seal?

Is it easy to make buttonholes?

Finally, buy a name brand from a reliable dealer to be sure of good, dependable performance.—Maidee Kerr Spencer

DEAR AMERICAN HOME

THE CHINA TRADE

I've just finished reading the January AH, *and want you to know how pleased I was with the issue. I especially enjoyed "Cargoes of Splendor." Looking forward to many more interesting articles.*

Helen B. Royer
Moulton, Ala.

IN DEFENSE OF MODERN

Many people complain about your "mod" approach and your criticism of the Mediterranean style. I think if they could be honest with themselves, they'd admit that they are overreacting. Could it be that they're secretly dismayed about buying a houseful of furniture that classifies them the minute someone steps in the front door?

I love my modern freedom. I have black leather and chrome furniture, a deep gold shag and I plan to throw in a Tiffany lamp and a coffee table made out of a barrel. Would any other style allow me to get away with that?

Mrs. Clark Lyman
Norfolk, Va.

PLANT PERPLEXED

Lawrence Power's February article, "How to Grow Houseplants 15 Stories High," encourages me to try my hand at indoor gardening in a dark, back-floor apartment on the fifth (not the 15th) floor. Where did that great assortment of plants you show come from?

Mrs. E. Broidy
New York, N.Y.

They came from the greenhouses of Roehrs Exotic Nurseries, Farmingdale, N.J., which has the largest selection of exotic plants in the country.

ENVIRONMENTAL AWARENESS

Thank you for your inspiring January issue. Overwhelmed by the immensity of our environmental problem, I have felt incapable of doing anything that could contribute to its solution. I now see that this situation will be resolved only when each of us looks at his own life through ecologically colored glasses and acts accordingly.

Mrs. Hewett P. Mulford, Jr.
Lebanon, Ohio

In the article, "The Housewife's Dilemma" (January AH*), Jeanne Lamb O'Neill implies that tub baths use less water than showers: ". . . showers are quicker than a loll in the tub, but think of all that water down the drain." If she tried an average shower without letting the water out of the tub, she would probably find a skimpy quarter-tub full.*

Mrs. H. J. Rommerdale
Conneaut Lake, Pa.

Our sources, the New York State Water Resources Commission and the *Hydraulic Handbook*, tell us that a single shower uses 25–60 gallons of water, depending on its duration, while it takes 35 gallons to fill an average tub. One solution to the "housewife's dilemma" is to take a tub half full, as Jeanne O'Neill suggests.

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

End the Problem of Dry Skin

Unless you take particular care, low humidity, both indoors and out can easily rob your complexion of its precious moisture more quickly than it can be replaced, thus resulting in parched-looking skin and the dreadful dryness that emphasizes wrinkles.

A little extra attention should be taken at this time of year by smoothing Oil of Olay over the face and neck daily before applying make-up. Oil of Olay is recommended because of its special properties that help nature to maintain the natural oil and moisture balance of the skin.

Beauty, the glow of a healthy complexion and alleviation of dryness are yours all year 'round when you use this unique blend of tropical oils regularly. Skin beauty specialists are recommending that Oil of Olay should be smoothed over the face last thing at night before retiring to give your skin the added benefit of nighttime care.

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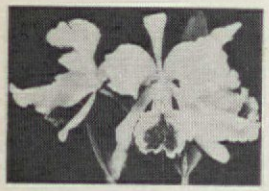
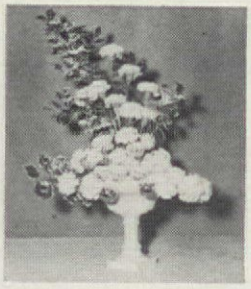


Work With Lovely Flowers Like These



MEN, WOMEN, FAMILIES—Good Profits Spare or Full Time

A few real or artificial flowers costing pennies may bring up to $10 and more in a professionally designed arrangement you make in 15 minutes! Weddings, banquets, dances, funerals all offer big-profit opportunities—also gift flowers and plants for Easter, Mother's Day, Christmas and other holidays. Fine opportunity no matter where you live—big city, small town or on a farm. Our complete Home Course includes a big Kit of professional Flower Arranging supplies, shows many ways to turn your love of flowers into cash profits—right in your own home. Or open your own Florist Shop—easy to start with little capital. Fine for men, women, families. Many job opportunities, too, at high pay. Designers with training and skill get salaries to $150 a week and more!

Learn To Make Beautiful Wedding Bouquets and Remembrance Pieces

FLORAL ARTS CENTER STUDENT OPENS OWN SHOP Dear Sir: I took your Floral Art course in 1964 . . . now have my own Florist and Garden Center. I have a large library of Floral books but yours are the most complete and the most help to me. I do both fresh and permanent designs. My shop is a year old and I have already done 8 weddings and receptions. The road without your course books would have been twice as hard.

Mrs. Mary Hubbard
Lincoln Florist & Garden Center, North Carolina

MRS. DOROTHY MARSHALL,
Floral Arts Student says:

"I have made over $100 on a single wedding and have more than I can do in spare time. Expect to open a shop soon.

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Hundreds of crystal-clear show-how illustrations and do-it-yourself projects make everything easy, develop your skill quickly. Within a week, you should be ready to offer corsages and table decorations, using live or artificial flowers, for pay, more elaborate designs soon thereafter. Learn newest flower arranging techniques, no previous experience or knowledge of flowers necessary. No special talent required. Everything you need to know is in your Course. Have two incomes, keep your present job while learning and earning. Automation can't move you out of a job—no machine can take your place.

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Flower Designing is the world's happiest hobby—brings rich rewards of beauty, friendships, and pride of accomplishment. Double your pleasure in gardening. Win Blue Ribbons at Flower Shows. Become neighborhood authority on flowers for weddings, church decorations, banquets, other public or private affairs. Course gives hundreds of exciting ideas, shows how to carry them out!

10 WAYS TO MAKE MONEY AT HOME WITH FLOWERS

The wonderful world of flowers offers dozens of money-making opportunities, no matter where you live. High-profit design orders from neighbors, clubs, churches, hotels, etc. Grow flowers (or plants) wholesale for Florists. Be a Bridal Consultant. Learn how to join florists telegraph network, get flower orders by wire from all over the country. Many other methods. We provide instructions on 10 different ways to make good money at home, spare or full time, with live or artificial flowers.

EXAMINE FLOWER ARRANGING COURSE AND BIG KIT OF DESIGN MATERIAL AT HOME—NO OBLIGATION TO BUY.

Examine the course and all the design materials. Try your hand at some of the techniques (including making Artificial Flowers!) *before* you decide. Everything to gain, nothing to lose.

STUDY OF COURSE HAS BEEN VERY PROFITABLE.

"I have obtained a lot of information from the course. I think our shop has really survived on the strength of it. The last 3 months of last year, after we opened, we took in actual cash of over $1400, not including our charge sales. The study has been very profitable and we had no expert knowledge, only our ability to read your work. May God bless you for starting us into a business with so much pleasure." **O. L. Mississippi**

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Rush Your Floral "Career Kit" containing details on your offer of Home Course in Flower Arranging with big Kit of Design Materials—plus instructions and materials for making Artificial Flowers—for leisurely examination in my own home. Also send exciting success stories of Floral Arts Students, and put me down for a FREE 3-month Subscription to "Flower Talk." Everything FREE & POSTPAID. No obligation on my part.

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BE AN ARTIST WITH EMBROIDERY!

Make these strikingly handsome crewel-stitched pillows

Russet-toned wild game birds enhance many decorating schemes

If you're an embroidery enthusiast, you'll enjoy working these challenging crewel designs. Both the Pheasant Pillow (left) and the Quail Pillow (right) are available in kits. Each kit includes linen fabric stamped with design, crewel yarn, needle, 2" boxing, cording, zipper and embroidery instructions. (Note: pillow stuffing is not included.) Finished size of each pillow: 14" square. Price of each pillow kit: $6.

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Please allow three to four weeks for delivery. AH-3

LYNN HEADLEY—Editor

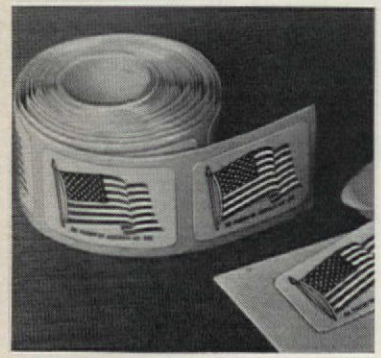
AMERICAN HOME MARKET PLACE

Short 'n' sweet

Graceful tiers of unbleached muslin are punctuated with short knotted fringe. Stunning in a breakfast nook, too. 80 in. wide per pair. 20, 25, 30, 36, 40 in. long, $5 per pair. Matching 10x80-in. valance, $2.50 each. Add 50¢ for handling and postage. Country Curtains, Dept. AH-3, Stockbridge, Mass. 01262.

Sunny disposition

Sunflower cardinal feeder is shaped like a sunflower, the favorite food of this red bird. Place sunflower seeds in the colorful yellow, green and brown "blossom." Birds flock to 5-in. feeder bowl. Aluminum with enamel finish. 40-in. steel post. $5.25. House of Minnel, 131F Deerpath Rd., Batavia, Ill. 60510.



Proud label

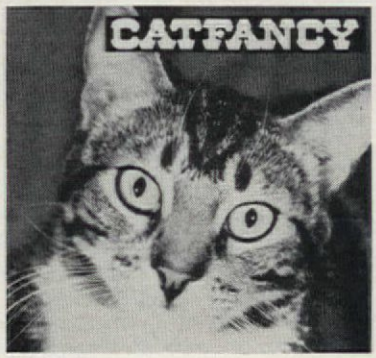
White self-stick labels with the American Flag in red, white and blue, declares: "Be Proud of America—We Are," printed in red. Ideal for personal correspondence, club mailings, books, etc. They adhere to any surface. 100 flag stickers, $1. Walter Drake, AH-04 Drake Bldg., Colorado Springs, Colo. 80901.

All aflutter

Embroider both bird and butterflies to make two lovely framed miniatures. Bird is worked in bright yellow with brown and black. Butterflies in lavender with yellow and green. Kit includes all you need plus two 4x5-in. wood frames. Set of 2, $7.95 plus 75¢ postage. The Stitchery, AH3, Wellesley Hills, Mass. 02181.

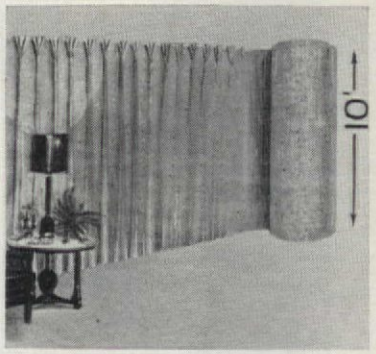
Library desk

The regal library table is combined in this male-look man-sized desk that ladies like, too. In warm pine with brass accents and roomy drawers. Lower level embraces up to 75 books, etc. 47½x29x23¾ in. Maple or walnut finish. $94.95. Kit, $69.95. Exp. chgs. col. Yield House, Dept. AH-3, No. Conway, N.H. 03860.



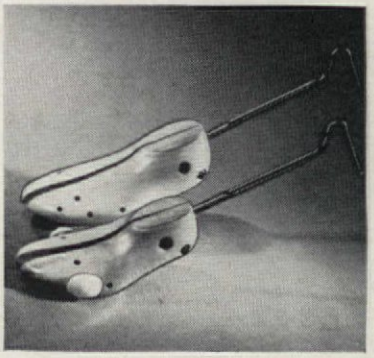
Cat lovers' news

Feline fanciers delight in "Cat Fancy," a full-color, full-size magazine about cats and kittens. Chock full of interesting stories, articles, beguiling pictures. Nice introduction to feline family, too. 1-year subscription (6 issues), $4.50. Cat Fancy, Dept. AH-3, Subscription Div., Flushing, N.Y. 11357.



A wide view

Long for custom draperies and fabrics? New kit includes catalogs, window decorating hints, new ideas, loads of swatches of marvelous cottons, open weaves and polyesters. And all from ten ft. w-i-d-e bolts from $3.98 a yard and up. Kit is $1. Homespun House, 9027 Lindblade, Culver City, Calif. 90230.



Easy does it

Shoe Stretcher fits right or left shoe to widen shoe plus ease-up "corn" areas. Order by # given. Men: #62356 regular to size 9; #62364 large for over 9. Women: #62372 regular to size 7; #62380 large for over 7. $3.98 each; 2 for $7.69. Add 75¢ postage. Hanover House, Dept. Z-938, Hanover, Pa. 17331.

continued

A Special Introductory Offer for only $2.98

60 PROFESSIONAL OIL PASTELS

NEW PROFESSIONAL DUSTLESS TYPE

A huge assortment of pastels with no two colors the same. These professional dustless pastels can be mixed and blended but never make a mess. They are as convenient as pastels yet have the brilliance and color depth of oil paints. Sticks will not crumble or break easily and can be used on paper, board, cloth, stone or plaster. They are excellent for quick sketches as well as finished drawings and paintings. You may also use turpentine to blend colors and heighten the oil effect. Completed oil pastel paintings do not require fixing and can be framed like a water color painting. Non-toxic composition makes them perfect for adults or young "Picassos"! Great for portraits, landscapes, anything at all. A great gift and a great buy for only $2.98.

OFFER WILL NOT BE REPEATED THIS SEASON

Supplies are limited and orders will be filled first come, first served so we urge you to order right now to avoid disappointment. The price is right and offer will not be repeated this season.

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Please send me #9760 Oil Pastel sets checked below. I understand if not delighted, I may return for a prompt and complete refund. Enclosed is check or m.o. for $_____

_____ #9760 Oil Pastel sets @ $2.98
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☐ SAVE $1. Enclose only $5.96 for 2 Oil Pastel sets and we will pay the postage. Extra set will make a wonderful gift.

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COUNTRY CHARM with bleached and unbleached muslin

... pillow shams, dust ruffles and canopy covers in the crisp, fresh tradition of Colonial New England. *Write for brochure showing full line of Country Curtains in many sizes and fabrics. Please add 50c to each order for handling. Send check or money order, no COD's please.*

DUST RUFFLES Twin or full size spring top style, double fullness with 2" hem.
UNBLEACHED, drop lengths 15", 20", 25" 10.00 ea.
BLEACHED, drop lengths 15", 20", 25" 12.00 ea.
PILLOW SHAMS 18"x26" with 2" ruffle.
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UNBLEACHED single and double 12.00 ea.
BLEACHED single and double 14.00 ea.

COUNTRY CURTAINS
At the Red Lion Inn
STOCKBRIDGE, MASS. 01262 DEPT. 37

POSTMARKED MOON!

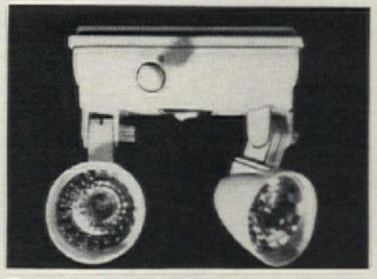
A First Day Cover absolutely unprecedented in all stamp history!

This valuable commemorative envelope is cancelled with a unique Moon-Landing Postmark. Both stamp and postmark were created from dies carried to the Moon and back by our Apollo II Astronauts. The Cover features a century-old woodcut from Jules Verne's best-selling novel of 1869 predicting 3 Americans would be first to land on the Moon. We are not taking orders for this sensational cover — we think it is priceless; but we'll give you one **free** of extra cost to introduce the exciting hobby of stamp collecting and our famous stamps-on-approval service. You get over 100 other stamps including spectacular Space issues plus an Illustrated Album — yours to keep as a bonus should you buy $1 worth from our approval selection. Or you can return album and stamps with selection and buy nothing. Cancel service anytime. But in either case the "Postmarked Moon" Cover is yours to keep. Send 25¢ for postage and handling today while supplies last!

Kenmore Co., Milford MC-694, N. Hamp. 03055

When it's roundup time

Cute little cowhands will go for this western-motif saddle seat that makes a nifty toilet trainer. Fun for tiny tots and makes training a lot easier for parents. Adjustable stirrups, deflector, safety strap. Of plastic. $3.98 plus 95¢ postage. Holiday Gifts, 603-B, 7047 Peco St., Denver Colo. 80221.



Bright outlook

Closet utility light has powerful twin beams that turn on automatically when you open the door. Installs in minutes with 2 screws (included). Runs on 2 batteries (not included). Has on/off switch. Adjustable beams. $5.98 plus 50¢ postage. Collier's, Dept. AE-371, Box 585, Skokie, Ill. 60076.

TITANIA

the Gem stone you read about in The READER'S DIGEST

MORE BRILLIANT More Beautiful than DIAMONDS

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc. Per Carat ONLY... $15.00

1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY $36.00

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Write for FREE HANDY RING SIZE CHART & 120 PAGE FULL COLOR JEWELRY CATALOG. OUR 25TH YEAR!

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Dept. AH-3, 511 East 12 St. New York 10009, N. Y.

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SPECIAL! 36 Black & White only $1.00

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FREE One photo in plastic

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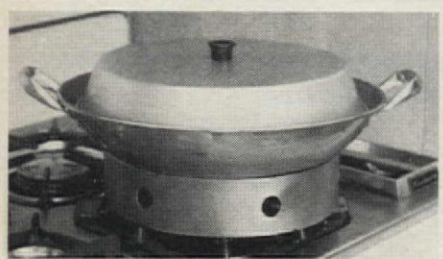
Chair-Loc "Swells" Wood

Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle with injector nozzle makes it quick, clean, easy. Over 1½ million sold. Satisfaction guaranteed. 3 oz. bottle $1.30 ppd. Send cash, check or M.O.

CHAIR-LOC, Dept. AH371, Lakehurst, N.J. 08733



SUPER-WOK with stand and dome lid $3.98

Fabulous Chinese Wok—now better than ever! Deep dome lid assures proper sauté-and-steam method for delicious dishes—the stand holds pan steady, guarantees even heat. Authentic centuries-old design is the secret of cooking mouthwatering Oriental delights at home, AND the secret of low-calorie results, because you use mere drops of oil or water. Steel pan, 12" diam. Recipes included.

#8389 Super Wok $3.98 (add 75¢ post. & hdlg.)
Chinese cookbook—a treasure-trove of healthful, tasty, budget-wise dishes. 192 pgs. #8498....$1.45

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Dept. A3, 545 Fourth Ave., Mt. Vernon, N. Y. 10550

CREATIVE STITCHERY kits to decorate your home. Kit includes design stamped on Belgian linen, colorful floss, wool yarn, needle, instructions, and 12" x 15" white wood frame.

Daisies on blue background (shown).....$3.50
Black-eyed Susans on olive.....$3.50
Queen Anne's Lace on gold.....$3.50

PLUS 45¢ POSTAGE & HANDLING
Pa. Res. Add 6% Sales Tax. Sorry No COD's.

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LOTUS LAMP

—Beautifully hand woven of natural rattan. Completely wired with on/off switch, U.L. approved, 9 ft. rattan chain & bracket. Shade is 9" dia. x 7" $8.95 plus $1.00 postage. Painted in white, yellow, pink or green add $1.00. Send 25¢ for catalog.

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Fat free broiler lets you prepare a succulent steak for your king! Heavy cast iron pan broils on top of stove without grease. Place fish, etc., on ribbed bottom; drippings drain with flavor sealed in. $8.98 plus $1.85 shipping. Anthony Enterprises, AH-3, 585 Market St., San Francisco, Calif. 94105.

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Do-it-yourselfers go for this swinging assortment of 19 brass-finished swivel rings. Kit has four 1 in., ten ¾ in., and five ½ in. rings. With illustrated instruction brochure on decoupage plaque making. Swivel Ring Set, $1.98 ppd. Flair-Craft, Dept. AH-3, 4046 East 25th Place, Tulsa, Okla. 74114.

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2 FT. TALL GIANT CIRCUS CUTOUTS

Impish full color circus animal cutouts brighten any room. Children love the 8 whimsical 2 ft. tall animals, yard of tent poles and canopies, stars, balls, etc. Complete 48 pc. set only **$3.98** ppd.

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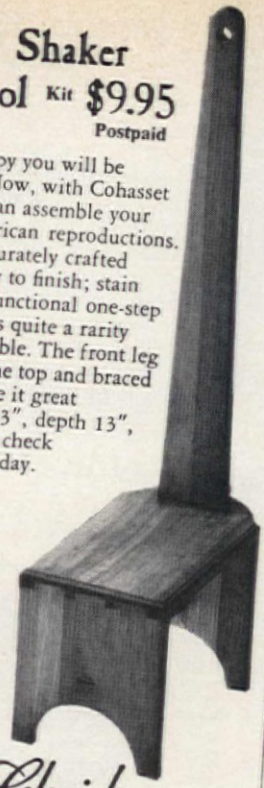
Colonial Shaker Step-Stool Kit $9.95
Postpaid

An authentic copy you will be proud to own. Now, with Cohasset Colonials, you can assemble your own Early American reproductions. All parts are accurately crafted and sanded ready to finish; stain included. This functional one-step design, in pine, is quite a rarity and easy to assemble. The front leg is dovetailed to the top and braced to the back to give it great rigidity. Length 33", depth 13", width 7½". Send check or money order today.



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Over 50 kits illustrated.
Plus exciting ideas on decorating and refinishing.

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TELEPHOTO PICTURES WITH YOUR INSTAMATIC CAMERA

Two amazing lenses increase the picture taking scope of your Instamatic Camera

Lenses fit on your camera—no screws or special attachments. Slip on the TELEPHOTO lens—bring distant scenes up close. Get big dramatic close-ups of children & friends. Use the WIDE ANGLE lens for panoramic, scenic or group views. Either lens with viewfinder attached available for Kodak Instamatic series 100, 300, & 400 cameras except 314 & 414 $7.95 each. Both $14.95 postpaid. A DELUXE LENS SET which includes WIDE ANGLE and TELEPHOTO lenses, snap on viewfinder and zippered carrying case is available at $19.95 ppd. and will fit virtually every Kodak Instamatic. All orders must include camera model number. Money back guarantee. Write for brochure on Kodak Instamatic and Polaroid Color Pack camera lenses and accessories and low prices on film processing.

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4½ Carat SIMULATED "DIAMOND" RING

WHY PAY MORE?

We tried, we surely did—to find a real diamond with more brilliance, more sparkle or better color than this 4½ carat simulated solitaire diamond. But we failed. And we guarantee that only a jeweler will be able to tell the difference. Genuine sterling silver Tiffany setting.

Also available: 2½ ct. stone in same setting, **$4.95** ppd.
Money Back If Not Delighted — Please Send Ring Size

$5.95 (Ppd.)

HARRIET CARTER Dept. AH-371 Plymouth Meeting, Pa. 19462

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250 SELF-STICK GOLD FOIL LABELS

Gleaming gold foil labels stick to any dry, clean surface — a smart touch to personalize letters, books, cameras, briefcases, records, etc. Classic border; handsome black printing. 1" x 1¾". Up to four lines.
P4010 Roll of 250 Gold Foil Labels $1.98

RETURN ADDRESS TAG FOR PETS $1

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1000 RETURN ADDRESS LABELS $1

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GIANT 2-FT. x 3-FT. POSTER

Send in any picture, document, marriage license, birth certificate, wedding invitation, black and white or color snapshot (no negatives please) . . . or even a 35mm color slide . . . and have it enlarged into a giant 2-foot by 3-foot black and white wall poster. Comes rolled in a mailing tube to prevent creasing. Your original returned safe and sound. A real conversation piece for any room or office.
P5009 Giant Photo (from photo) **$3.98**
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Walter Drake 4043 Drake Building Colorado Springs, Colorado 80901

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Charge to my INTERBANK MASTER CHARGE account number:

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BANK NUMBER: print the 4 numbers & letter from lower left part of card.

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Pillow cover features a rabbit, squirrel, butterfly, bee, ladybug and flowers. Kit includes design on natural linen for front and back of 14" x 14" knife edge pillow; crewel yarns in soft green, blues, yellows, red with brown and grey; green cording, zip, needle and instructions. Only $5.50 plus 50¢ pstg.

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the terrazzo X

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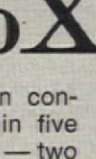
Send for our 36 page decorating booklet, Candlelight by Colonial – only 25¢.



Colonial Candle Co. of Cape Cod, Inc.

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Friendly Persuasion For Tidy Rooms—

Our princely frog's a royal charmer! He's got a huge "appetite" for wastepaper, soiled laundry, toys, knitting, etc. He's a dandy companion for nursery, bedroom, bath, kitchen or den. And how kids love to fill him up! Hand-woven natural rattan with sparkling marble eyes. 19"H 16"W. $18.95. Postpaid. Add 50¢ each W. of Miss.

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Finished & Kit Furniture in Friendly Pine

Include Zip Code
Money Back Guar.

YIELD HOUSE
Dept. A3-1A, N. Conway, N.H. 03860

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EARLY AMERICAN REPRODUCTIONS

Many re-created by skilled New England Craftsmen — at direct-by-mail thrifty Yankee savings!

Huge selection of hard-to-find items. Colonial furniture, early colored glass, pewter, dinnerware, hand-forged latches and hinges, chandeliers, candle holders, clocks, fire-tools, switch plates, much more!

Send 25¢ for illustrated 80 pg. catalog

Old Guilford Forge
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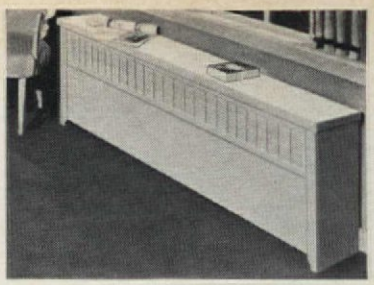

Duck ugly radiators

It's easy to hide ugly radiators with "cosmetic covers." Provide healthy humidity, prevent smudgy walls and soiled drapes, as well as turning unsightly necessities into attractive useful "furniture." Attractive prices, too! Free catalog tells all. Gardner Mfg. Co., AH-5, Horicon, Wis. 53032.

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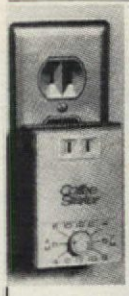
You can make your own custom clothing easily and economically. Learn professional short-cuts and factory techniques. Beginner or "old hand," home study training program shows how. Send for free booklet. Lifetime Career Schools, Dept. C-327, 2251 Barry Ave., Los Angeles, Calif. 90064.



WAKE UP TO FRESH COFFEE

COFFEE STARTER will have your coffee ready when you wake up in the morning. Put water and coffee in pot night before, plug cord into starter, starter into outlet, set time. PRESTO! Next morning your coffee is ready when you roll out of bed. Next best to having someone wait on you. You'll love being spoiled!

Collier's

$6.98, 2 for $13.85
No C.O.D.'s please
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Large Diameter Lazy Susans

Designed to serve a complete meal with ease. FORMICA® brand laminate surface. Sturdy bearings — Height: 1¼". Colors: black or white — 24" $35.00 ppd. — 30" $41.00 ppd. 18" (white only) $29.00 ppd.

Add 10% for shipping west of Rockies on above. **36" $49.00 (Shipping charge express collect)**

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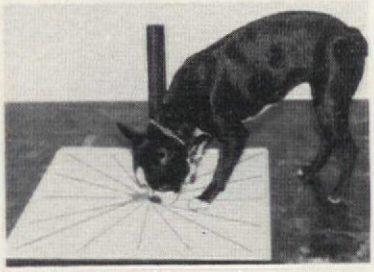
U.S. Presidents on foreign stamps are dramatically pictured and honored by different far-away countries. Includes Kennedy, Eisenhower, Lincoln, Roosevelt, Washington, etc. 21 seldom-seen, postage stamps are yours, as an introduction to stamp collecting. 10¢. H.E. Harris, PP-64, Boston, Mass. 02117.



Spot senses his spot

Train-O-Mat housebreaks dogs and saves floors and carpets from stains. Chemically odorized mat attracts pets at "comfort" time. 18x18-in. washable holder with 2 months' supply of mats, $4.98; 6 months', $6.98. Pole for male dogs, add 50c. G & G Research, Dept. AH-3, Box 8395, Dallas, Tex. 75205.

continued

SNORE NO MORE

Scientifically designed anti-snore mask insures sound, silent sleep. Washable nylon mask fits over chin, keeps jaws closed, prevents snoring by encouraging proper breathing. Adjustable to fit men, women.

ANTI-SNORE MASK $2.98 + 15¢ Mailing

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Satisfaction guaranteed.

Anthony Enterprises

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Baby's First Shoes BRONZE PLATED IN SOLID METAL

Only $3.99 a pair

Limited time only! Baby's precious shoes gorgeously plated in SOLID METAL for only $3.99 pair. Don't confuse this offer of genuine lifetime BRONZE-PLATING with painted imitations. 100% Money-back guarantee. Also all-metal Portrait Stands (shown above), ashtrays, bookends, TV lamps at great savings. Thrillingly beautiful. The perfect Gift for Dad or Grandparents. SEND NO MONEY! Rush name and address today for full details, money-saving certificate and handy mailing sack. Write TODAY!

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THE

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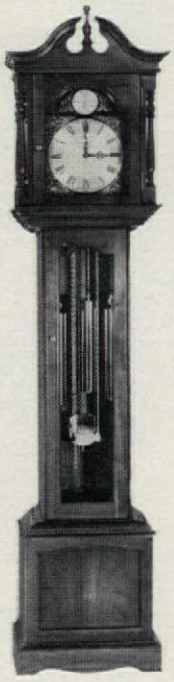

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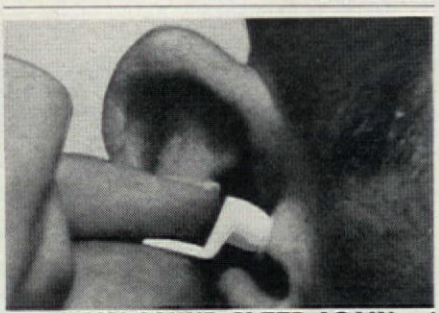

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Lock out disturbing noise that robs you of refreshing sleep . . . *even snoring!* Ear-Drum Silencers designed by a sound engineer. Medically accepted. Soft, pliable, with easy-to-grasp safety flange.

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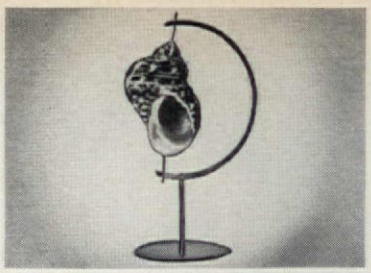
Any Initial, American Flag, Pine, Gull, Palm, Roadrunner, Saguaro, Rose. [Also available are Texas Flag, Maple Tree, Treble Clef, or Palette]. Up to 20 letters per line, 4 lines. Printed in black on white or gold gummed labels 1½x½". Packed in neat plastic box. 500 on white or 250 on gold for $2 ppd. Or on DELUXE SIZE, 1¾x⅝" for $3 ppd. Specify Initial or Design desired. Via air, add 30¢ per order. Bruce Bolind, 163 Bolind Bldg., Boulder, Colo. 80302. Thank you kindly!



Take a stand

To display your treasures of shells, minerals, etc., that is! Collector's solid brass stand shows off item from any angle. 5½x3 in. Strategically placed holders adjust to size and shape of what it holds. $1.98. 2 for $3.85. Add 35¢ postage. Harriet Carter, Dept. AH-3, Plymouth Meeting, Pa. 19462.

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for your children or grandchildren

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You get 19 top SESAME STREET HITS

in an exclusive "ORIGINAL CAST ALBUM!"

SESAME STREET
The entire cast

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Big Bird and Oscar

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WHAT ARE KIDS CALLED
Bob and Susan

EVERYBODY WASH
Bert and Ernie

ONE OF THESE THINGS
Bob and Susan

UP AND DOWN
Two Monsters

GREEN
Kermit

SOMEBODY COME AND PLAY
The Kids

I LOVE TRASH
Oscar

A FACE
Bob

J-JUMP
The Kids

PEOPLE IN YOUR NEIGHBORHOOD
Bob and The Anything People

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Gordon

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FIVE PEOPLE LIVE IN MY FAMILY
Anything People

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Susan

RUBBER DUCKIE
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Columbia House
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Now enjoy Bob and Susan, Big Bird, The Muppets, and all the famous "original television cast" in this fabulous new Sesame Street set—created especially for your children!

HERE, at last, is the long-awaited SESAME STREET *Original Cast "Look, Listen And Learn Set!"*

It brings right into your home all the fun and learning of Sesame Street, the award-winning television show where pre-school children learn *numbers, spelling, sizes, shapes,* and so many more useful things.

And just imagine! Now your children can enjoy all their favorite Sesame Street friends, songs, and games again and again . . . whenever they want . . . wherever they want.

Prepared under the direct supervision of the famed Sesame Street staff, this is the only set of its kind available anywhere. It brings you a magnificent Original Cast LP Album with 19 big Sesame Street hits including "Rubber Duckie," "One Of These Things," "ABC-DEF-GHI," "I Love Trash," "Sesame Street," "People In Your Neighborhood," plus 13 more hits . . . sung by none other than Bob and Susan, Big Bird, Bert and Ernie, The Monsters, Gordon, The Anything People, and the rest of the famous television cast.

And you get nine matching books that let your children follow along with pictures and words while they listen to the music. Your children will be fascinated for hours on end. And you'll marvel at how much they enjoy learning.

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This fun-filled 10-piece set is not available in any store at any price. But, on this special offer, you can get the entire set for only $4.95 plus 35¢ for mailing and handling. And, you also get a big 4-color poster of Big Bird and Wanda The Witch as a special extra bonus if you act now. So hurry. Get this Sesame Street set for *your children or grandchildren*. Fill out and mail the coupon today!

. . . and you get 9 matching SESAME STREET BOOKS:

1. Sesame Street ABC-DEF-GHI
2. I've Got Two Goin' For A Ride
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4. One Of These Things Up And Down
5. Green Somebody Come And Play
6. I Love Trash A Face J—Jump
7. People In Your Neighborhood Rub Your Tummy
8. Number 5 Five People In My Family
9. Nearly Missed Rubber Duckie Goodbye

SPECIAL EXTRA BONUS

Act today and receive a GIANT 22" x 33" COLOR POSTER with Big Bird and Wanda The Witch. It's yours as a special bonus if you act now!

THIS SESAME STREET SET IS NOT AVAILABLE IN STORES! MAIL COUPON TODAY!

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I enclose $4.95 (plus 35¢ for mailing and handling). I understand that if I am not completely satisfied for any reason whatsoever, I may return the set within 10 days for a full refund.

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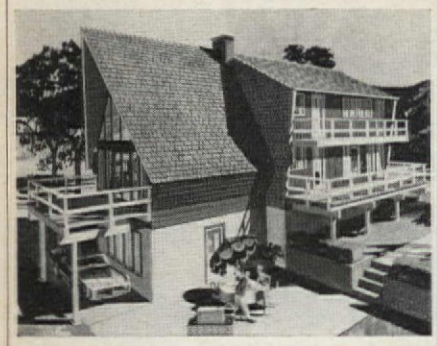
YOUR RED CEDAR DREAM HOME



Several New Style Vacation Homes Available From Nor-Wes

Our "Town & Country" model, illustrated, is one of ten different high quality homes, engineered and pre-cut of Western Red Cedar by Nor-Wes, and shipped from the very heart of the Red Cedar forest country in British Columbia.

Nor-Wes homes, for vacation or year-round living, have been perfected over the years by Nor-Wes architects, engineers and delighted customers. All components are pre-cut and numbered, ready for fast, economical erection.

Several new models are now available, and a new 24-page brochure in full color, describing these Nor-Wes homes, includes floor plans, prices, and complete procedure for obtaining the one you like best. **Send $1.00 for informative brochure ($1.50 airmail).**

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CURTAIN CHARM
With Ball Fringe on Unbleached Muslin

20", 25", 30", 36", 40" long **4.00 pr.**

2 pairs to window as shown **8.00**

45", 54", 63", 72" long **5.50 pr.**

81", 90" long **7.00 pr.**

(all pairs 80" wide)

Matching Valance 9"x80" **1.75**

Please add 50¢ to each order for handling

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

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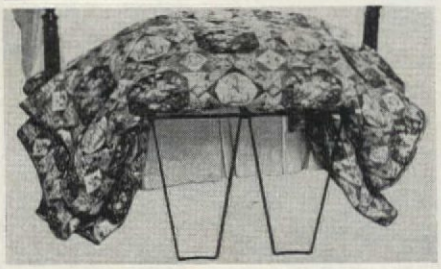

BED-SPREAD CADDY SAVES TIME AND TUGGING

Simplify your bed-making. . .and stop nightly tugging or folding away heavy spread. Just pull hidden caddy from beneath mattress and lay bed-spread across, ready for easy make-up in the morning. Legs swing automatically into position. Handsome, gold-flecked caddy glides effortlessly out of sight during day. Ideal for Hollywood beds or low foot-boards. Satisfaction or money back. For king-sized beds, order two.

$6.98 ppd.....two for $12.98 ppd

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beautifully at half the cost! New booklet tells "how to" with PLEXIGLAS® acrylic sheet

Our new colorful booklet shows how you can make transparent "see-through" furnishings with tough Plexiglas—at about ½ the cost of buying them ready-made—40 projects including lamps, cubes, wine rack, tables, kitchen accessories—Illustrated, easy to follow instructions.

Also use Plexiglas to replace broken glass—it's approved safety glazing material.

Projects shown: Magazine Rack, Transparent Dust Cover, Wine Rack, Picture Holder, Cube

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MASSAGETTE ... the spot reducer. 15 separate hardwood rollers are like 15 fingers kneading and patting at the same time. Wonderful for reducing bulky areas on legs, arms, buttocks and tummy. Breaks down and burns up fatty tissues just under skin surface. Lightweight. Handles lock & unlock for rolling or weighted action. A sensation in Europe! It shapes your figure the way you want it!

Gift Cat. 25¢

House of Minnel

Deerpath Road—Dept. 131
Batavia, Ill. 60510
$4.95 plus 50¢ P&H, plus 5% tax for Ill. Res.

Eggs-acting pan

Turn them out fluffy and tasty with this non-stick omelet pan to assure succulent success. Cook one side, then flip whole hinged pan over to cook the other side. Polyflon-coated aluminum. $2.98 ppd. Order from The Country Gourmet, Dept. A3, 545 So. 4th Ave., Mt. Vernon, N. Y. 10550.

Golden labels

Old English lettering is elegantly lush on these gold labels printed in black. Set has 250 address labels, 1½x½ in. (4 lines up to 20 letters each) with initial in Old English, and 125 matching initial envelope seals, 1 in. sq. Set, $3. Via air mail, $3.40. Bolind, Dept. AH-3, Boulder, Colo. 80302.

The name is needlepoint

Name Tote Bag in natural straw is exclusively *yours* as you add your name in needlepoint! Kit: 9½x9½x4 in. bag, canvas, lettering chart, needle, wool in choice of red, green, navy, orange, brown or lavender. $3.95 plus 50¢ postage. Victoria Gifts, 12 A Water St., Bryn Mawr, Pa. 19010.

continued

HEARING AIDS

Huge savings on tiny, all-in-the-ear, behind the ear, eyeglass and body models. New space age models are so tiny and well concealed your closest friends may never even notice. FREE HOME TRIAL. No down payment. Low as $10 monthly. Money back guarantee. Order direct and save. Write today for free catalog and confidential booklet. PRESTIGE, Dept. D-106, Box 10947, Houston, Tex. 77018.

IF YOU WOULD LIKE TO FIND OUT HOW TO PLACE AN ADVERTISEMENT IN THE AMERICAN HOME MARKET PLACE, WRITE: ?

AMERICAN HOME MAGAZINE
DEPARTMENT MP
641 LEXINGTON AVENUE, NEW YORK, N.Y. 10022

What you are about to read may very well be the most important reducing ad ever published. (3 minutes from now you'll understand why)

Noted New York physician showed patients how to

BREAK EVERY "RULE IN THE BOOK"

and still . . .

LOSE 7 pounds the first 48 hours... 12 pounds the very first week... 34 pounds the very first month...

Yes, Lose up to 71 pounds in less than 3 months time!

How can it be? Simple! Because a New York Physician showed me a unique and proven method that **ACTUALLY DRAINED THAT FAT RIGHT OUT OF MY BODY!** Yes, for the first time in my life, a totally new weight-reducing concept that helped me LOSE 7 POUNDS THE VERY FIRST 48 HOURS . . . LOSE 12 POUNDS THE VERY FIRST WEEK . . . LOSE 34 POUNDS THE VERY FIRST MONTH . . . YES, KEEP ON LOSING WEIGHT UNTIL I LOST A STAGGERING 71 POUNDS IN LESS THAN 3 MONTHS TIME!

18 FAILURES—1 SUCCESS— THIS I CALL A WINNING RECORD!

Sounds strange to call a record of 18 years of failures and just 1 single success a winning record, doesn't it? But not when you consider that a doctor explained to me that all other methods I had ever tried for losing weight, (over a span of 18 years) were doomed to eventual failure the very day I started them AND, even more impressive . . . not when you consider that I finally was told **THE METHOD THAT IS ACTUALLY USED BY DOCTORS THEMSELVES** when they want to **lose weight . . . lose it fast . . . and lose it permanently.** I know, because for the past 2½ years I've not only recaptured the streamlined body of youth we all dream about . . . BUT I HAVE ALSO KEPT MYSELF SLIM—AND WITHOUT PUNISHING EXERCISE, WITHOUT DANGEROUS DRUGS. WITHOUT STARVATION DIETS! Let me explain!

SO THAT'S WHAT DOCTORS DO WHEN THEY WANT TO LOSE WEIGHT FAST!

Before I go one step further I think it is vitally important that you understand why only 1 fat person in a hnudred EVER REALLY BECOMES PERMANENTLY SLIM—while the rest of us are so easily duped by every new gimmick, fad, frill and fancy that comes along—but simply FAILS TO WORK! Why some people lop off 10, 20, 30 even 50 pounds JUST LIKE THAT—while the rest of us lug around our hulking carcasses for our entire lives.

It's really quite simple. Ever hear of the word METABOLIZE? NOT CATABOLIZE . . . BUT METABOLIZE! Well, in a nutshell, that's the entire secret. And without getting bogged down in a lot of scientific terms it simply means AN INCREDIBLE WAY TO NEUTRALIZE THE CALORIES IN THE FOOD YOU EAT AND TURN THEM INTO ENERGY INSTEAD OF UGLY FAT. Yes, a medically proven way to not only liquify and drain away any existing fat that may be on your body today . . . but even more significant, a PROVEN METHOD to take the calories in the food you eat . . . and burn them . . . liquidate them . . . virtually destroy them before they even have a chance to turn into fat. Here's how it works . . . and why it works:

SO EFFECTIVE . . . I ACTUALLY LOST 4 LBS. IN THE FIRST 16 HOURS!

You see every other method of losing weight PERMANENTLY is doomed to failure simply because they are all based on 75-year old "rule book methods" that (A) either demand ridiculous exercises, (why do you know you have to walk 36 miles to lose a single pound of fat)—(B) or dangerous drugs (like thyroid, that the U.S. Gov't. has banned from public sale)—(C) or diets that turn you into a "carrots and lettuce addict," so that you simply give up on them. And as for this year's colossal fad-failure . . . the "protein-kick" . . . well, that's got to be the most ridiculous of all. 'Cause what they forgot to mention is that virtually all the highest sources of protein are ALSO, THE HIGHEST SOURCES OF FAT!

You see, what I discovered is simply this: That with the use of this incredible capsule with its medically structured regimen here is what happens:

Fact #1: First off, all calories are completely controlled, so they don't convert to fat.

Fact #2: Secondly, the fat on your body is broken down . . . liquidated.

Fact #3: And lastly and most important of all . . . that all this can be done without a doctor's prescription, that's how safe and sure it is.

This amazing capsule program called **FORMULA 11,** helps get rid of unwanted, dangerous fat cells and tissues in your body . . . AND KEEPS THOSE POCKETS OF FAT OFF PERMANENTLY! Because with **FORMULA 11,** the way to a lifetime of slimness, you do not have to exercise . . . you do not have to "starve yourself to death" . . . you simply take one wonder-working capsule 3 times a day, one before each meal—following the enclosed regimen. That's all!!—

NOW COMES THE BIGGEST SURPRISE OF YOUR ENTIRE ADULT LIFE!

It is 12 midnight. 16 hours have passed since you took your first capsule. You step on the scale and **lo and behold** you are as much as 4 pounds lighter! Don't be shocked . . . because what has happened to you is exactly what medical science has proven MUST HAPPEN. YOU, WITHOUT EVEN FEELING IT . . . WITHOUT EVEN NOTICING IT . . . WITHOUT THE SLIGHTEST HINT, have actually shed as much as 4 pounds!

The only thing that has happened is that calories that formerly turned to fat have been neutralized . . . that existing fat has been broken down, liquified and drained right out of your system. Is it any wonder that for the first time in my adult life I really lost weight . . . LOST IT PERMANENTLY . . . pounds and pounds, inches and inches . . . of ugly dangerous, uncomfortable fat! And is it any wonder . . . and is there any doubt that you, too, will lose weight with an ease and a speed that you never before dreamed possible.

NOT ONLY DOES FAT VANISH— BUT INCHES TOO

Now we have arrived at the moment of truth. The time for you to take advantage of what I believe to be . . . what I know to be . . . what I proved to be the fastest, safest, most effective way I have ever seen, heard, or read about to lose weight! And lose it FAST! So, if you are in normal health, and your only problem is your excess weight—AND if you are seriously determined to ONCE AND FOR ALL conquer the problem of obesity, as I did . . . if you would like to share the same breathtaking weight-loss results as I did . . . if you would like to reduce your waistline, hips, why your entire body anywheres from two to six sizes smaller . . . then why not take advantage of the special **NO-RISK TRIAL OFFER DESCRIBED BELOW.**

REMEMBER, YOU MUST LOSE UP TO
7 pounds in the first 48 hours . . .
12 pounds the first 7 days . . .
34 pounds the very first month . . .
and as much as 71 pounds OR MORE,
in just 3 months, **OR IT COSTS YOU NOTHING!**

So sure am I that you will see breathtaking results within the first 48 hours, and continue to see them day after day after day, for as long as you wish . . . that here is your iron-clad guarantee. If the **FORMULA 11** way to a lifetime of slimness does not do everything you've hoped it would, **AND MORE** . . . if you do not agree that never before did you dream that losing weight could be as simple and easy as this . . . then simply return **just the cap** from the **FORMULA 11** bottle of capsules . . . keep the rest . . . we will gladly refund your money in full. IT MUST DO EVERYTHING YOU EXPECT IT TO DO . . . PRODUCE EVERY "MIRACLE"-RESULT YOU EXPECT IT TO . . . OR IT COSTS YOU NOTHING. Could anything be possibly fairer? Certainly not! Order Today. **Use the handy 'No Risk' coupon below.**

GUARANTEE

• You **MUST** lose weight the very first 48 hours • You **MUST** see faster results than you have ever seen before • You **MUST** lose pounds and inches • You **MUST** not only look better and feel better . . . but you must be completely thrilled and delighted . . . in other words, • If for any reason whatsoever you are not absolutely pleased with your personal triumph over fat, return at any time for a full refund.

Brewster Products

NO-RISK TRIAL OFFER

Brewster Products, Dept. 25115
20 Branford Place, Newark, N. J. 07102

Please rush your proven weight-slashing **FORMULA 11** immediately. You guarantee that I must start losing weight the very first 48 hours . . . and keep on losing it for as long as I continue to follow this proven way to a new, slim-line body . . . or my money will be refunded in full.

Enclosed is $ ..... in ☐ Cash ☐ Check ☐ Money Order

☐ 30 day supply of Formula 11, only $5.
☐ 60 day supply of Formula 11, only $8. (you save $2)
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Sorry, No C.O.D.'s or Canadian Orders

THE AMERICAN HOME MAGAZINE GARDEN CENTER

WHY RIP UP YOUR LAWN? PLUG IN ZOYSIA GRASS

By Mike Senkiw

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake it all in. They scatter their seed and roll and water it.

Birds love it! Seeds which aren't washed away by rain give them a feast. But some seed grows, and soon it's time to weed, water and mow, mow, mow . . . until summer comes to burn the lawn into hay, or crabgrass and diseases infest it.

That's what happens to ordinary grass, but not to Zoysia. Your Zoysia lawn drives out crabgrass and weeds all summer. It stays green and beautiful in blistering heat. It cuts mowing ⅔ . . . it's perfect for summer homes and "problem areas."

There's no need to rip up your old grass. Just plug in my Zoysia, let it spread into turf like a beautiful, thick, pile carpet. Won't heat or winter kill, merely goes off its green color after heavy frosts, regains fresh new beauty every spring—never needs replacement! Every plug fully guaranteed to grow in any soil in your area.

To end lawn problems, send for free interesting facts and low prices of Meyer Z-52 Zoysia including Pre-Season Bonus Offer. No obligation.

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6414 Reisterstown Rd., Baltimore, Md. 21215

Name .....

Address .....

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

12 SHRUBS ALL FOR $22.95

Hardy, landscaping size.

4-Spreading Yew,	15-18"
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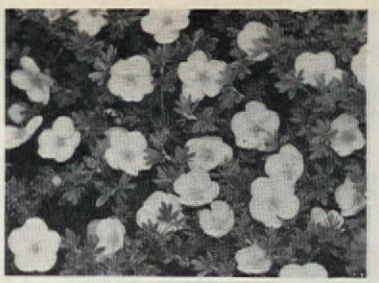

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streets. For a time the roofs were made into terraces; people sat on them or walked from terrace to terrace, but the flat roofs leaked in the rain and this pleasant feature had to be given up in yet another concession to the climate. There was always the levee, where everyone promenaded in the cool evening.

In 1803, New Orleans, having been returned briefly to France, was sold by Napoleon with the entire territory of Louisiana to the United States. Americans, with their brusque culture, began pouring into the city. Fortunately for the survival of Creole culture, as many as 8,000 French-speaking colonists arrived about the same time, fleeing Santo Domingo, where anti-French feeling was running high because of Napoleon's invasion of Spain. With an understanding of how to live happily in a tropical climate, they brought with them a type of house which soon became known as the Creole cottage, a stucco dwelling, small and square, set flat on the ground. There are four square, main rooms inside, each of the two rooms facing the street having its own door and window. The ceiling is generally low and the roof hangs over the sidewalk to protect the front of the house from sun and rain. Facing the patio in back is a gallery flanked by small rooms, called *cabinets*, that were used as closets, wine cellars or children's bedrooms. Service rooms, formerly slave quarters, are in separate two- or three-story buildings in the back.

As more and more Americans poured into the city, they brought their own Yankee ideas of how to build a house. For materials, some Americans preferred good, solid brick, painted red with the joints penciled in white, even though brick looked hot and tended to crumble in the weather. The houses grew larger, heavier and were faced with granite pillars in the Greek Revival style.

New Orleans, however, had a way of transforming whatever innovations came along into something magically its own. Jean Lafitte's pirates (when they were not helping Andrew Jackson win the battle of New Orleans) were said to be among the craftsmen who produced wrought iron for the balconies. In the mid-19th century, Yankee industrialization came up with cast iron, which soon transformed the city into the fantasy of lacy balconies, gates and fences we know today. Hung with cast-iron galleries, the heaviest, Northern-style buildings became as delicate and mysterious as the moss-festooned oak trees on the plantations beyond the city. Later in the century, local foundries put out intricate fretwork components which could be ordered from a catalog and used charmingly to deck one's house as taste and whimsy dictated.

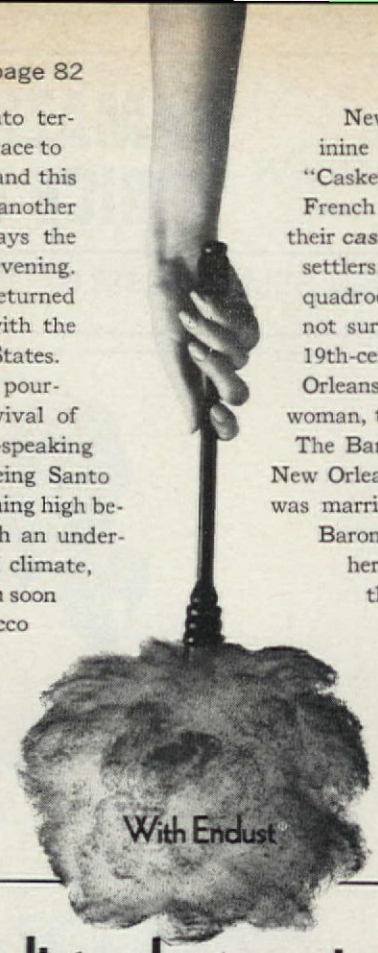
New Orleans has often been thought of as a feminine city. Nuns were among the first teachers. "Casket girls," marriageable young daughters of good French families, were sent by their government with their *cassettes*, or wardrobe chests, as wives to the early settlers. Women, especially the beautiful and cultivated quadroons, dominated the imaginations of men. So it is not surprising that what may be the most important 19th-century contribution to the architecture of New Orleans—and of America—was brought about by a woman, the Baroness de Pontalba.

The Baroness was a very dominating woman. Born in New Orleans to one of the city's richest landowners, she was married in France when very young to the future Baron de Pontalba, whose father she so infuriated by her insistent ways that he shot her, not fatally, and then killed himself. Her strong character was put to more creative use upon her return to New Orleans. There she spent the years 1849-51 transforming the old Place d'Armes into one of America's most important historical areas, Jackson Square.

The French had laid out its site; the Spanish had contributed three of its major buildings—the Cabildo (Council Hall), St. Louis Cathedral and the Presbytère (the priests' residence, and so called because most residents of the day were French-speaking). What the Baroness did was to tear down the hodgepodge of buildings flanking the square and replace them with beautifully designed apartments (see page 72) hung with exquisite cast-iron galleries and sumptuously detailed, an architecture inspired by the Rue de Rivoli of Paris.

In the 19th century, the Vieux Carré was an internationally known center of gaiety and culture. Everyone wanted to visit there, from Audubon to Degas. As time went on, however, people moved away to more spacious areas outside the Quarter and commercial interests began to make inroads. By some miracle of indifference, most of the Quarter has remained unspoiled; but the same indifference makes many fear for its future. There is the Vieux Carré Commission, which reviews the structural changes of the district's buildings, and concerned citizens have united to fight what they feel are dangerous encroachments, such as a proposed expressway along the river. Some families, such as the Richard Freemans (see pages 8 and 81), have pioneered in restoration efforts, but there are many who would take the land for commercial purposes or vulgarize what remains to please tourists.

The Vieux Carré is one of the most important historical areas in America. Something very special came from a blend of so many cultures. Like a mature person, it has developed its own heritage. It is the most human of cities —and it must be saved. END



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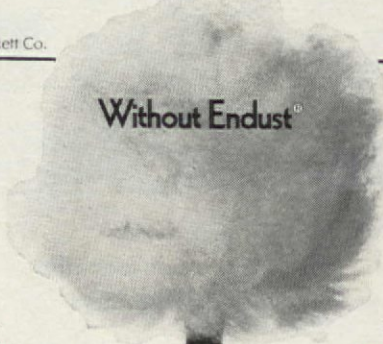

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