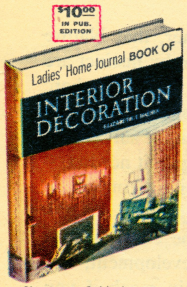
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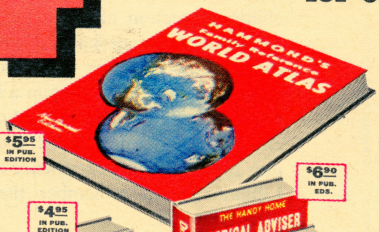
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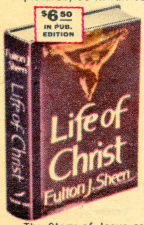
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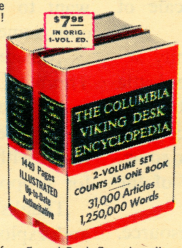
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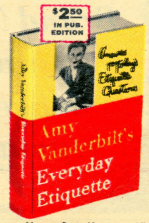
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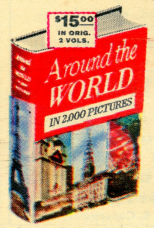
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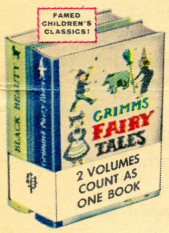
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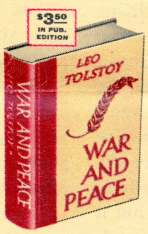


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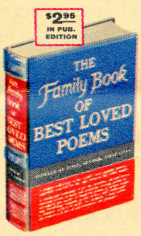
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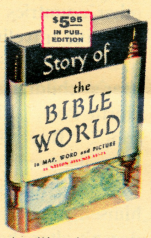
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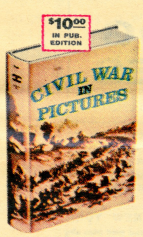
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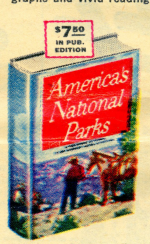
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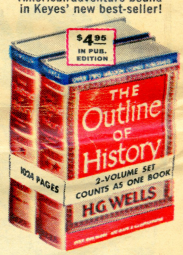
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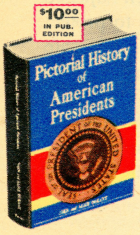
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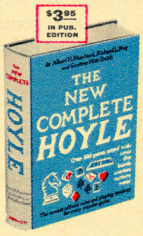
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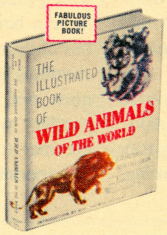
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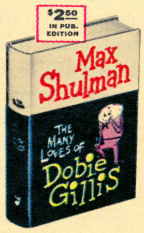


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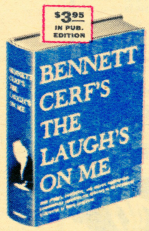
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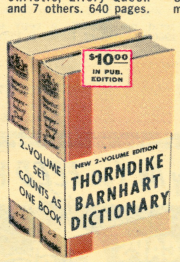
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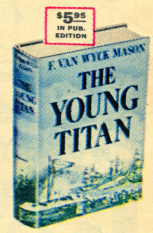
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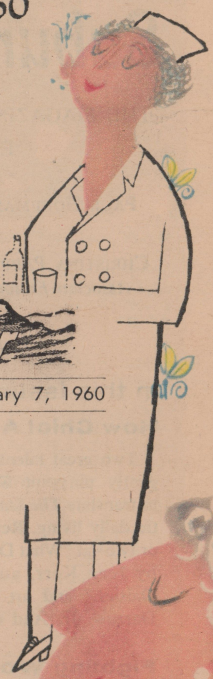
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JANUARY 1960

Suburbia Today®™

The Magazine of Pleasant Places



Broomfield Star Builder

Vol. 5, No. 28 Broomfield, Colorado January 7, 1960

Is Your Child a Victim of "Filtered Experience"? See page 18

Jean Kerr vs. Vance Packard on Status Seekers See page 8

Suburbia Today

THE MAGAZINE OF PLEASANT PLACES

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JOHN BAILEY
Humor Editor

DELMAR LIPP
Managing Editor

In this Issue...

How Chic! A Hole In Your Sleeve!

Two great talents join forces this month and pungently pinpoint what happens when someone tries to translate *The Status Seekers* into the terms of realistic daily living. Reader, do have a look—and a smile or two—at "What Do I Do Now, Mr. Packard?" Words by Jean Kerr, author of "Please Don't Eat The Daisies," and art by top-flight cartoonist Whitney Darrow, Jr. And don't miss Mr. Packard's answer!

Fighting Words...And A Challenge

Do you know that there are some parents who've taken their children back to the city to live because now they deliberately want to expose them to the very experiences that made them move away? If this doesn't make sense to you, we urge you to read Marion Lowndes' report on how to keep your children's minds open, active, and growing—even though they live in the suburbs.

The Traffic Horror

Our metropolitan areas are slowly being choked to death by a fantastic nationwide traffic jam. This month, Wilfred Owen, the country's foremost authority on transportation problems, tells us how it happened, and what we'd better do about it quick, before this joy ride of haphazard planning turns into the "last mile" for our cities.

The Easy Way Out

You, too, can have a gloriously blooming garden while the north wind blows and while there are two feet of snow on the ground—a garden watered only by hot toddies. Put another log on the fire and turn to page fourteen—it's seed-catalogue time!



Laura Jean Allen

Congratulations, parents of this extra-special, brand-new baby (and welcome home). And congratulations to you, cover artist, as you gaily brighten our pages for the fifth time since *we* were born.

LEONARD S. DAVIDOW
Publisher

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"This thing is fixed!"

GETTING AROUND

...to Our Pleasant Places and People

ACCORDING to law, anyone who witnesses a felony or misdemeanor may make a citizen arrest. (Just as binding as a police arrest.) So, when citizen Henry James of *El Cajon, California,* was nearly run into by another citizen who was making an illegal U-turn, he saw his duty clear and made the arrest. The felon's name? Lieut. James M. Self of the *La Mesa* Police.

• •

A modest frame house near *Westport, Connecticut,* is the world's smallest bona fide Indian reservation. In residence at the moment is just one Indian, seventy-one-year-old Chief Blackhawk, known also as Edward Sherman.



Indian reservations are not taxable. Pained officials tried slapping liens on "Sherman Lodge" to no avail. Blackhawk goes on living there with his wife and parrot, paying no taxes.

His sister, Rising Star, lives off-limits in New Haven.

• •

Philadelphia's Main Line gets the prize for catchy names. To wit: the fund-raising "Mad Anthony Dances" of the Family Service; the "Lankettes," 30 young matrons dedicated to Lankenau Hospital's Pediatrics Dept.; the "Band-Aids," some spirited ladies who sold candy to outfit the *Radnor* High School band; and three cheers for the "*Lower Merion* Society for the Detection and Prosecution of Horse Thieves and the Recovery of Stolen Horses." (Present at last meeting, 350—people.)

• •

Down the road a piece from *Broomfield, Colorado,* a lady accused a street employee of hurling his broom at her. The culprit admitted that he *had* lost his temper, but only, he said, after the lady drove around a "Do Not Enter" sign, across freshly painted stripes he was even then bending over to finish, and struck him from behind, knocking him flat. As he fell, the broom flew up in the air and landed on the aggrieved lady's car. (Case Dismissed.)

• •

If you happen to be in *Marietta, Georgia,* with your trumpet, call Betty Shipman Bennett and Charles Miner, why don't you? They'd love to join you in a fast (or slow) trio — especially if you're one of 4,000 musicians listed in the Amateur Chamber Music Players Directory. Betty (boasts the Directory) is Fl-A (Flute-Excellent). Mr. Miner lists himself in the second category Vl-B, (Violin-Good), but we're sure he can keep up even if you're a Tr-Pro (Trumpet-Professional). For a listing or a copy, contact Helen Rice, Secretary of the ACMP, at 15 West 67th Street, New York 23, N. Y.

• •

Your kids tired of tinker toys? *Minnetonka, Minnesota,* Mayor Robert DeGhetto dropped a line to the Air Force, which supplied him, for free, with a genuine jet plane they were about to scrap. The tiny crew (never fewer than six pilots) love their new playground. A word of caution: we hear you have to call for old jets personally and tow them home.

• •

Mrs. Herman Meltzer, of *Glen Cove, New York,* mother of three children, was one of 136 parents and businessmen who spent one full day teaching in and administering the town's five elementary schools. "Housekeeping is much easier," was Mrs. Meltzer's report to her fourth-grade class's regular teacher.

Only one complaint. Said a janitor: "No one seemed to want to change places with *me.*"



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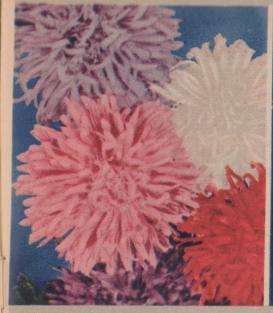
Giant Gloriosa Daisies Imagine daisies some up to 7 in. across! Spectacular yellow, golden orange and gold, mahogany and bronze, striking bicolors, mixed. **Pkt. 25c**



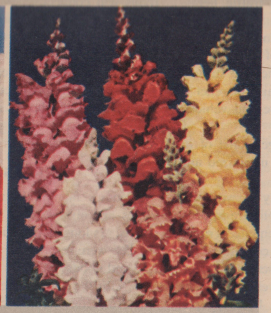
Climax Giant Hybrid Marigolds Amazing new creations outshining all other garden flowers! Huge, fully double, ruffled, up to 5 in. across. Glowing mixed colors. **Pkt. 50c**

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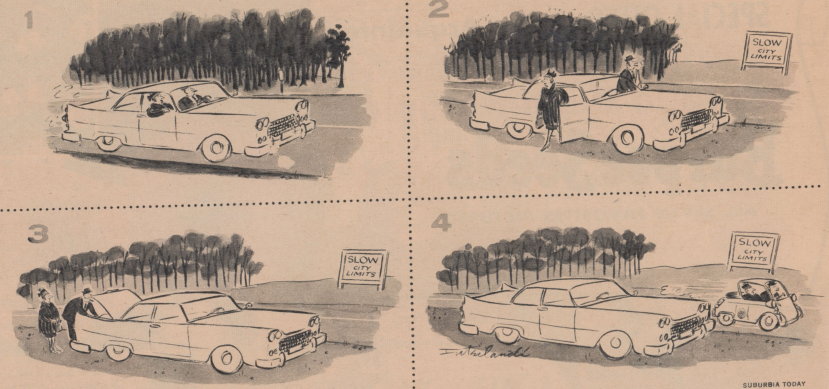
☐ 25c enclosed for "Power Gardening" book. (Cash, money order or stamps)

NAME_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____



What can we do about the TRAFFIC MESS?

BY WILFRED OWEN Author of *Cities In The Motor Age*

MOST OF US chose the suburbs for the sake of more pleasant surroundings. Some of us fled here to escape urban disorder, only to be overtaken by thousands of others with the same idea. After all the road building, parking lots, street widenings, traffic lights, parking meters, one-way streets, and other measures designed to keep traffic moving between our towns and the central city (still the hub, after all, of our welfare) —we have ended in a bigger jam than when we started. As soon as a new road is built, its promise of relief is cancelled by the rising number of people and vehicles waiting to use it.

After fifty years of the automotive age, some of us have begun asking ourselves, can we be urbanized and motorized, yet civilized?

We have begun to doubt that the city as we know it can survive . . . or that it should. Public transportation systems are inconvenient and inadequate. Transit lines are fighting a losing battle, while commuter rail roads seem intent on going out of business altogether. By 1975 more than a hundred million vehicles will be jockeying for position on our highways. More people, more jobs, higher incomes and more leisure time will furnish the ingredients for still greater urban and suburban chaos. If we don't act fast, by the time we get a six-hour day, six other hours may be spent getting back and forth to work.

Build New Roads

New roads can help, temporarily, and we are getting them. The federal highway program, now fully under way, is the biggest public-works enterprise in history. But as we struggle under the impacts of the motor age it is becoming evident that we need much more than a highway program to adapt our cities to the automobile and start our traffic moving again. We need new ideas and new plans. We need to turn to the planners and architects and engineers who are discovering and projecting new purposes to the cities and suburbs the new roads will connect.

To reduce an enormously complicated problem to its simplest terms: transportation is a means to other ends. If all economic ends are concentrated in a central city, and you are going to depend on an automobile to get you there at an appointed time (through a layout originally designed for horses and trolley cars) you, with millions of your peers, are going to slow down to a crawl morning and night.

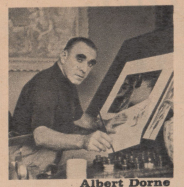
Rebuild the Cities

Today's mammoth traffic jams result because our cities are obsolete, left over from the era of the railroads. As long as the railroads, running on their straight tracks, were responsible for the main movement of people and goods, the cities functioned as receiving centers. But with the automobiles moving in from all directions this function became confused . . . jammed. What we need now is to transplant more country space into the city and more of the opportunities for close association into the suburbs.

The downtown of the central city today should concentrate on official, cultural and recreational facilities —the theatre, concert hall, library, university, museum, sports arena, the seat of government. There should be hotels, restaurants, professional offices, banking and financial establishments, passenger-transport terminals, and major department stores. Small industries, with their contribution to the traffic jam, should be encouraged to relocate. There should be apartments for close-in living

Continued on page 22

*America's 12 Most Famous Artists


Albert Dorne


Norman Rockwell


Al Parker


Jon Whitcomb


Austin Briggs


Ben Stahl


Fred Ludekens


Robert Fawcett


Harold Von Schmidt


Dong Kingman


Peter Helck


Stevan Dohanos

*We're looking for people who like to draw

IF YOU LIKE TO DRAW, America's 12 Most Famous Artists want to test your art talent. We'd like to help you find out whether you can be trained to be a successful money-making artist.

This offer is part of a program we began ten years ago. We found that many men and women who could have become artists—and should have become artists—never did. Most of them were unsure of their talent and had no way of finding out whether it was worth developing. Others who were convinced they had talent simply couldn't get topnotch professional art training without leaving home or giving up their jobs.

A Plan to Help Others

We decided to do something about this. We decided to make it possible for anyone, anywhere, who likes to draw—and who has talent worth developing—to get the training he needs to become an artist. Taking time off from our busy art careers, we pooled the extensive knowledge of art, the professional know-how, and the priceless trade secrets which we, ourselves, were able to learn only through long and successful experience.

We illustrated this knowledge with 5,000 special drawings; then organized it into a series of lessons covering every aspect of drawing and painting . . . lessons that anyone could take right in their own homes and in their spare time. Finally — after years of teaching—we perfected what is probably the most personal and effective method ever developed for criticizing a student's drawings and paintings.

Our program of art training is now well known and respected all over America. We have helped thousands of people find success in art. Here are just a few:

When Don Smith of New Orleans wrote to us, he knew nothing about art—even doubted he had talent. Today, he's an illustrator with the South's leading advertising agency.

Father of Three Wins New Career

Stanley Bowen of Ohio—a married man with three children, unhappy in a "no-future job" —began studying with us, evenings. Now he's earning a much higher salary as an illustrator for a growing art studio. And his family sees a happy, secure future ahead.

With our training, Wanda Pickulski of Rexford, N. Y., was able to give up her typing job to become fashion artist for a local department store.

Changes His Whole Life

"Your course has been the difference between failure and success for me," writes Robert Meecham of Ontario, Canada. "I've come from an $18.00 a week apprentice to where I now own my own house, two cars, and hold stock in two companies."

A Career of Her Own

"I now have extra money for trips and a bank account to do with as I please," says housewife Doris Hagen. "Without your Course, I would not have had a profession."

When Kathryn Gorsuch of Mt. Vernon, Ohio, found out she was to have a baby—she left her filing job at an aircraft company and studied art at home with us. By the time the baby was seven months old, she went back to work for the same company . . . this time as a well-paid commercial artist.

Eric Ericson worked in a garage while he studied nights with us. Today, he is a successful advertising artist, earns seven times as much . . . and is having a new home built for his family.

Profitable Hobby—at 72

A great-grandmother in Newark, Ohio, decided to use her spare time to study painting. Recently, she had her first local "one-man" show—where she sold thirty-two water colors and five oil paintings.

Donald Kern—a cowboy from Miles City, Montana—studied art with us. Now he paints portraits, sells them for $250 each, and gets all the business he can handle.

Paintings Pay for House Addition

Virginia Tootill writes: "The sale of my paintings has more than paid for my Course. It's building an addition to the house for our new baby."

In just four months Doris White of Wauwatosa, Wis., has painted and sold $750 worth of her paintings . . . all in spare time!

Send For Famous Artists Talent Test

To find other men and women with talent worth developing, we have created a special 12-page Art Talent Test. Thousands of people formerly paid $1 for this test. But now our School offers it free and will grade it free. People who reveal talent through this test are eligible for professional training by the School . . . right in their own homes.

If you like to draw and want to know if you have talent worth developing—mail the coupon today. The test will be mailed to you without cost or obligation.

Famous Artists Schools
Studio 5033, Westport, Conn.

I want to find out whether I have art talent worth developing. Please send me, without obligation, your Famous Artists Talent Test.

Mr.
Mrs. Age
Miss
(please print)

Address_____

City_____ Zone_____

County_____ State_____

PROPHECIES . . .
THAT WILL
TOUCH YOUR LIFE

To the skeptics:



MARGUERITE CARTER

Had you lived at the time when the Hebrews were powerful in Jerusalem, would you have believed the prophecy that they would one day leave their homeland and **return** almost 2,000 years later (at a time that seemed their darkest hour)? Yet this ancient prophecy was only recently fulfilled!

Predicting in 1939 the way to tell the ending of World War Two, Marguerite Carter stated, "There's **'one'** way to time the ending—and that is *when 'Turkey' enters the war.* It will be over in a few months." From the 1945 files of the TIMES HERALD we quote the "fulfillment" of one of Miss Carter's astounding predictions; "Turkey came into the war early this year! A few months later Germany surrendered. VE Day was declared—and up went another chalk mark on the horoscope record for Marguerite Carter."

Again in 1941, Russia's hour of trial, Miss Carter stated, "Adolph Hitler will never conquer Russia in its entirety. He may defeat the bulk of the Red armies and capture cities, but the Russians will come around behind their lines and cut them to pieces. This will be the beginning of his end!"

In 1944 when Russia was in a seemingly weakened condition, Marguerite Carter warned, "We shall find it necessary to sit down at a peace table with Russia and *CONCEDE* to her wishes—Only shrewd maneuvering will prevent her being the completely dominant power in Europe!" **Today** the world knows the **fateful fulfillment of these words.**

In *"1958"* Miss Carter forecast for "1959", **"Your attention will be on MONEY.** Today you know the accuracy of these words.

Now, she says, "older" people will not only come into the limelight in *all* affairs but will touch almost every individual's life! **They may be a strong factor in labor disputes.** This is a "transition" period of adjustment financially. Workers *will change about* now with new plans as to location. All business firms will consolidate to strengthen themselves financially. It will be important to have "cash on hand" in 1960 and 1961 followed by a *"GOLDEN ERA"* in 1962!

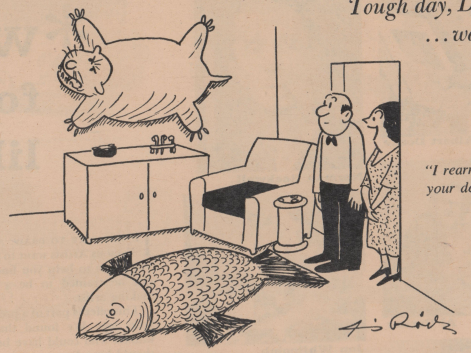
Wise changes and **shrewd** moves are **important now** so that you may **protect your possessions** as well as *attain the finer things* you desire. The guidance of someone who has *your* interests at heart and who *understands* your problems can mean a turning point for you *by showing you the way safely through this period of adjustment!*

Marguerite Carter is so highly regarded, that men in important positions seek her counsel daily! She is internationally known for her predictions and respected for her **accuracy and honesty.** *She is to be trusted!*

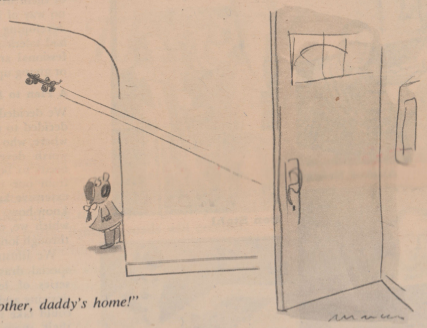
TEST HER! You'll be well pleased with MISS CARTER'S ABILITY TO DESCRIBE ACCURATELY YOUR YEAR AHEAD! Send your birthdate—month, date, year, place and hour of birth (if known)—with $3.00 for your forecast *which includes Miss Carter's SPECIAL NOTATIONS showing OUTSTANDING INDICATIONS covering your financial outlook, guidance in changes, health, etc.* (Or send $2.00 if you wish the forecast **without** her special work.) *Allow three weeks for careful, proper attention.* Address: Marguerite Carter, 902 Jackson Building, Indianapolis 25, Indiana. **Enclose 10c extra for mailing costs.**

Suburbia—Any Day!

Tough day, Dad?
. . . welcome home.



"I rearranged your den, dear."



"Mother, daddy's home!"



"Don't let him irritate you, dear. That's what he's trying to do."

Enter SUPER STRENGTH ALCOA WRAP'S 2nd Annual

$100,000 Wagon-Load Contest



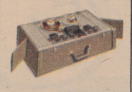
10 Rambler Station Wagons—loaded with groceries

PLUS—*OVER 1,000 ADDITIONAL PRIZES*

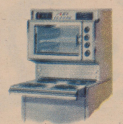
YOU CAN WIN a compact new 1960 Rambler Custom "6" Cross Country Station Wagon—plus $500 worth of groceries from your favorite store. What a prize! And what a wagon! Gives you Rambler handling and parking ease combined with smooth, economical performance. It's easy to enter, so pick up a package of new Super-Strength Alcoa Wrap aluminum foil today!



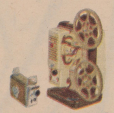
10 HAMMOND EXTRA-VOICE ORGANS with rich brilliant tone, lovely decorator styling. Orchestral voices of three from single manual, single keyboard.



12 $750 AMPEX STEREO "MONITOR" TAPE RECORDERS. Superb music, permanent fidelity from low-cost four-track tapes. Self-contained stereo recording, playback.



25 TAPPAN "FABULOUS 400" ELECTRIC RANGES hang on wall or set on base cabinet to suit your height.



50 8mm BROWNIE AUTOMATIC CAMERAS AND KODAK CINE SHOWTIME PROJECTORS . . . cameras set automatically, Showtime projectors thread automatically.



50 UNDERWOOD DELUXE GOLDEN-TOUCH PORTABLE TYPEWRITERS fit perfectly at home, in school, in business. With the sensational new Jam-Release key.



250 CAN-O-MATIC ELECTRIC CAN OPENER, CLOCK, TIMERS. It's a can opener, a clock, a timer all in one and fully automatic.



300 MEEKER CASUAL HANDBAGS of genuine steerhide leather. Guaranteed for long wear and outstanding fashion value—if it's Meeker-Made.



300 3-PC. ALUMINUM HALLITE SETS BY WEAR-EVER with copper-covered 1½ qt. Saucepan, 7-inch Fry Pan, 8-cup Percolator. Rounded in styling, easy to clean.

WAGON-LOAD CONTEST RULES

Print or write your last line to the above jingle (to rhyme with "buy"). Use a plain sheet of paper or the coupon in this ad. Be sure you include your name and address and the name and address of the store where you purchased your Alcoa Wrap. Enter as many times as you like. Each entry must be accompanied by a Better Packaging Label from the lid flap of any size of Alcoa Wrap.

Entries will be judged by the Bruce, Richards Corporation, an independent judging organization, on the basis of originality, sincerity and aptness of thought. Entries, contents, and ideas therein become the property of Aluminum Company of America and none will be returned. Entries must be original in all respects with the contestants submitting them.

Entries must be postmarked no later than midnight, March 31, 1960 and received no later than midnight, April 11, 1960. Winners will be notified by mail, and a complete list of winners will be available as soon as possible after the close of the contest to all who send a stamped, self-addressed envelope. Prizes will be awarded in order of retail value. Only one prize to a family. Duplicate prizes in case of ties.

Contest is open to all residents of the continental United States, Alaska and Hawaii, except employees and their families of the Aluminum Company of America, its subsidiary companies and its advertising agencies. Subject to all Federal, State and Local laws and regulations.

Wagon Load of Prizes! Wagon Load of Fun!

JUST FINISH THIS JINGLE:

Super-Strength Alcoa Wrap,
The strongest you can buy,
Is helpful in so many ways,

Your line goes here

EXAMPLE: As wrapping cheese and pie.

ALCOA WRAP—THE ONLY ALUMINUM FOIL WITH **SUPER STRENGTH**

Don't forget to attach the Better Packaging Label to your entry



SEND TO: ALCOA WRAP WAGON-LOAD CONTEST, BOX 189, NEW YORK 46, N. Y.

MY LAST LINE IS_____

Name_____

Address_____

City_____ Zone_____ State_____

STORE WHERE ALCOA WRAP WAS PURCHASED

Name_____

Address_____

City_____ Zone_____ State_____

DON'T FORGET that each entry must be accompanied by a Better Packaging Label from a package of Alcoa Wrap.



Anyone with five children can't be upper-status — or can she?

ILLUSTRATED BY WHITNEY DARROW, JR.

What Do I Do Now, Mr. Packard?



"I tried on suit after suit..."

BY JEAN KERR

AUTHOR OF "PLEASE DON'T EAT THE DAISIES"

I HAVE just finished reading "The Status Seekers" which according to the author, Vance Packard, "explores class behavior in America." And now I'm really upset. Here I've been, all these years, supposing that I was a perfect example of a low-status type. Oh, I just *knew*, that's all. In fact, there didn't seem to be any other possibility. Here we were: Democrats, driving around in a ten-year-old Chevy, eating meat-loaf, and going to see *American* movies. Little things, you say, but they add up—particularly when you have five children and not one of them can spell.

But I wasn't really worried. I was bearing up nicely until I read Vance Packard's book. And the reason I am at sixes and sevens now is because it seems, and you won't believe this, it seems that I am really a high-status type. But here's the terrible thing: nobody knows it. My friends (a low-status group if I ever saw one) don't know it. The saleswomen in Saks Fifth Avenue *clearly* don't know it. My very own mother doesn't know it or she wouldn't keep saying to me, "For heaven's sake, buy yourself a decent set of dishes." This is simply not the remark one makes to a high-status person.

Oh, I am surrounded by skeptics, but I refer them all to Mr. Packard. He says very plainly that "women who are really secure in their upper-class status may become fond of a good outfit and wear it for years." You'll know how secure I am when I tell you that I still have this suit I bought before I was married. (It's a little tight now, so I just don't button the last three buttons.) But fond of it? If I weren't afraid of sounding mawkish, I'd come right out and say that I'm just plain crazy about that brown tweed suit. It may be fifteen years old this month, but it's just as baggy as the day I bought it. And it's suitable for so many occasions. Whether I am taking two sick cats to the vet, spreading peat moss on the rosebushes, or merely staining the front door, I know I'm dressed correctly when I'm wearing that suit.

There are those who may scoff to read Mr. Packard's report that "the fabulously well-dressed Mrs. Winston Guest recently took with her to Europe a suit she has been wearing for eight years." Now it seems perfectly clear to me why Mrs. Guest took that suit to Europe. It's probably been hanging there getting on her nerves for seven years. By this time she's ashamed to give it to the help and reluctant to burn it. So what could be simpler than shoving it through a porthole? If I ever go to Europe, that's exactly what I mean to do with this horrible brown tweed suit. Okay, I lied when I said I was crazy about that suit.

But let's get back to the facts. Another dead giveaway of my high social status is the way I entertain. Mr. Packard insists that at the upper-class level people "tend to prefer relaxed informality. Food typically is offered casually. There may be amiable and fairly open flirting and talking. Weaving figures may offer toasts." Honestly, if I didn't know better I'd swear that Packard was here one night last week. But then I imagine he has his spies, don't you?

As for this business about food being offered casually, I've actually been known to say, "Bill, I think you'll find pretzels on the second shelf." How could you be more upper-status than that? Mr. Packard concludes his summary of entertaining among the elect by stating flatly that "the people having the party at the upper level usually are not trying to prove anything. Publicity in the newspapers is not sought." Well, I should think not. With those weaving figures offering toasts, it seems to me the less said about the whole thing the better.

Mr. Packard Replies

Dear Mrs. Kerr:

If I had known that you, of all people, were going to be reading my book, I would have added an interesting fact which turned up in my research. That is that eating daisies also is definitely upper-class. In fact, it is even more upper-class than eating the meat-loaf you cite. However, eating daisies is not quite as upper as what my son ate when he was the age of your children. He ate tent caterpillars. At least we kept finding fuzz around his lips as he grinned at us.

Now if you are really worried because your high status doesn't seem fully appreciated by your friends, why don't you dramatize it? Get yourself hauled into court for nonpayment of bills which have been beneath your notice. Or better still, get yourself thrown out of the best club in town for unlady-like behavior. These will surely bring you the respectful recognition you so richly deserve.

Vance Packard

But isn't it nice to know that when you are not trying to prove anything with a party you are *really* proving that you are a high-status person?

Reading further (You notice how this is all adding up, don't you?), we learn that "the slim figure is more of a preoccupation with women of the upper classes. As you go down the scale, married women take plumpness more calmly." Observe that there is nowhere the suggestion that the upper-class female may not be plump. No, the implication is clear. It's all right to be plump as long as you're not calm about it.

Well, as far as that goes, you should have seen me trying on bathing suits in Lane Bryant's last summer. Not that there was any chance you'd have seen me, since I wouldn't even allow the motherly saleswoman to witness the struggles of that dreadful half hour. I tried on suit after suit, all of them designed by some shut-in in California who, it seems to me, would benefit from a beginner's course in anatomy. But at each succeeding glimpse of myself in the rearview mirror I burst into wild outcries and muffled sobs. Indeed, I was anything but calm as I went off to soothe myself with a butterscotch sundae.

And don't worry about the quality of your conversation. Once you begin to get the hang of it you will find yourself just naturally making statements that are irreproachably upper-status. For instance, should the occasion arise, you might say "Gimme a hunk ('the high-status person uses unpretentious language') of that pumpernickel ('only the upper classes like firm, hard bread')." If you want to be really on the safe side, you might add, parenthetically, "but make it a small hunk," which would indicate that you were not taking plumpness calmly. As I say, it's a technique that can be learned. What's nice for me is that I was *born* liking pumpernickel bread.

Now that I've laid out the evidence and proved beyond question that I am a true high-status type, there is one statement in the book that comes back to haunt me. That statement plainly says, "medical investigators have noticed as you get near the bottom of the social scale, there is an abrupt rise in a disorder called anomie—feeling isolated, loosely attached to the world, and convinced that things are tough all over."

Feeling isolated? Loosely attached to the world? Convinced that things are tough all over? But that's the way *I* feel. That's the way I feel all the time. Now what do I do, Mr. Packard?



MELANIE DE PROFT *Food Editor*

REGAL CHOCOLATE DESSERT

To Prepare: 35 min. *To Chill:* 12 hrs.

22 ladyfingers, split in halves
3 sq. (3 oz.) unsweetened chocolate
⅓ cup sugar
3 tablespoons water
¼ teaspoon salt
6 egg yolks
1½ cups butter
1½ teaspoons vanilla extract
½ teaspoon almond extract
2½ cups sifted confectioners' sugar
6 egg whites
⅓ cup sugar
1 cup almond macaroon crumbs*

1. Line bottom of an 8½x3-in. spring-form pan with 18 ladyfinger halves; set aside.
2. Heat chocolate, ⅓ cup sugar, water, and salt in top of double boiler over simmering water. Stir occasionally until chocolate is melted and mixture is smooth. Set aside to cool.
3. Beat egg yolks until thick and lemon colored. Vigorously stir about one-half of the chocolate mixture into the egg yolks. Immediately blend into mixture in double-boiler top and cook 3 min., stirring constantly. Remove from simmering water; cool.
4. Cream butter and a mixture of the extracts together until butter is softened. Gradually add confectioners' sugar, beating until light and fluffy after each addition. Blend in the chocolate mixture. Set aside.
5. Using a clean beater, beat egg whites until frothy. Add the ⅓ cup sugar gradually, beating well after each addition. Continue beating until rounded peaks are formed. Spread over chocolate mixture and fold together. Fold in macaroon crumbs. Pour one-half of mixture into spring-form pan over layer of ladyfingers. Arrange 18 ladyfinger halves over chocolate mixture and cover with remaining one-half of mixture.
6. Chill in refrigerator until firm, 12 hrs. or overnight.
7. Remove ring from spring-form pan. Set cake on serving plate. Press remaining ladyfinger halves onto sides of mold. Garnish with unsweetened **whipped cream** and coarsely shredded, unsweetened **chocolate.** Top each serving with additional whipped cream, if desired.

**If macaroons are moist, dry and toast them slightly in a 325° F. oven before crushing.* *12 to 16 servings*

CRÈME BRÛLÉE

To Prepare: 25 min. *To Bake:* 50 min.
(Allow time for chilling)

2 cups whipping cream
4 egg yolks
¼ cup sugar
2 teaspoons vanilla extract
½ cup firmly packed brown sugar

1. Set out a 1-qt. baking dish. Scald (just until a thin film appears) cream in top of double boiler over simmering water.
2. Meanwhile, beat egg yolks slightly. Blend in sugar. Stirring constantly, gradually add hot cream to egg-yolk mixture. Stir until sugar is dissolved. Strain into the baking dish. Blend in vanilla extract.
3. Bake in boiling-water bath° at 325° F. 50 min., or until a silver knife comes out clean when inserted halfway between center and edge of baking dish.
4. Remove from boiling-water bath. Set on cooling rack to cool. Chill thoroughly.
5. When chilled, sift brown sugar evenly over top. Place chilled crème under broiler with top at least 3 in. from source of heat; broil until sugar is melted. Watch carefully so sugar will not burn. Cool and place in refrigerator to chill again.
6. Serve plain or with **green gage plums** as an accompaniment. *About 6 servings*

°For Boiling-Water Bath—Set a deep pan on the oven rack and place the filled baking dish in the pan. Carefully pour boiling water into pan to level of mixture in baking dish.

SHERRY ELEGANCE

To Prepare: 10 min. *To Chill:* 3 hrs.

¾ cup cold water
3 tablespoons (3 env.) unflavored gelatin
2¼ cups water
1½ cups sugar
1 cup plus 2 tablespoons sherry
¾ cup strained orange juice
⅓ cup strained lemon juice
9 drops red food coloring

1. Lightly oil a 1½-qt. fancy mold with salad or cooking oil (not olive oil) and set aside to drain; or set out a pretty china bowl.
2. Pour cold water into a small bowl and sprinkle gelatin evenly over the water. Let stand about 5 min. to soften.
3. Heat 2¼ cups water until very hot. Remove from heat and immediately stir in the softened gelatin until it is completely dissolved. Add sugar and stir until dissolved.
4. Blend in sherry, orange juice, lemon juice, and food coloring.
5. Pour mixture into the prepared mold or china bowl and chill until firm. To unmold, run tip of knife carefully around edge of mold. Invert onto a chilled plate and remove mold. (If necessary, wet a clean towel in hot water and wring it almost dry; wrap hot towel around mold for a few seconds. If mold does not loosen, repeat.) If prepared in a china bowl, bring bowl directly to table and serve.
6. Serve with unsweetened **whipped cream.** *6 to 8 servings*

WIN CASH FOR YOUR FAVORITE PARTY RECIPE

A $100 cash prize will be awarded for the best recipe selected, with a $25 cash prize for each additional recipe published in SUBURBIA TODAY.

Contest entries must be postmarked before February 29, 1960. The decisions of the judges are final.

Mail entries to:
My Favorite Party Recipe Contest
Culinary Arts Institute
153 North Michigan Ave.
Chicago 1, Illinois
Be sure to include your name and address. All entries become the property of Culinary Arts Institute.

Greatest dishwashing discovery since detergents

NEW FORMULA ELECTRASOL® RESTORES DISHWASHERS TO 100% EFFICIENCY

Eliminates FOOD PROTEIN FOAM that Reduces Dishwasher Action As Much As 90% . . . to Cause Spots, Streaks, Film.

MAKE SIMPLE EGG FOAM TEST! COMPARE YOUR PRESENT DETERGENT WITH NEW FOAM-CONTROL ELECTRASOL



OLD-STYLE DETERGENTS CAN'T CONTROL PROTEIN FOAM

Drop pinch of your dishwasher detergent into yolk-soiled egg cup. Fill with hot water. Stir vigorously. Note protein foam that can reduce dishwasher action almost to zero.

NEW FORMULA ELECTRASOL STOPS FOAM FORMATION

Drop pinch of new Electrasol into equally soiled egg cup. Note freedom from protein foam. This means 100% efficient dishwasher performance. No spots, streaks or film!

Foam Control Means Spot-Free Glasses

Economics Laboratory, leader in dishwasher detergent research, proved what scientists long suspected; that food proteins (egg yolk, milk, grease, gravy, meat, potatoes, etc.) create foam that slows down washing action almost to zero; that ordinary detergents can't control foam; that spots, streaks and film result; that new formula Electrasol eliminates foam, restores washing action to 100% efficiency. Result? Spotless glassware, dishes, silver! Get foam-control Electrasol, most economical dishwasher detergent. Enthusiastically endorsed by dishwasher manufacturers!



Still the lowest price
PLUS 4 bonus ounces

Another famous product of ECONOMICS LABORATORY, INC., *St. Paul, Minn.* © 1959

Only with Minute Rice can you make all these delightful dishes...so fast, so easy, and perfect every time!



Get the recipes in either of the large-size Minute Rice packages

Look at all the wonderful dishes you can create with Minute Rice—real eating, real nourishment—real fast.

You can fix Minute Rice by itself in just 5 minutes. You can pour it into casseroles right from the package. No matter how you use it . . . every long grain always comes out fluffy, tender, light, *delicious*.

Get a package of Minute Rice, and try Golden Risotto this very night. It's only a taste of all the good things to come—from the recipes in the large-size packages.

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Try GOLDEN RISOTTO tonight . . . it's full of delicious surprises. Ready in 20 minutes . . . but *only* with Minute Rice.

Dip in your fork, come out with a surprise—a fat pink shrimp, a bite of ham, a brown sausage tidbit. So many good things. So many good flavors, all blended into exciting eating by the magic of Minute Rice.

So easy—and so easy to fix ahead of time.

1 can (4 oz.) sliced mushrooms
2 chicken bouillon cubes*
2 cups water*
⅛ teaspoon crushed saffron
1⅓ cups Minute Rice—¼ cup of butter
½ cup chopped onions
½ lb. (about 1 cup) cleaned, cooked shrimp
1 cup diced cooked ham
¼ lb. brown-and-serve sausages, sliced
¼ cup grated Parmesan cheese

*You may substitute 1 can (10½ oz.) condensed chicken consommé, plus water to make up 2 cups, for the bouillon cubes and 2 cups of water.

Drain mushrooms, measuring the liquid. Combine ⅓ of cup mushroom liquid, the bouillon cubes, water and saffron in a saucepan. Bring to a boil. Then add Minute Rice. Mix just enough to moisten the rice. Cover. Remove from heat.

Let stand for 5 minutes. Meanwhile, melt the butter in large skillet. Add onions, mushrooms, shrimp, ham, and sausages. Sauté until lightly browned. Add the seasoned rice and cheese; then mix gently with fork. Makes 4 to 5 servings.



Meat Crust Pie. Savory meat loaf base, spread with Minute Rice right from the box, and topped with melted cheese. Flavor-winning recipe in the box.



Peach of a Rice Pudding. Creamy-good, with a tangy touch of lemon, luscious with peaches. Bright, light dessert, ready to serve in just 12 minutes.



Chicken Continental. Sauté the chicken; add chicken soup, a few zesty herbs, an onion . . . and the magic of Minute Rice. Easy recipe right in the package.



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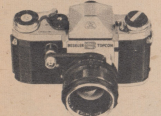


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How to Plan THE EASY GARDEN

BY JOHN BRIMER

Pull up an armchair, open a seed catalog, and turn to "Annuals"

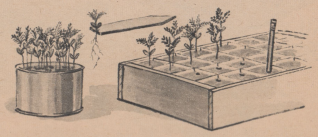


WHAT ARE the easiest flowers to grow? For me, the answer is annuals. Much as I enjoy my perennials, the digging up, dividing, and replanting as the beds get overcrowded, have become real chores. That is why I'm saving only my choicest perennials this year and planting the other beds with annuals. Most of the work, in this plan, will come in the beginning, when hopes are high and the weather is cool.

As the seedlings appear, I'll thin them out so that each plant has plenty of room for future development, weeding as necessary until they get big enough to shade out the late weeds. Then I'll enjoy the flowers all season long and, when frost puts an end to that, out will come the plants to be discarded. Each spring I can spade in plant foods, humus, and lime, if needed, so that the soil will be kept in good tilth and fertile enough for the flowers to flourish.

Now, too, if I wish, I can have a different garden each year, merely by varying my choice of seeds. I can grow all the old favorites I remember from my grandmother's garden and try out the exciting new hybrids that are offered each year, adding those which perform well to my permanent list of favorites.

START SOME SEEDS INDOORS *to get flowers earlier. Punch drain holes in a coffee can; fill it with moistened vermiculite or shredded sphagnum moss. Distribute seeds over surface. Keep warm and moist, until second pair of leaves are well-grown.*



TRANSPLANT SEEDLINGS *into soil-filled wooden or tar-paper bands (bought at a garden center). Use notched, small garden stake to lift seedling from loose moss and insert it in a pencil-made hole in moist soil. Place it in the sun and keep it moist.*

In the main, however, I'll stick to the long-blooming sort which needs little care and use it for the "backbone" of my borders. Petunias, marigolds, and zinnias are the Big Three among dependable annuals in our country, coming in so many shades and sizes that a garden can be made with only one of them. In fact, if you have limited space, do just that.

It is later than you think for planning the easy garden, so send for your catalogs at once if you haven't already got them. They will tell you all you need to know about the height of your annuals and the size of the flowers, and some give planting information and other instructions. Make your plans right away so you can order your seeds early and have them in hand, ready to plant, against that glorious spring day when you can put them in the soil. The rest will be easy — but not *too* easy!





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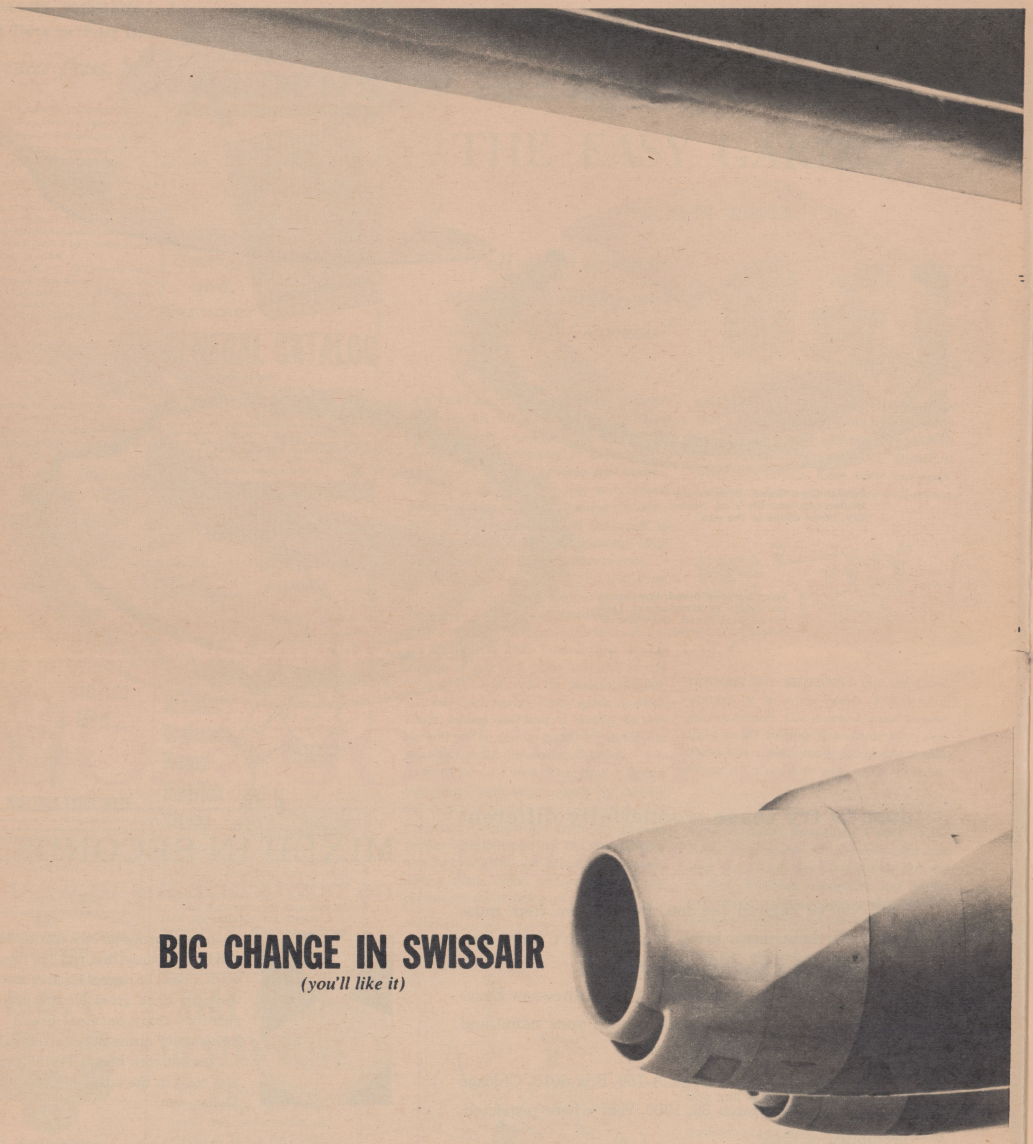


Each mix carries its own mixing bag and baking pan so that you don't even wash a bowl or a pan! Each mixes in seconds. Each gives picture-pretty results—spicy oatmeal bread . . . homemade cinnamon coffee cake . . . perfect corn bread. Try all three and mail in the labels for your Gift Dollar *soon*.

Aunt Jemima Easy-Mixes



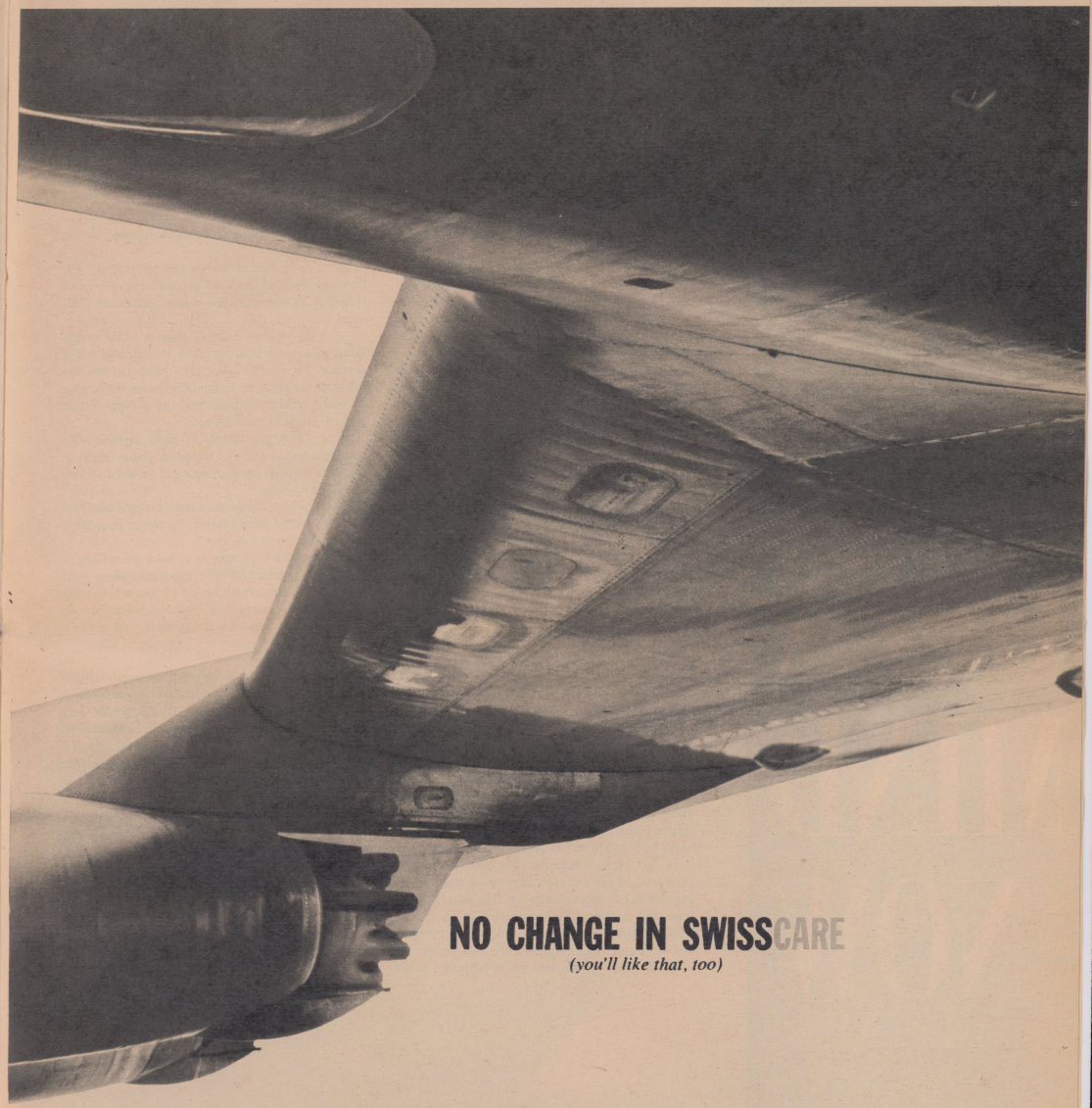
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HE HAS AN OPEN MIND NOW

. . . but can he keep it if he grows up in the suburbs?

BY MARION LOWNDES

WOULD YOU MOVE your child to the city for his own good?

One mother who recently took this drastic step explains her thinking, and in no uncertain terms.

"At tremendous personal expense, and against my children's resistance," she reports, "I fled from paradise. I fled, not from the country, but from the filtered experience which I had been providing for my children. We went to where the children could be tempted to join street-corner society, where they could see brute poverty and vice and exultation and the bewilderment of the rejected immigrant: where they could be exposed to bad English and despicable music. I took them where they could meet taste that had not been labeled good or bad, so they could make their own decisions about it; where their associates had not been implicitly preselected and prelabeled as desirable.

"After a period of disorientation and anguish," she concludes, "my children were all glad of the move."

These are fighting words. If you have read this far you must want to ask:

"How much experience does a child gain by being exposed to 'brute poverty' that—luckily for him—is not his lot? And how can you look on 'street-corner society' as a device for broadening sheltered suburban children?"

It is easy to take issue with details, but it is more important to know that this mother who took her children back to the city is Dorothy Lee, a professional anthropologist, a scientist trained to observe human behavior and gauge the consequences. From observation and learning and personal experience she reasons that a suburban upbringing today will tend to soften a child and hold him back.

In her view, what she calls the "filtered experience" of the suburbs deprives a child of the opportunity to meet discomfort. His natural enterprise and curiosity become stunted in an orderly, unadventurous life where he does what everyone else does and makes friends only with people like himself. There is not enough opportunity to experiment and learn and broaden himself in the process.

Dr. Lee is not alone in her misgivings. Dr. Leonard Duhl of the National Institute of Mental Health in Washington also warns against the sheltered life.

"It is the responsibility of parents to do everything to expose their children to different experiences," he says. "I sometimes think parents living in particularly exclusive suburbs would be wise to make regular visits to the city during certain parts of a child's growing up."

Along with the scientists, plain laymen with common sense—parents included—have begun to question whether an upbringing in an ideal suburb is the ideal thing.

"As in any paradise since the days of Adam and Eve," says one young father, "a closer inspection reveals certain drawbacks."

But you can't, as they say, have everything—always an irritating thought, especially where your children are concerned. So isn't it enough to raise a child in a pleasant neighborhood where he can grow up with congenial companions and go to a good school? The answer, it appears, is no.

IN A pleasant suburb called Crestwood Heights careful tests were made on the children by three sociologists, John R. Seeley, R. Alexander Sim, and E. W. Loosely. The houses these children lived in were charming, and much the same, with TV room, terrace, and barbecue. Their fathers earned about the same amount of money, their families belonged to the same club, worshipped at the same church. They often ate the same things, depending on whether turkey or shoulder of lamb was the buy at the supermarket. When results were compared with the same tests made on a mixed group of California children, the suburban children as a group rated from slightly to markedly worse in such important matters as "sense of personal freedom," "feeling of belonging," and "social skills." They were limited by their limited experience.

It is as clear as research and data and statistics can make it that there are trends in the suburbs—especially in the most attractive suburbs—that can make for limited experience and a narrow mind. It is also as clear as common sense can make it that it needn't happen to your child. The resources for enlarging his experience exist right along with the opposite and more obvious trends. The practical question is, how do you make use of them?

You can make occasions, as Dr. Duhl suggests, to take trips to the city. If your sheltered child

Continued on page 23

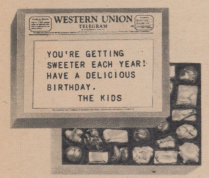


PHOTOGRAPH BY DORIS PINNEY



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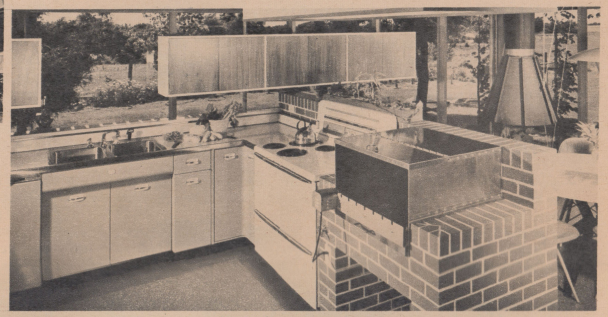
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Oklahoma Sanctuary

The views are what the Truett Costons love best about this house fifteen miles from Oklahoma City.

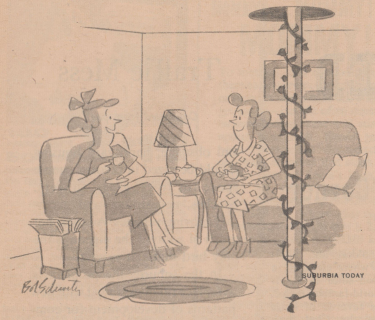
"What do you and your family particularly enjoy about your house?" architect Truett Coston was asked. "Peace," he replied promptly. "Tranquility. Comfort. View . . . view . . . vista and view. It is a real sanctuary . . . birds . . . clouds . . . sunsets . . . storms . . . really wonderful." In the big living room, below, the structural steel trusses that support the roof were left exposed, and vines were trained over them, starting from the planting area that borders the glass wall. Now the vines are up, trellis on trellis of them, to the peak of the high cork ceiling, bougainvillea thrives in the planters, and as one friend of the Costons put it, "You come into that living room and it's like walking into a garden with a wonderful view." And even at the kitchen sink, every prospect pleases.



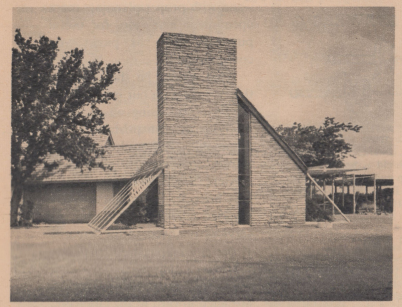


Above: the old homestead of 1893 and—opposite page—the wings added to make the present house. Original sharply-pitched roof line is repeated in the new wings.



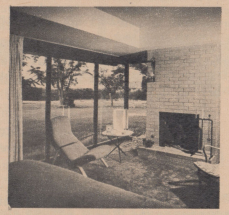


"You've done a beautiful job, Claire. No one would ever guess that this was an old fire house."



Living-room wing, above. Roof ends in glass areas for house plants. Below: view from the master bedroom which looks east so you see the sunrise over the grove of elms and sycamores which grow beside the creek.





PHOTOGRAPHS BY JULIUS SHULMAN

Left: the living room, showing the vines as they were being started up the supporting trusses. Beyond the inside garden you see the prairies stretching away to Edmond on the horizon.

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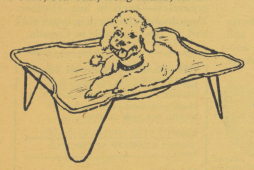
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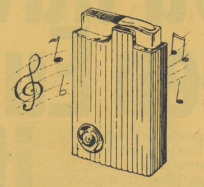
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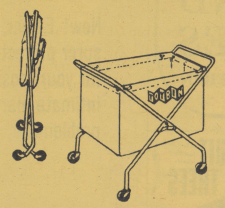


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Made from Alaskan hair seal, these long-wearing native slippers have a beaded design on the vamp and are fur-trimmed for added warmth. A tracing of the foot will assure proper fitting. Infant's: $6.00. Child's: $8.00. Adult's: $15.95. Add 69¢ postage. Russian Bell Shop, Sitka, Alaska. Catalogue sent on request.

TOY BIN ON WHEELS



For "little litterbugs," a mobile toy catcher follows you around the house. Bronze frame, swivel casters, washable blue drill bin with masonite bottom. It folds flat for storage. $8.95, plus 75¢ postage and insurance. Leslie Creations, Lafayette Hill, Pa.

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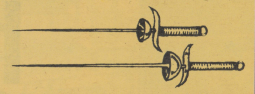
For travelers, college students, and inveterate sewers. When sewing patterns, use small prongs to press seams without touching the other material, use the larger prong to press the whole sleeve, and the square end for shoulders. For infants' clothes, use the small prongs for sleeves and little boys' pants; the reverse side for skirts. For regular ironing, towels, napkins, blouses, skirts, and even men's shirts are short work. Length: 24". $6.00, ppd., including pads and covers. Shaffer Home Products, P.O. Box 3555, Cleveland Heights 18, Ohio.

Gourmets' Corner

RECIPE

One of New York's oldest and finest restaurants, Cavanagh's, "where elegance in dining has been a tradition since 1876," is now offering to you its world-famous recipe, "Chicken Cavanagh," the favorite of kings and queens as prepared by Chef Jack Andrews. For a really distinctive entree at your next dinner party, write for your recipe today to Cavanaghs, Dept. ST, 260 W. 23rd St., New York 11, N. Y.

"SHISHKEBAB" SKEWERS



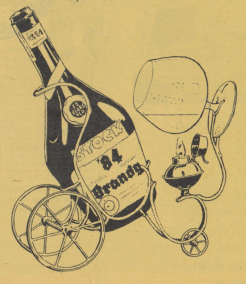
Fascinate your dinner guests with flaming-sword skewers just like those used professionally in restaurants. An 18"-sword with copper drip cup and shield is $5.95. A 24" model has a larger drip cup which acts also as a shield. $5.95, ppd. Bazaar Francais, 666 Sixth Ave., New York 10, N. Y.

SOFT-SHELL CRABS

Carefully packed in tins, soft shell crabs are a delicacy you can now enjoy wherever you live. Each tin contains two prime-size crabs and costs $4.47 for 3 tins; $8.20 for 6 tins, and $15.10 for 12 tins. Postpaid except W. of Miss. add 10%. Old Salt Co., P.O. Box 744, Easton, Md.

BRANDY WARMER

An imported hand-wrought brass brandy warmer makes a decorative conversation piece for use on a bric-a-brac shelf, break-front, or home bar. Inspired by ancient Rome, the Chariot comes complete with a handsome brandy glass which can be fitted in a tilt-position holder over a brass-enclosed wick for warming. Enclosed directions describe the traditional Continental brandy-warming ritual. $15, ppd. T & J Distributing Corporation, P.O. Box #342, Radio City Station, New York 19, N. Y.



(Advertisement)

Traffic Mess

Continued from page 4

and obsolete, haphazard housing should be razed in favor of ample space for trees, grass, flowers, benches, pedestrians, and necessary moving vehicles. A city is not much of a city if the pigeon is the only bird that can survive.

In the suburbs the problem is to replace random sprawl with new patterns of development for community life. That would mean higher densities in many suburbs, more light industry drawn from the cities, more marketing activity —and with proper planning, more open space here, too, for useful purposes such as parks and conservation.

What would be the effect of these changes on our present traffic jams? By using all available methods of transportation–bus, automobile, the railroad, rapid transit, and, eventually, local air carriers–much of the peak business-hour traffic would then be diverted outward to industry and services removed to the suburbs. If the city emphasized its unique values as a cultural center and an exchange, much of the traffic attracted inward to the city would be moving at non-rush hours.

Spread Out

The automobile which has caused our traffic mess has also given us the means to spread out and solve it. So far, we have used our mobility principally for a spreading out of homes. We also now have the opportunity for a spreading out of business and industry, which would ease congestion in the city and create a reasonable flow of traffic in many directions, instead of a mass attack from all directions on the center.

You recently read in these pages the story of a big Detroit advertising agency which moved its headquarters to the suburbs, diverting its share of traffic outward. Meantime the city of Detroit is beginning to feature its waterfront by replacing factories along the river with parks and theaters and rinks – and space. This is the kind of action we need on a heroic scale to build a geographically uncluttered future and start our traffic moving again.



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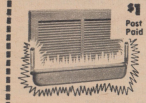
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He Has an Open Mind Now

Continued from page 19

can't be taken into "street-corner society," he can be taken out of himself by the excitement of the strange busy streets. Give him a chance to visit the museums and stare in wonder—the short visits are the merry ones. Let him revel freely in the children's section of the big city library. Treat him to a special movie in a grand theater and feed him handsomely afterward. And it won't hurt him a bit, either, to get out of his dungarees and dress up in city clothes once in a while. These measures for broadening experience may sound Lilliputian, but remember the scale of your beholder.

Welcome a chance for community activity if it comes up—Scouts, the Little League, helping in a fund drive. Is there a chance to expose him to the discomfort of earning a little money? A paper route, perhaps? Work is a great opener of the mind.

Your local movies are another resource. There are some that come along in the course of a year which honestly document other countries and other ways of living and, like traveling, broaden the horizon.

Books can help, of course. Look at this year's children's list—"First Under the North Pole," "The Mystery of the Aztec Idol," "Boy of the Pyramids"—you've been halfway round the world already. You read to your child, and he reads to himself, for the joy of it first of all, but it doesn't alter the fact that with your guidance, here is a joy which can take him out to the mighty, slow-moving East of "Kim," and down to Ulysses' sea "moaning round with many voices," and, for the moment, a long way from Crestwood Heights.

TV current events are another resource for taking a child with you into the outside world. Make use of your newspaper, too. It is surprising, once you start looking, how much you can find in it to alert a young mind.

And it is no news, either, that Nature is a great teacher. Children by instinct are stirred and concerned to find out where the rain comes from and how spiders spin their webs and what makes the sunset red, and it can happen—but again it needn't—that a child in the suburbs is skimped on this side of life. Swimming holes are getting scarcer and where the cows used to pasture there's a tidy development, but open country is still within reach if you want to take the trouble—the bus line ends somewhere.

Wherever human beings are, as Thornton Wilder said, "there are layers and layers of nonsense." It follows that from an early age it is helpful to be in touch with the natural unhuman world—for proportion—to keep the mind open.

Thanks to the churnings and stirrings and explodings of the last ten years, the suburbs today are a happy hunting ground for the sociologists and doctors and specialists in mental health and child guidance. What they do in their wordy reports is to uncover trends like this trend toward a filtered experience, which they view so seriously; and where their findings apply, they can be more effective than any fairy godmother to get your child what he might otherwise miss.

A child is born with an open mind. It is a mind ready to be filled with a world of thoughts and experiences and memories which make a fully rounded, well-adjusted human being. In our eagerness to protect our children and to lead them into the safe channels we have found for ourselves, we must not forget that we may make dependent weaklings of them. We must remember to let them breathe the clear air of experience and understanding.

