

### Today's Babies—Active, Alert, Aware

One of the best ways for modern parents to assure their babies will tune in and turn on to the world around them is to provide them with plenty of mental and physical stimuli from their earliest moments.

Right from the start, a baby's senses are taking in the world around him and reacting to it, and it's a wise parent who provides the proper atmosphere for the development of baby's senses of sight, sound, touch and smell.

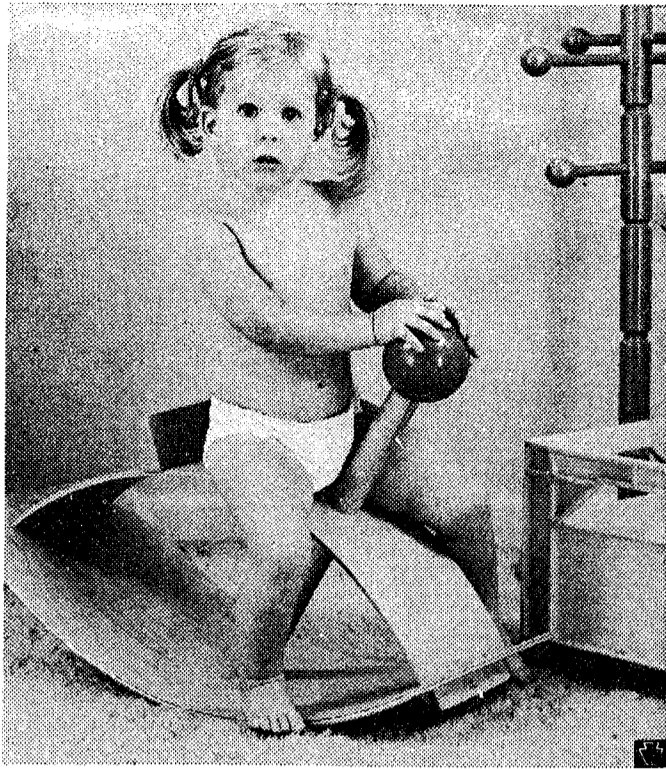
Today's new parents can look to a number of innovations on the market which will provide the babies with the proper aids to growth and development.

For instance, Scott Paper Company has developed a disposable diaper, babyScott, which insures complete freedom of movement for baby. Its trim, low-cut front and snug closing provides both comfort and protection. Consisting of a disposable pad, bikini style plastic panty babyScott eliminates the droopy maxi fit of conventional diapers which tend to restrict baby's movements. Thus freed baby is free to react to the world around him.

Modern parents will want that world to be one which will stimulate baby's mental and physical growth. Even his toys can be a means of awakening his powers of thinking and acting.

As an example, a series of playthings has been designed to help develop a baby's leg and arm muscles, balance and coordination.

In the collection is a stylized rocking horse called "Rocking Beauty" which a very young child can utilize

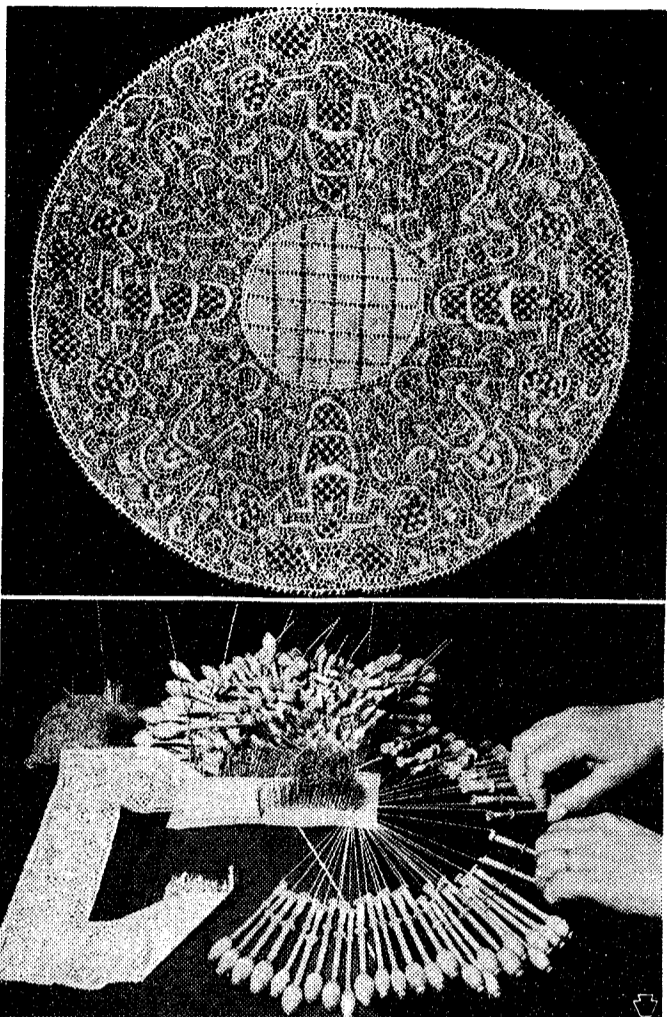


Happiness for a baby is an interesting toy, and the freedom to enjoy it. Scott Paper Company has developed a disposable diaper, babyScott, which insures complete freedom of movement for the developing child because of its trim, low-cut front and snug closing. Consisting of a disposable pad, bikini style plastic panty, babyScott's trim fit allows a baby to enjoy toys such as Creative Playthings' "Rocking Beauty" stylized rocking horse.

to develop a sense of rhythm. Another is a "Crawligator," a wheeled support for baby's stomach, which encourages his arms and legs to move freely. The group by Creative Playthings includes other play systems such as, a handsome jungle gym, hanging mobiles to stimulate the eye and toys which challenge a youngster's mechanical and counting ability.

Many of today's child experts agree that a baby begins learning the minute he is born and stimulating his senses of sight, sound, touch and smell is the surest way to start him on the road to knowledge, of himself and the world around him.

### The Art of Belgian Lace



Lace, that gossamer embellishment on nature's cobweb, has always exerted an irresistible attraction. Belgium, where bobbin lace began, was and still remains famous for its lace. Brugge has remained the center of the industry and in the past four centuries the tools and working methods have undergone very little change.

Bobbin lace is woven over stiff parchment on which the pattern is marked. The number of threaded bobbins varies from 4 to 1200 or more. Bobbin lace, worked on cushions 7 inches thick, is divided into Straight Lace (executed on a square cushion with a particular number of bobbins), and Free Lace (executed on a round cushion where

the number of bobbins varies with the work). Just as in olden times the lacemakers of Brugge can be seen sitting at their doorsteps, in picturesque little streets. Engrossed in their work, they safeguard one of the artistic heritages and touristic attractions of Flanders, the art of Belgian lace. SABENA Belgian World Airlines jets fly to Brussels daily from New York, and Brugge is just 61 miles from Brussels.

### Keeping Costs Down On The Farm

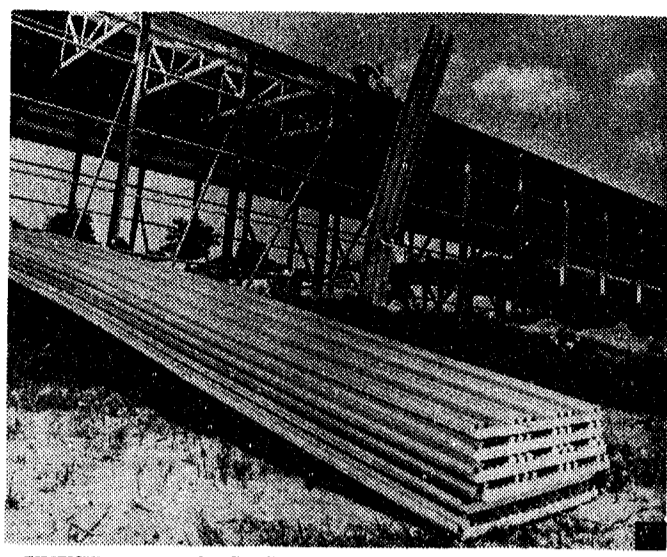
PITTSBURGH — The first insulated aluminum farm roofing and siding developed to meet demand for environmentally controlled buildings is now on the market.

It is composed of a light-weight foam core bonded between an exterior wall of high-strength Temper Rib siding and an easy-to-clean vapor barrier of aluminum foil. The new panel not only minimizes on-site labor time, but reduces material costs.

"Alcoa Insulated Temper Rib was developed in response to a farm building trend toward environmentally controlled structures and to combat the spiraling costs of field labor," said Paul H. McConaughy, the company's manager-agricultural building products sales.

Insulation value of the panel—using a 1 1/2-inch polystyrene core—is equivalent to what could be achieved with a 56-inch-thick concrete wall. Initial applications by Agway, Inc., Syracuse, N. Y., revealed significant savings in labor. For example, an Agway High-Rise Layer House—40 feet wide, 492 feet long—on the Bowman Brothers farm near Rochester, N. Y., was enclosed by five men in just four and one-half days. Equivalent labor and time savings were realized on a 432-foot layer house on the Raymond Sperry farm, Atlantic, Pa.

"This using less than half the time it would take us to install siding and insulation separately at the site," said Laverne Green, Rochester project supervisor. "We were actually covering 10,000 square feet a day!" Green said greater areas can be covered in less time be-



UNUSUALLY LONG SPANS of new insulated farm panel minimized on-site labor time and reduced material cost in the construction of this 432-foot Agway high-rise layer house on the Raymond Sperry farm in Western Pennsylvania. These roofing and siding panels are three times stiffer and one and one-half times stronger than standard aluminum roofing and siding sheet. Thus, purlins can be spaced farther apart than normal, reducing the overall number of building frame components.

cause the panels are light but rigid and up to 22 feet long. "It's unbelievable, how fast they go into place," he said.

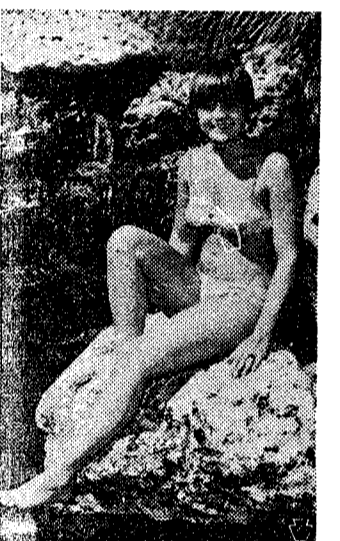
A saving also is realized in material cost. Fewer building frame components are needed, because the new panel is three times stiffer and one and one-half times stronger than insulated aluminum roofing and siding.

Agway already has enclosed more than six poultry houses, using about 300,000 square feet of Alcoa Insulated Temper Rib. Dr. John W. Dodge, Agway's director of poultry management said:

"We've 6 more sold and are planning to build 15 high-rise layer houses next year." Coordinator for a dozen poultry operations, Dr. Dodge said.

My concern is two-fold. Our houses must provide an exceptionally good environment for poultry. And, they must be built to withstand heavy snows and high winds. We do that by using a solidly constructed wooden frame covered with high-strength roofing and siding, such as Alcoa Temper Rib." For more information about Alcoa Insulated Temper Rib, write: Aluminum Company of America, 671 Alcoa Building, Pittsburgh, Pa. 15219.

### Modern Lorelei



Like the legendary siren who lured sailors to her haunted rock, this modern day Lorelei attracts boys from an exotic spot at one of the luxurious Mississippi Gulf Coast hotels.

There are almost 4000 modern hotel and motel rooms along the 28 mile beach of this famous sea coast resort. Many of these rooms are in brand new luxury hotels and hundreds more will soon be available as new hotels and motels, now under construction, are opened.

Exciting night life and a wide choice of excellent restaurants add to the fun this fall on "America's Riviera". The ten championship golf courses offer golfers some of the most challenging and beautiful holes in the country.

A series of fishing banks off the coast of historic Biloxi now provide fishermen with a real chance to land the big ones. Complete charter boat service is available year round.

Whatever your choice—golf, fishing or just plain relaxing in the sun—it's altogether on the Mississippi Gulf Coast.



### Compression Is Therapy for Leg Problems

How does medical science treat varicose veins and other severe leg problems caused by faulty circulation of the blood?

"There is a variety of treatments, including surgery in serious cases," said William O. Elson, director of medical research for the Bauer & Black division of the Kendall Company, "but the most common and most effective therapy, in most cases, is simply compression.

"Down through history," Elson continued, "compression was achieved by a number of primitive and clumsy methods." Even today, some women bandage their legs, an inexact and sometimes dangerous practice.

"Because of new synthetic elastic, which is stronger and more durable than rubber itself, and which is lightweight and washable as well, science has approached the ideal of achieving perfect, and comfortable, compression in modern elastic stockings," Elson said.

Only elastic hosiery provides the true compression which varicose veins require for support, Elson pointed out. He cautioned against the use of "support" hosiery when the doctor has prescribed elastic stockings, although Bauer & Black manufactures both types.

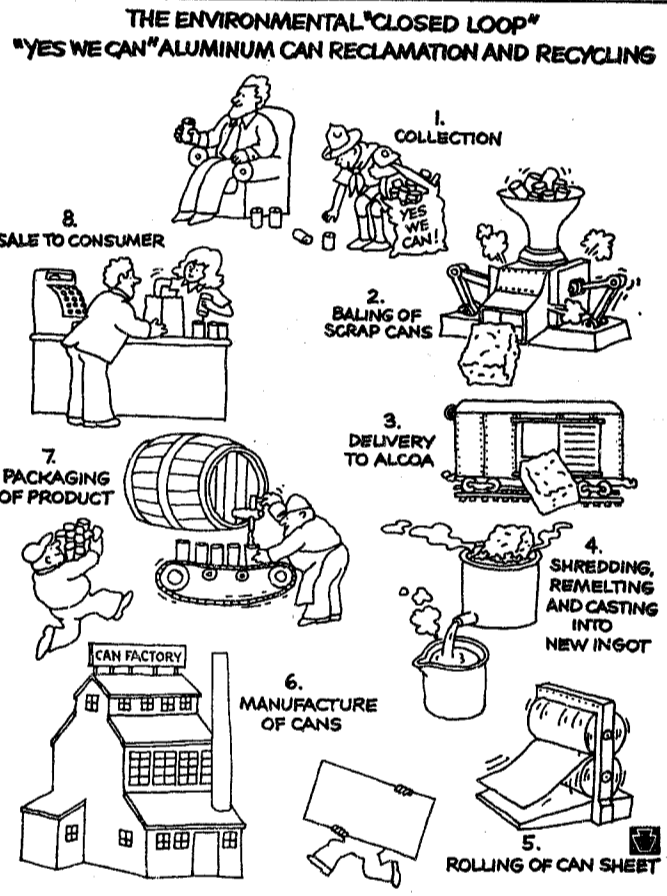
Tip For Older Women The scientist also offered a valuable tip to older women: "While you can buy Ultra Sheer elastic stockings which are almost indistinguishable from ordinary nylon hosiery, surgical weight elastic stockings are still a great value. It is true that their appearance is

not so chic as the others, but they provide much warmth, as well as firm support. Durable surgical weight elastic stockings are still a great favorite with many women who have worn them for years. They do their shopping in them—and switch to ultra sheer elastic for social occasions."

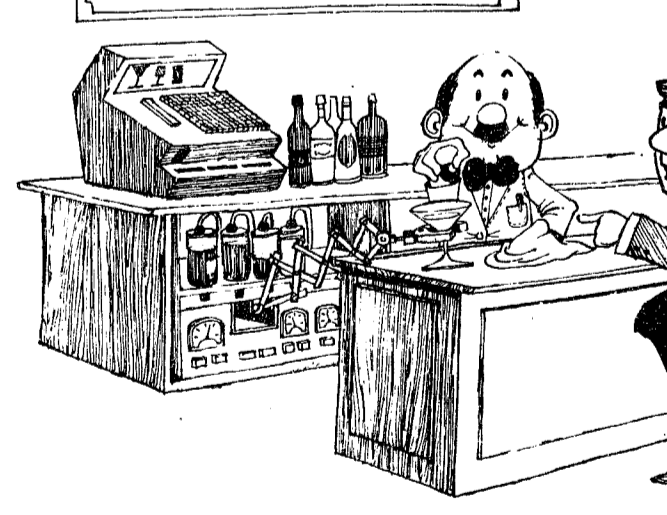
When To Put Them On Elson also suggested that women who need elastic hosiery for support should learn to get used to putting the stockings on before getting out of bed each morning.

"Since compression is the key to their effectiveness, it is wise to put on the stockings before the weight of the body's blood supply distends the veins," the researcher said.

One more point was made by Elson with regard to ideal compression through elastic hosiery: "It is important that such stockings be scientifically knitted, so that the foot and the ankle receive more compression than the calf or the upper leg. This is just the opposite effect from that which is created when a manufacturer depends only upon the elastic material to give compression—for the ankle, of course, is much smaller than the calf."



### "Make Mine An Extra Dry Electronic Martini"



The cash register is honest, even courteous, with an ever-ready "thank you" for anyone it serves, but its heart is as cold as steel. Recently, however, it has learned a gentler art than money-changing. A new version—the NCR "Electra-Bar"—actually mixes cocktails, a friendly pursuit almost everywhere.

The NCR "Electra-Bar" has a repertoire of 36 recipes selected by the bar owner who also stipulates the quantities and proportions of the ingredients. The bartender simply touches one button on the register—perhaps the one labeled DRY MARTINI—places the glass or shaker under the dispenser, and the gin and vermouth flow through

separate tubes into the glass in less than two seconds. The "Electra-Bar" pours the cocktail ingredients with computerized precision to assure that every imbiber receives full measure every time. Every bourbon Manhattan is exactly like every other. But the register's calculating heart still throbs inside. While pouring, the "Electra-Bar" subtracts the liquor dispensed from the inventory it keeps of liquor behind the bar, and performs all the conventional register functions. The purpose of the Electra-Bar system is not to eliminate the bartender, but to lighten his load so that he can devote more time to his psychotherapeutic duties. His heart remains as warm as the register's is cold.



### FISH THE COOL SPOTS

Fishing is the only sport in the world when finding a cool spot may mean you've found a "hot spot".

Most anglers look to traditional "hot spots" for their summer fishing success, when—in reality—they should be searching out those cool, shaded places where fish find life more pleasant.

And a likely place to find such an area is to check the back ends of cooves where water is shallowest. For here, by mid-summer, water plants such as algae and moss have developed a thick, spongy layer that serves as a water conditioner for fish.

A common theory brought to the attention of the fishing department at Mercury Outboards, is that water is cooler beneath such layers of plant life. For one thing, the water is shaded from direct rays of the sun. Another thought is that the plants act as an evaporating cooler for the water underneath. Whatever the reason, these thick beds of water plants are good places to fish.

Tempting a bass or pike out of a cool spot beneath the moss isn't easy. One method calls for using a pork rind frog, with a single weedless hook. (Another popular lure is a sponge rubber frog or mouse, with double hooks imbedded in the lure to prevent their being clogged by algae or moss. The weedless feature is important.)

### Is There Really A Land Of Giants?



How does it feel to be three feet tall? Washing your hands at a too-high lavatory with water trickling down your up-raised arms? Climbing into a monstrous living room chair? Reaching for an over size glass in a gigantic cupboard from that precarious perch atop a too-big stool? Trying to hang up your clothes when you can't quite reach the closet rod?

Adulthood brings with it a rose-colored myopia. We tend to reflect upon the carefree pleasures of childhood... and forget entirely the long-gone frustrations of living in a world where everything is scaled to a "giant's" size. Imagine—on a comparative basis—your own attempt at wielding a 15" dinner fork at a shoulder-high table... with dangling feet that simply refuse to reach the floor. Or groping for the comfort of mother's hand while trapped in a forest of legs in front of a bargain counter. No wonder children believe in "giants". They're everywhere... every day.

So he dreams... and plays at "pretend" where the world is scaled down to his size. Right now, for example—as he sits on the floor—he is a construction engineer. Grown up—a man—and in full charge of all the like-real maneuvers of this sturdy steel scale model Nylint Michigan Shovel. Make a believe, of course, but that's how kids learn and develop.

Growing up isn't all fun and play. Patience isn't easily acquired. Especially when one's efforts are continually thwarted by one's diminutive size and yet to be developed coordination. Don't expect too much of him. Spilled milk and cookie crumbs, lost mittens and muddy shoes are as much a part of growing up as birthdays, imagination, toys and bruised knees. And so is frustrated ambition. That's why a parent's patience, guidance and understanding are of the utmost importance. So, be gentle with him and with his dreams (his cluttered room, too). Remember, he's really the Future... even in a torn t-shirt.

Discover America. It's 3,000 smiles wide.

See exotic sun-bronzed girls on tropical beaches. Follow challenging trails up snow-bound peaks in the dead of summer. Uncover centuries of secrets buried in strangely beautiful caverns. Delight in authentic native dances: the boogaloo, the shing-a-ling, the state. Everywhere you go, friendly natives will introduce you to their strange folkways: the single-minded cult of the currier, the infinite imagination of the city-dwellers. America is action, ideas and a million surprises. Isn't this the year to get out and discover it for yourself?

### One Acre At A Time

#### Land Barons Take Over 50 States



MARYVILLE, TENNESSEE — An enterprising businessman, Realtor Julian Allison, is creating a new crop of "land barons" by the thousands with his unique idea of selling them property in all 50 states at a total "bargain price" only \$14.50.

To get his project underway, Allison spent 6 years in researching, inspecting and buying property until he had acquired bona fide title to one acre in every state in the Union.

Each square inch plot represents a joint and undivided interest to at least one full acre in all 50 states. "Tenancy in common" entities own to full use of entire acre. For one price, he issues a complete set of 50 legitimate deeds, and a map showing general location of all tracts.

Since all of the sites are in scenic areas and easily accessible by public roads, it is expected that many buyers will use their new property for recreational purposes.

"There's no property tax liability involved," Allison said. "The average person seems excited over the ability to own property in all 50 states at such a 'peanuts' price. Also, many businesses are ordering sets of deeds as gifts for customers."

Although all deeds are completely legal and can be recorded in the various counties and states, he admitted that he expects few buyers to do so.

More information is available by writing U. S. Acres, Drawer B, Maryville, Tennessee 37601.

### Memorial Medal Honors The Kennedys



While many nations issued coins, stamps and medals in memory of John F. Kennedy, the impact of the world's leadership loss after Robert's assassination prompted only France to issue a medal to honor both Kennedy brothers. Exquisitely engraved, the obverse bears a double profile of the president and the senator. The reverse bears the United States shield, with five stars at the top and the words "United States of America" along the outside rim.

The profiles of John and Robert Kennedy are the center design on the face of the medal and the legend carries the dates of their births and deaths. A star separates the dates between the two legends.

Delicately detailed, the medal diameter is 1.34 inches, slightly smaller than a silver dollar. Each bears the initial of the designer and the mark of the French mint in Paris.

Medals are available at participating banks at \$10, in silver. 24K gold plate and also (2-inch) diameter fine silver. Exclusive U.S. distributor is Surrey-Wayne Corp., P.O. Box 645, Elgin, Ill. 60120.