

## Add-A-Room Economical For "Growing Pains"

If your house has "growing pains," or your family has become so large that a new bedroom or children's playroom is needed, it would be wise to make a survey of present under-roof areas—like the attic basement, breezeway, or garage—for "Add-A-Room" possibilities.

These are the first areas you should consider, since it's generally more economical to utilize unused or little-used space than to build an entirely new addition.

If there is some under-roof area available, chances are you can get your new room at a surprisingly low cost. The amount of money needed will depend, of course, on such factors as the size of the new room, the building materials used, and the nature of any plumbing and heating installations that may be required.

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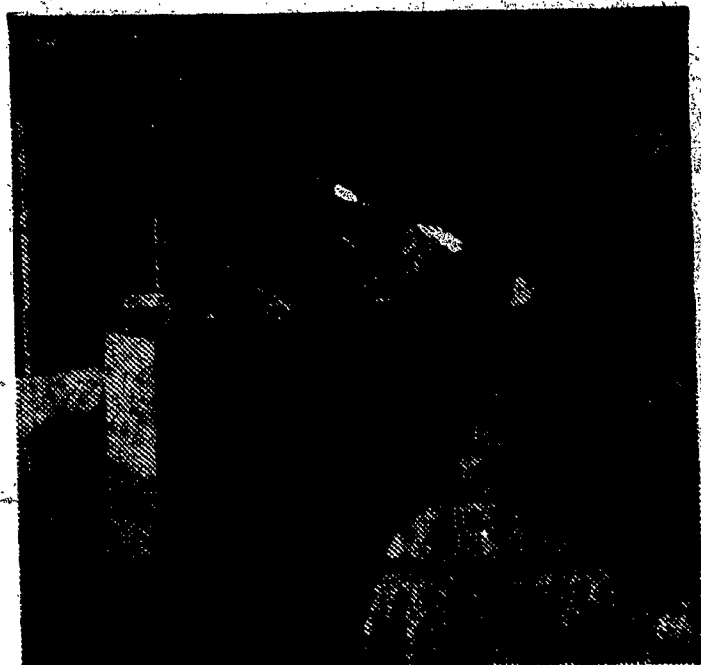
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YOUNGSTERS LOVE PRIVACY, TOO, and this movable room divider is the answer to the problem when a room must be shared. It's also a treasure trove for toys. The wood divider is painted to contrast with wood paneling.

## New Furniture Fashions Showcase Diverse Themes And New Trends

Springtime is the time to give your home a fresh new look with new furniture. Whether you plan on buying a little or a lot, you'll find the Spring '61 furniture picture is a masterpiece of fine styling and superb craftsmanship.

Contemporary furniture is characterized by new warmth and softness... with less stress on its purely functional appearance and rather severe geometric proportions.

Colonial and Early American are increasingly popular. They are best-sellers priced for all budgets. Mahogany, cherry and maple woods are styled with authenticity and charm. Pine and oak are important newcomers in the "country style" furniture.

Danish Modern continues to be a prime favorite in all price ranges. The use of elm as well as walnut give it richness and durability. It is featured in groups of coordinated furniture for a harmonious theme throughout the home.

All in all, the new furniture styles are more versatile, more livable and more beautiful than ever. They interpret the best of the past for the way you want to live today and in the future.

The other important trend is the very pronounced traditional

### Mission Held In Prison

Angola, La. — (NC) — A weeklong mission for prisoners was conducted at Louisiana State Penitentiary here by Father Alvin O. Billimak, C.S.S.R., of the Redemptorist Mission band.

There was Mass each morning and a mission service in the evening. Special services were held for women.

James Hall, a sophomore, is offered the study grant as a special privilege, since the course is designed for juniors.

influence, both in authentic reproductions of furniture classics and in contemporary interpretations inspired by the past.

Provincial furniture, whether of French or Italian inspiration, has a unique aura of elegance and light-hearted living. Walnut, cherry and burnished white are the favored finishes. Grill inserts are a new, attractive feature.

## Electric Dishwasher Takes Over Modern Housewives Are Free Forever From Daily Dishwashing Drudgery

There are 3,685,000 homemakers who have found more important things to do with their time than washing dishes three times a day. They are the women who have learned that automatic dishwashing keeps the kitchen tidier, saves time, and turns out sanitized sparkling dishes, glasses, silverware, pots and pans.

This year's electric dishwashers have been improved to make them more usable than ever. They have greater capacity, are quieter and easier to load, and some automatically maintain hot water temperatures. Special cycles suit special needs — a normal cycle for regular loads, a pre-rinse cycle for holding a few dishes until more accumulate, a gentle cycle for slightly soiled dishes or delicate china and crystal, a more powerful surge with double wash cycle for pots and pans, and a plate-warming cycle. Hand rinsing is obsolete.

Styling of 1961 electric dishwashers is more attractive and includes decorator colors. Trim kits are available for matching some washers to wood cabinets, wallpaper, or paint.

Not all features are found in all models, but it's easier this year to choose an electric dishwasher to suit the family's needs.



Features of the 1961 line of dishwashers include big-sized portable models such as this one that handles a full day's tableware for the average family, as well as pots and pans. Portables fit kitchens of all sizes.

New rack designs provide more flexible loading patterns and there's more room for long-stemmed goblets and odd-shaped dishes. Dispensers automatically inject detergent during wash cycles and a wetting agent during the last rinse for spotless drying.



New electric dishwashers, portables or built-ins like this one, have special dial settings for such things as pre-rinsing, gentle action for delicate glassware, and powerful surges of water for pots and pans.

**Triple Anniversary**  
Nashville, Tenn. — (NC) — Nashville's Bishop William L. Adrian celebrated a triple anniversary in two days here.

On April 15 he observed his 50th anniversary in the priesthood and the following day both his 78th birthday and the 25th anniversary of his consecration as Bishop of Nashville.

**HOME and FAMILY LIVING**

## Advertising: Debut for a French Table Wine

The sale of wine in France might seem, at first glance, to be an activity completely immune to American marketing methods.

Almost as a matter of his birthright, a Frenchman feels he is an authority on wines. Bottles are brought up from the damp coolness of the wine cellar, some of the excess dust is blown away so that the label may be seen, the cork is pulled, the wine tasted.

At least, that is the image of the Frenchman and his wine. Unfortunately, not all wine-drinking moments are great occasions even in France. Prudent Gallic management of the purse strings often dictates that the vintage wines be reserved for the special occasions and that vin ordinaire — a good-enough table wine — be employed as the accompaniment for most meals.

It is, therefore, not surprising that a brand named Prefontaine, a French table wine, sells more than 65,000 cases each day in Paris, 20 per cent of all the wine business done in that city. In fact, Prefontaine supplies 8 per cent of all the wine consumed in France.

No musty wine cellars and dusty wine labels are a part of the Prefontaine image. The company's corporate facade is quite different. Two hundred blue-and-red trucks, always kept spotlessly clean, dart in and

out of the Paris traffic delivering the wine. In fact, drivers are rated as to how clean they keep their trucks. This affects their weekly pay.

Red-and-white barges loaded with the wine move up and down the Seine and they, too, are kept sparkling clean. Red and blue advertising posters bearing the Prefontaine label are on the sides of hundreds of Parisian buses and there is a heavy magazine, newspaper and outdoor advertising schedule.

It is all a far cry from what one might expect of the vintners of France.

Now the National Distillers Products Company, borrowing a leaf from the French, is about to market Prefontaines in the United States. It will be the first time that National Distillers ever has mass marketed wine in the United States.

It is National Distillers' idea to make Prefontaines popular by giving Americans a French wine, making them remember that one name and stripping away all the complexity of vintages, wine districts and chateaux. All the American need remember is Prefontaine wine, either red or white.

National Distillers believes that Prefontaine stands in the same place today as the imported whisky brands stood just after the end of prohibition. It believes that the time for the mass marketing of imported wines in the United States has now arrived.

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Just set the thermostat—your work's done!

SWITCH TO GAS HEAT NOW!  
Now's the time to switch to gas heat—during the spring heating season. You'll especially appreciate gas heat now because spring is the season of warm days and chilly nights and if you are using an old-fashioned fuel you must start a fire every night—to take the chill off the house—only to let it die out in the morning. Lot of work? You bet it is! And uneconomical, too! With dependable, completely automatic Gas Heat you need only to set the thermostat to the temperature desired, then sit back and relax in complete comfort. No fuel wasted either because you use only as much, as you require to keep you and your family comfortable. Don't put up with the inconvenience and expense of other fuels any longer. Convert to clean, economical Gas Heat now!

TWO WAYS TO SWITCH TO GAS HEAT  
There are two ways you can do this. First, if your present furnace is in good working order, you can install a compact Gas conversion unit for as little as \$1.70 a week. Your heating contractor can complete your installation in a few hours time. If your furnace has seen better days, although it may be still operating, you may need to install a new furnace. In either case your heating contractor will tell you the installation that will be the most economical.

DO IT NOW!  
Right now your heating contractor has more time and men available to give your new installation all the attention it deserves. So don't wait until Fall when the heating contractors are in the "rush season." Call him today! Enjoy all the comfort of completely automatic Gas Heat for the balance of this heating season. You'll be glad you did next winter.

GAS HEAT COSTS LESS  
And Gas Heat costs no more than other automatic fuels. It actually costs less when you consider all costs. Add up the cost of the equipment, the cost of installing it, the cost of maintaining it, and the life expectancy of the unit, as well as the fuel cost for operating it. When all these costs are considered, Gas Heat saves you money.

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