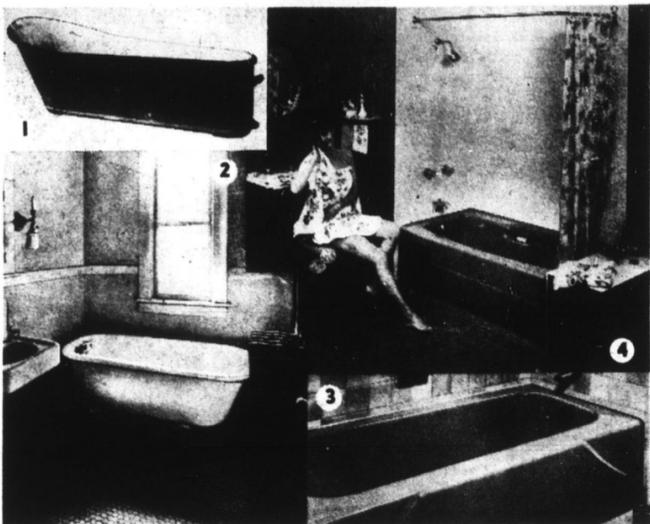


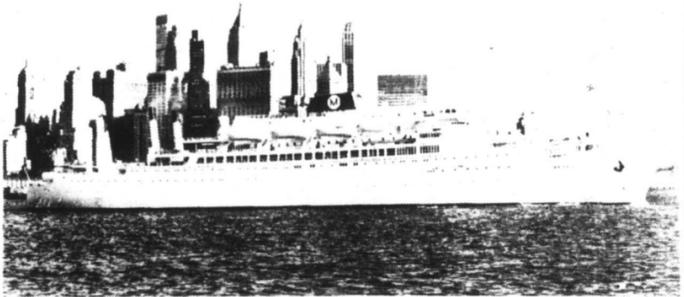
It's Body Shaped

New Tub Made For People



From the hand-made bathtub of the western frontier (1) where men took baths once a month whether they needed them or not, 'til today, tubs were made for one purpose, to hold a lot of water. True, the first manufactured tubs were larger, like the "boat-with-feet" models of the 1800's (2). And later ones, like the side-wall types that came in during the '20's (3), offered "modern" design, but they were still made primarily just to hold water. Now bathtub manufacturers such as Crane Co. are going well beyond the original concept and considering the people using them, their safety in use and how they harmonize with the decor of the rest of the room. The Empress (4), for instance, is the first "body-shaped" tub. It's tapered to allow extra hip and elbow room, and has a contoured backrest and bottom. Built-in innovations include a sturdy grab bar, an integral, easy-to-clean soap dish and a wide ledge for toilet articles. An optional slip-resistant bottom helps prevent injuries, while the tub's sculptured lines match modern design motifs.

EXPO '67 Promises Fair Weather For Cruises by New Ship-Hotels



Expo '67-bound is the S.S. BRASIL. This fall the ship-hotel will make three trips to Montreal.

NEW YORK (AP)—The newest luxury liners flying the U.S. flag are setting out to prove English poet Isaac Hawkins Browne was wrong.

S.S. ARGENTINA and S.S. BRASIL are sailing from New York to Montreal, site of Expo '67, to dispute Browne's famous lyric, "A fair where thousands meet but none can stay."

Voyagers aboard the twin sister ships will not have to chase all over the crowd-thronged city in search of a room. They can stay aboard their elegant ship-hotels.

Browne did not have Expo '67 in mind when he wrote his much-quoted ode, but Moore-McCormack officials were very much Expo-minded when they recently announced four cruises from New York to Montreal. Every available stateroom was gobbled up overnight.

Happily, three more Expo cruises have been scheduled. Bowing to the tense situation in the Middle East, the BRA-

SILS owners canceled the cruise she was to have made to the Mediterranean this autumn, enabling her to sail for Expo on September 13, September 25 and October 5.

The sleek liner will spend one day cruising up the magnificent fjord-like Saguenay River. Leisurely stops will be made at picturesque Gaspé and Québec City. Passengers will have three whole days in Montreal to sample its fair-ware. In all, the round-trip voyage will take 11 days.

No one visiting Expo will be so thoroughly pampered as BRASIL's passengers. Every stateroom aboard the ship boasts first class accommodations—windows or portholes, private bath, draft-free air conditioning.

A promenade deck makes a

long, unbroken loop around the ship for continuous strolling. On board are fashionable cafes, facilities for deck sports, swimming pools and a night club, theater, gym and beauty salon.

Clearly, poet Isaac Browne did not anticipate fair-going ship-hotels.



The Brasil's nine decks offer such luxurious facilities as this professional theater.

THE COLOR CORNER

BY MARTHA BRANDT

It's a lot of fun to look at a rainbow, but if you're in the middle of one it's a bit hard to sort out the colors. There are at least 4,000 dyes or combinations of dyes coming out of nations being manufactured today, according to a leading source, the Textile Dye Institute.

One pot of gold at the end of this rainbow is information. Consumers can now count on some help from the industry which creates the colors in the first place. For starters, here are basic questions to keep in the back of your mind while you're holding those exciting new colors in front of your eyes.

Where Is the Purchase To Be Used? If you're buying draperies, for instance, either ready-made or by the yard, consider the windows they will frame or cover. If they are exposed to a lot of sunlight, make sure the fabric is colorfast to light (ask the salesperson, if there is no tag from the manufacturer. If you can't get an answer from the store, take time to write to the manufacturer).

If You're Buying Clothes, Think About What You Want. Are they washable or cleanable clothes—or both. Sometimes cottons (particularly those blended with other fibers) can be either washed or dry-cleaned. Women's dresses and men's suits as well can be cared for at home if they are labeled "washable."

You Should Also Check Labels For Any Information. If they are not informative, write to the manufacturer or a reputable organization who will help you find out. Obviously, if you're buying anything with color you want to have the color last as long as the garment. So make sure that you buy the best quality you can afford. The good manufacturer is interested in his good name, and he can best protect it with good quality products such as the best dyes/stuffs for colored fabrics.



WHAT'S A FISHING MOTOR

One popular misconception about outboard motors used for fishing is that they are small, temperamental and coated with fish scales.

Once, this might have been a valid observation. Today, however, the outboard is found in such a wide number of fishing situations that size is no criterion, and neither is the tendency to be temperamental.

So, what is a fishing motor? According to the fishing folks at Mercury outboards, this label can be hung on any powerplant showing a fish through any waters for fishing—from placid ponds to the briny deep.

Horsepower requirements are determined by the type of fishing in which an angler engages most often and the style craft used.

On small lakes or streams where johnboats, canoes and 12-foot skiffs are adequate, the 3.9-hp engine is seen most frequently.

The 6 and 9.8-hp motors outnumber other power classes. They fit the country-wide average of fishing situations where power needs are matched to lightweight craft and reasonably protected waters.

On large impoundments where distances to good fishing spots are considerable, 20- and 35-hp motors are common. These units will push a boat along at a fast clip, one of the reasons they are favored by professional fishing guides. Another favorite of many guides is the 50-hp outboard that can drive a large, heavily laden skiff with ease. It's also a good choice on small family runabouts which serve in dual roles for both water skiing and fishing.

What's New At HEW

By Melville H. Hosch
Regional Director



Department of Health, Education, and Welfare, Region V (States include Illinois, Wisconsin, Michigan, Ohio and Indiana)

Many fabrics burn. They not only ignite, but sometimes they burn so rapidly that escape is almost impossible.

The American public is only dimly aware of the destructiveness and frequency of such fires. Of the estimated 1,000,000 people burned in the home each year, clothing fires are involved in about 150,000 cases. Thousands more are burned in fires involving bedding, drapes, upholstery and other household fabrics.

At the University of Michigan, 1,500 severe burn cases have been analyzed since 1964. Of these cases, about 40 percent involved clothing.

The death toll alone is estimated at 2,000 to 3,000 annually. Every year 100,000 persons are hospitalized for burns, occupying two million hospital bed days. Another 3.6 million visits are made to physicians' offices for treatment.

Many Victims Helpless

Perhaps one of the most tragic aspects of these fabric burns is that many of the victims are those who are least able to help themselves—the aged, the disabled, the poor and our very young children. Many of those injuries could have been prevented if people had been adequately warned and protected—if more adequate flammability standards had been in effect.

The Department of Health, Education, and Welfare and the Department of Commerce are working together in an effort to determine the involvement of textiles in burn deaths and injuries.

The Public Health Service has been conducting extensive field investigations on burn cases. The purpose is to document the physical agents and human factors in burn cases involving clothing and fabrics. When available, samples of the clothing being worn at the time of ignition, or duplicate items, are obtained and submitted to the Bureau of Standards for flammability tests. Results of these tests are added to the Public Health Service analysis of methods of prevention, hospital costs, medical treatment and rehabilitation.

The Public Health Service has also contracted with the University of Michigan Hospital to set up a National Burn Information Center. This unit is collecting case management data on serious burns, their treatment, their costs as measured in hospitalization.

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GORDON'S
ESTD 1769
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DISTILLED LONDON DRY GIN
THE HEART OF A GOOD COCKTAIL

Wedding In Malaysia

Malaysia's colorful traditional wedding ceremonies of its three main component communities (Malay, Chinese and Indian), will be featured in an Ideal Home Exhibition to be in Kuala Lumpur in connection with the large-scale 10th anniversary celebration of Malaysia's independence on August 31 this year. Photo shows tableau, a permanent exhibit at the National Museum, depicting the "Bersanding" (sitting in state of the bridal couple) ceremony at a Malay wedding.

The Exhibition featuring different types of home interiors will be presented by the Young Women's Christian Association in conjunction with International Tourist Year. To be held at the National Stadium Negara from July 8-14, it will also include cooking demonstrations on Malaysian recipes and party fare. Demonstrations will also be given of the Malaysian creative arts such as batik painting, fabric design, weaving, brush painting, beaten metal work, prints, pottery, ceramics and flower arranging.