

A Schedule Is a Timesaver for Every Busy Housewife

"If only I had more time..." Heard that line before? More likely it's a favorite of your own, often muttered as you watch your neighbor or fellow worker accomplish all that you do—and then some! The real reason you never have more time for the "and then some" is that something's probably askew in your timetable.

Actually, it isn't more time we need, but less waste of it. There are exactly 1,440 minutes a day, no more, no less. Start whittling down the ones you waste until they add up to something significant.

"What better place to begin than when you first peek out of sleep-filled eyes in the

morning. Rule number one: Get up when scheduled to wake up! Or if you're not the bound-out-of-bed type, you can try to learn to be a successful stay-in-bed like Sir Winston Churchill who dictated letters, went through mail and otherwise worked in bed until noon. If you can use this time to schedule your day, or solve a family problem, you may make a success of the extra 20 minutes or so you steal in bed in the morning.

Above all, put yourself on schedule. This may sound regimented, but sitting down every morning, perhaps over that second cup of coffee, and writing out the day's activities can

mean the difference between that satisfying sense of accomplishment at day's end versus the I-ran-around-all-day-and-didn't-accomplish-a-thing syndrome.

It may even be a good idea to "diet" your schedule if it's overfilled with too many household errands and civic and social activities outside the home. Realistically figure what you can do... forget the rest.

Time analysts at Westclox, one company that has kept Americans on time for nearly 80 years, have found through surveys that women with families should limit themselves to no more than three outside activities. Once they sign up for P.T.A., Symphony Association and Church Bazaar, for instance, that's enough.

When you make your list of activities, post it where you can keep an eye on it. Ideal spots are the kitchen bulletin board or on the dresser mirror. Now consider these time-saving tips:

A breakfast table set the night before saves time in morning's usually frantic pace. And, speaking of serving meals, use a tray when setting or clearing the table of dishes, silverware or condiments.

If you're spending the day around the house, have a pad and pencil handy for on-the-spot recording of chores that need doing and items that need buying. Also a clock in every room—is important especially in the kitchen, bedroom, and bathroom.

Particularly useful are timers. Keep a couple in strategic places around the house, and you'll be saved by the bell many times—when the school bus arrives, children's bedtime, study time, when dinner's ready. In the kitchen, gadgets like onion choppers, egg slicers, strawberry hullers and apple corers are indispensable when preparing meals and snacks. Stock up on them. Blender

work is offered in three colors—terra Cotta, Antique White and Sand—each one having its own characteristic shade variations.

While you're at the window, clean window blinds on the double. Use a pair of old cotton

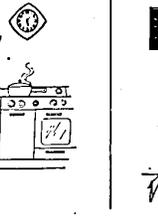
gloves—one soaked in cleaner, the other dry. Then try using shoe polish to brighten tapes and cords. Forget the bathtub soaking routine for blinds.

Here's an amazing time saver for cleaning tarnished silver: line the bottom of a large plastic or enamel pan with foil, pour in about two quarts of warm water, and add two tablespoons each of salt and baking soda. Make sure each piece of silver touches the foil, and within minutes, your silver is sparkling.

Both at home and at business, leave tough jobs for your best hours. These are usually later in the morning or early in the afternoon. Westclox time experts advise. Breadwinners at work can profit by a time saving trick or two like one of movie magazine Samuel Goldwyn. He makes lunch dates for 1 p.m., then announces an unbreakable appointment for 3:30. Get in the habit of listing the following day's schedule before leaving business at night. And time saving executives should try this trick when on the move: use 3x5 file cards for note taking—yellow cards for telephone calls, green for letters to be written.

"Time is the stuff life is made of," Ben Franklin who originated the idea of daylight saving time, once said. The old expert, who found time in his

life to tinker with kites and stoves, to run his own enterprises as well as help found a new kind of government, proved himself correct. Don't you think it's about time you saved some and used it to your best advantage?



Wall Covering Gives Home A Colonial Look

Elegance, plus the hearthside warmth of brick, can now be brought inside every modern American home as wall covering. With inherent three dimensional qualities, it leaves walls with the authentic appearance and feel of Early Colonial brick work.

About an eighth of an inch thick, each piece includes its own "mortar" and is 8-7/16 inches long, 2-3/16 inches wide. Pieces can be cut with tin shears or nailed without splicing.

Made of a high-impact material, butadiene/styrene copolymer, this brick work is highly resistant to wear, household acids and stains, and requires practically no maintenance.

Due to its light weight it can be applied to any sound, dry wall without extra support. Tools required for installation are a carpenter's level, saw-tooth trowel, cement and tin shears.

Either a "soldier" course or staggered brick pattern can be followed when applying, but the latter is recommended to best complement the sculptured "old" brick effect possible with



Triple Safe Washer Aids Housewife

Although a wringer-washer is bought primarily to wash clothes clean, it is certainly to the housewife's advantage to select one that is not simply safe—but "triple-safe."

Due to its special inherent design, a new wringer-washer releases roller pressure instantly and completely when as little as 20 pounds of pressure is applied to the release bar, apron or the laundry engaged in the wringer.

Leaving one hand free at all times for handling the wash, the appliance permits single-handed resetting of roller pressure or adjustment of the wringers to any of 28 positions.

Cushioned wringer rollers adjust automatically to any fabric thickness while a "Visi-Matic" open-top principle assures complete visibility, letting the operator stop the rollers immediately to eliminate tangling of clothes.

The water hose connects to the lint filter through the side of the tub, rather than through the lid, eliminating the need of removing the hose to take off the lid.

Called the "Lady Kenmore" it is available exclusively at Sears.

CONTINUOUS DEMONSTRATION Shows How To Fix Cracks Permanently WITH TUFF-KOTE AND GLASS FABRIC



This week, continuous demonstration shows you how to solve 102 home maintenance problems. See how to:

- Cure cracks permanently
- Repair rotted windowsills at low cost
- Fix leaking gutters
- Seal flashings, etc., etc.



Appliance Sales Soar in 5 Years

A 132 percent increase in the sale of automatic dishwashers over the past five years has been reported by the National Electrical Manufacturers Association.

Sales in 1965 totaled 1,290,000 as compared to 555,000 in 1960.

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This is What Dreams are made of...

SUBURBAN '66 LIVING AND THE COMFORT CONDITIONED GAS HOME

The "dream" goal of American life is changing to the casual ways of suburban living with its pleasant relaxation and added living space. So, more than ever, this calls for a home with all the modern, time-saving, step-saving conveniences. Natural Gas brings this better living to more and more families every day. The Gas Comfort Conditioned Home has added a new dimension to suburban living - year-around climate control. Gas heating in winter and gas air conditioning in summer maintain a delightful, fresh-air atmosphere that makes a more healthful, comfortable place to live. In addition, modern gas appliances—range, water heater, clothes dryer, and incinerator—contribute to better, easier living. Outdoors, softly glowing gas lamps add a touch of elegance and a special note of charm to the relaxed atmosphere so popular in suburbia. The new gas grill makes it possible to produce an almost endless variety of flame-kissed, barbecue-flavored foods without any muss or fuss. Gas pool heaters automatically assure "just-right" water temperature plus extra weeks of swimming enjoyment. Yes, Natural Gas helps fulfill the dream of modern suburban living.

Consumers Power

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Family Banking Center

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Lake Pointe Village Joy Road-Beech Daly Road
Schoolora-Interior Seven Mile-Telegraph
Schoolora-Delo Grand River-Wildcat
Twelve Mile-Orchard Lake Ann Arbor Road-Lilly