

Fabric Life Depends on Many Factors

How long will the fabric wear? Every salesman of upholstered furniture is familiar with this unanswerable question. Of course, he could begin, and often does, with the expression, "under normal wear." But what is normal wear?

To one family, normal wear means seating twice a week for guests; to another it means lounging for Dad, three kids and a cocker spaniel. Extremes, perhaps, but too often both families actually expect the same durability from identical fabrics.

Beyond the differences in family wear and tear, fabrics are subject to the vagaries of heating (for example, a slight gas leakage can cause white rings in certain fabrics) as well as exposure to sunlight.

The varying acidity of perspiration affects the lifespan of a material as does the frequency and manner of care the fabric receives.

AND WHAT OF the natural differences of fabrics themselves? It is an inescapable fact that price and wearability are not commensurate in materials.

Many of the most decorative and luxurious fabrics are also the most fragile.

The wise shopper will anticipate the uses of any upholstered piece and select the fabric most likely to meet the requirements.

If, for example, she needs a fabric that can live with a growing, active family, nylon may be her best choice. However, for maximum wearability, the majority of the nylon should be on the surface and not underneath as it often is when blended with other fibers.

THE PRICE of this wearability may be an occasional puckering of the fabric due to drastic moisture and temperature changes.

While the fabric will return to its normal shape unharmed, this reshaping is part of the sacrifice made to gain durability.

Most women have a sixth sense for judging the quality of dress material simply by getting the "hand" of the material between their fingers. When selecting upholstery fabric, the material should be handled in the same way.

BEFORE BUYING an upholstered piece, the shopper should always read the claims of the manufacturer.

For best wear, the fabric should have been processed for soil resistance.

There are basically two processes for giving protection to fabrics. One coats the fibers, changing the "hand" of the material and providing protection only against waterborne stains.

The other process actually penetrates the fiber and protects it

against both water and oil-borne stains, without changing the feel of the fabric.

THE LIFETIME of any fabric depends largely on the care it receives. Stains should always be removed just as quickly as possible.

Regular cleaning is important. The most recommended method of cleaning is to whip up dry foam and gently massage the fabric with a cloth or brush, using as little moisture as possible.

Wash over with a damp cloth and once over with a dry one. It is a safe rule of thumb to

avoid dry cleaning upholstery fabrics unless you are unquestionably sure of the fabric contents and the process employed by the cleaners.

In your own cleaning, you should generally avoid spot removers and cleaning fluids. Many chemicals will cause the foam rubber in cushions to disintegrate.

Many other woods, fine in themselves, use the word mahogany as part of their names when in fact they are not true mahogany at all.

Neither should a buyer be misled by "mahogany finish" which simply indicates the finish and not the wood. Most genuine mahogany is identified as such by the Mahogany Association.

Mahogany Is Traditional In American Furnishings

By definition, mahogany is as exotic as zebra wood, amboyna or ebony. By status, this aristocratic hardwood is part of the American tradition of fine furnishings.

Found only in the tropic regions of Central and South America, the West Indies and Africa, mahogany was unknown to our Early American craftsmen who relied on the native woods for their utilitarian furnishings.

During the Colonial period, mahogany was introduced into American homes through the finest cabinetmakers of that day.

SINCE ITS American adoption, mahogany has been a prestige wood, synonymous with quality and beautiful furniture. It enjoys that position today.

Respect for this fine hardwood wood, synonymous with quality and beautiful furniture. It enjoys that position today.

The texture of mahogany is firm and at the same time easily cut and carved.

This economy in production is reflected in the price. Good mahogany furniture is found in almost every price range. In many of the better lines it is often slightly lower in cost than comparable styled other hardwoods.

SINCE ITS discovery, designers have looked to mahogany for expression.

Mint Torte Fits Into Schedule for Quick Party Cake

Need a party cake in a hurry? You can fit this mint torte into a tight time schedule and still be sure there'll be requests for "seconds."

First, bake a yellow package cake according to package directions. After it is completely cooled, split each layer into three parts.

TO MAKE the frosting, whip one pint of whipping cream with 1/2 cup of confectioners' sugar until it stands in soft peaks.

Carefully fold in one-half cup crushed after-dinner mints. Spread each layer with mint whip and frost top and sides of cake. Refrigerate until ready to serve.

These golden years of furniture design during the 18th and 19th centuries were also the years of mahogany dominance, the "Age of Mahogany."

For almost 200 years mahogany was usually finished in the deep red introduced by Chippendale and popularized by Sheraton, the Brothers Adam and Heppelwhite.

During the 1920's bleached mahogany was seen on American contemporary furniture.

Today mahogany receives the full range of '68 colors. The soft mellow browns, especially a light sherry hue, are frequently seen on major mahogany collections.

Shoppers seeking genuine mahogany should read all tags carefully.

MSU Bulletin Helps Family Food Budget

You can budget the budget for food and still not cheat your family of foods they need.

With this in mind, Roberta Hersey, specialist in foods and nutrition, offers food budgeting instructions in a new Michigan State University Bulletin.

"Making the Most of Your Meal Money," published by the Cooperative Extension Service at MSU, contains sample menus, nutrition facts and comparisons of food costs.

"THE COST OF" healthful food plans for a family of four often varies by as much as \$12 or \$13 a week," Miss Hersey says. "It depends upon the choices made from each of four food groups: milk and cheese; vegetable-fruit; meat-eggs; and bread-cereal."

The publication also includes some money-saving recipes plus some nutritious new ideas for old foods—such as using peanut butter for a crumb crust pie.

You can obtain the bulletin without cost from your county extension office. Or, write to Bulletin Office, 10 Agricultural Hall, Michigan State University, East Lansing. Ask for Extension Bulletin 414.

fully. Many other woods, fine in themselves, use the word mahogany as part of their names when in fact they are not true mahogany at all.

Neither should a buyer be misled by "mahogany finish" which simply indicates the finish and not the wood. Most genuine mahogany is identified as such by the Mahogany Association.

Consumer Benefits From Increase in Poultry and Eggs

Poultry and egg prospects for early 1964 aren't brighter for the farmer but look good for the consumer.

Increased supplies of both broilers and eggs seem likely, according to a survey made by a national committee of which Dr. Henry Larzelere, Michigan State University extension specialist in agricultural economics, is a member.

The 1963 marketing year was slightly better than 1962 for egg producers. Broiler growers found prices lower in 1963 in three of the four quarters compared with 1962, Larzelere said.

Zipper's Stuck? Here Is The Way To Get On Track

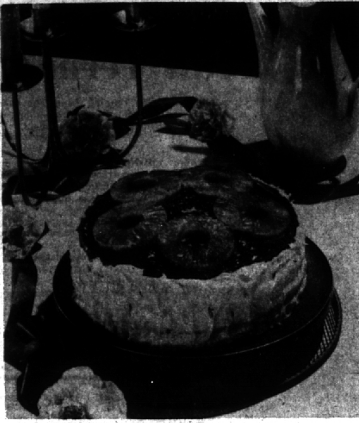
To remove a zipper that has pulled out of its slider, remove the slider to the open end, hold it loosely and insert the end tooth on the pull-out side into the slider where it belongs.

Be careful to hold flat the rest of the zipper in front of the slider so that the two sides are exactly parallel and so close they almost touch.

If you are holding them correctly, you can hold the ends of the tape as the slider pulls up and makes the teeth.

Fix Canvas Tears

Repair holes or short tears in canvas by using rubber cement to apply the patching material. Weight the patch down for several hours to insure its staying in place.



This Pineapple Dessert Just Takes the Cake

This very handsome cake was designed especially for a party, yet it's easy fixing, for it is made with a white cake mix decorated with a luscious pink jelly glaze and pineapple rings.

To make it even more elegant and richly flavored, the cake layers are split and then put together with a custardy crushed pineapple and sour cream filling.

- PINK PINEAPPLE CAKE**
- 1 package white cake mix
 - 2 eggs, separated
 - 1/4 cup sugar
 - 2 1/2 tablespoons cornstarch
 - Dash of salt
 - 2 cups undrained crushed pineapple
 - 1 tablespoon lemon juice
 - 1 teaspoon grated lemon peel
 - 1/2 cup dairy sour cream
 - 6 tablespoons red currant jelly
 - 5 slices canned pineapple, drained
 - Pink frosting

Mix and bake cake according to package directions for 8 or 9-inch layers. Use egg whites only in cake. Cool completely. Meanwhile combine sugar, cornstarch, salt, pineapple and egg yolks.

Cook and stir over boiling water until clear and thickened. Stir in lemon juice and peel. Over when cold, blend in sour cream.

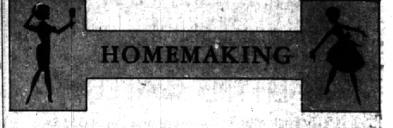
TO ASSEMBLE CAKE: Slice each layer into two thin layers with a sharp, serrated knife. Put 4 layers together with filling in between. Over low heat, melt jelly with 2 tablespoons pineapple syrup.

Brush a thin film over top of cake. Set pineapple slices on top. Carefully spoon rest of jelly over fruit and cake top in smooth even layer.

Reheat if jelly sets again. Frost sides of cake with pink cream cheese or fluffy frosting from a mix. Chill until well set before serving.

FROSTING: Soften 1 (3-ounce) package cream cheese with 2 tablespoons pineapple syrup. Add 2 1/2 cups sifted powdered sugar one half cup at a time, blending after each addition.

Add grated orange or lemon peel and a few drops of red vegetable coloring to tint a delicate pink.



Catalogues Tell Of Rosy Future

Looking to all the sparkling new roses and brilliant new colors this year will usher in, the rosarian may well start to think about a return to the rose garden.

The best way to begin is by gathering as many facts and illustrations on all the new varieties, as well as on some of the favored older kinds, and then make your choice.

You don't have to search far for sources of information. You can turn to the local nurseries and the rose catalogues which have done most of the leg work.

Local nurserymen and garden centers are storehouses of reliable information. They have illustrations of all new introductions, including the All-America winners for 1964 Grand and Saratoga. As well as the essential facts on how they will grow in the garden.

MANY OF THESE shops provide landscape service and can give expert advice and local recommendations. Some make catalogues and other literature available for you to study and plan with at your leisure.

The mail-order nurseries specializing in roses offer their new 1964 spring catalogues free for the asking. These books remain one of the mainstays in gardening. They are still favored by millions of rosarians for their shopping convenience and the immeasurable help their pages are crammed with.

Though these elaborate publications still may be called catalogues, they have really outgrown the term. They are about as different from the catalogues of yesterday as the roses of grandma's day they depict are to today's scientific triumphs. Today the catalogue is an indispensable planning guide and reference work.

FAR FROM MERE PRICE lists, they furnish answers to virtually any question about roses, old or new. They review all the vital statistics from price, growing habits, height and fragrance, right down to petal count, size of bud and

The University of Michigan was the first in the United States to offer a summer institute on thermo-nuclear fusion sponsored by the Atomic Energy Commission, in 1960.

Local nurseries and garden centers are storehouses of reliable information. They have illustrations of all new introductions, including the All-America winners for 1964 Grand and Saratoga. As well as the essential facts on how they will grow in the garden.

MANY OF THESE shops provide landscape service and can give expert advice and local recommendations. Some make catalogues and other literature available for you to study and plan with at your leisure.

The mail-order nurseries specializing in roses offer their new 1964 spring catalogues free for the asking. These books remain one of the mainstays in gardening. They are still favored by millions of rosarians for their shopping convenience and the immeasurable help their pages are crammed with.

Though these elaborate publications still may be called catalogues, they have really outgrown the term. They are about as different from the catalogues of yesterday as the roses of grandma's day they depict are to today's scientific triumphs. Today the catalogue is an indispensable planning guide and reference work.

FAR FROM MERE PRICE lists, they furnish answers to virtually any question about roses, old or new. They review all the vital statistics from price, growing habits, height and fragrance, right down to petal count, size of bud and

The University of Michigan was the first in the United States to offer a summer institute on thermo-nuclear fusion sponsored by the Atomic Energy Commission, in 1960.

Local nurseries and garden centers are storehouses of reliable information. They have illustrations of all new introductions, including the All-America winners for 1964 Grand and Saratoga. As well as the essential facts on how they will grow in the garden.

MANY OF THESE shops provide landscape service and can give expert advice and local recommendations. Some make catalogues and other literature available for you to study and plan with at your leisure.

The mail-order nurseries specializing in roses offer their new 1964 spring catalogues free for the asking. These books remain one of the mainstays in gardening. They are still favored by millions of rosarians for their shopping convenience and the immeasurable help their pages are crammed with.

Though these elaborate publications still may be called catalogues, they have really outgrown the term. They are about as different from the catalogues of yesterday as the roses of grandma's day they depict are to today's scientific triumphs. Today the catalogue is an indispensable planning guide and reference work.

FAR FROM MERE PRICE lists, they furnish answers to virtually any question about roses, old or new. They review all the vital statistics from price, growing habits, height and fragrance, right down to petal count, size of bud and

The University of Michigan was the first in the United States to offer a summer institute on thermo-nuclear fusion sponsored by the Atomic Energy Commission, in 1960.

Local nurseries and garden centers are storehouses of reliable information. They have illustrations of all new introductions, including the All-America winners for 1964 Grand and Saratoga. As well as the essential facts on how they will grow in the garden.

MANY OF THESE shops provide landscape service and can give expert advice and local recommendations. Some make catalogues and other literature available for you to study and plan with at your leisure.

The mail-order nurseries specializing in roses offer their new 1964 spring catalogues free for the asking. These books remain one of the mainstays in gardening. They are still favored by millions of rosarians for their shopping convenience and the immeasurable help their pages are crammed with.

Though these elaborate publications still may be called catalogues, they have really outgrown the term. They are about as different from the catalogues of yesterday as the roses of grandma's day they depict are to today's scientific triumphs. Today the catalogue is an indispensable planning guide and reference work.

FAR FROM MERE PRICE lists, they furnish answers to virtually any question about roses, old or new. They review all the vital statistics from price, growing habits, height and fragrance, right down to petal count, size of bud and

The University of Michigan was the first in the United States to offer a summer institute on thermo-nuclear fusion sponsored by the Atomic Energy Commission, in 1960.

YESTERDAY

Established in 1895 (Detroit had only 250,000 inhabitants then) we have more years of public service than General Motors, General Electric and most of today's corporate giants.

The Founder of our firm assembled lands for the first General Motors and Fisher Body plants in the Detroit area. Since that time we have assembled lands for the Fisher Brothers in the New Center area and for Dearborn Motors, now Ford Tractor Division in Birmingham.

Foreseeing a trend to suburban areas, a branch office was opened in Birmingham in 1937. Within two years, the expanding growth in business and development projects dictated the move of the entire Max Brook operation to Birmingham.

Pioneering in the development of fine subdivisions, the firm sponsored such areas as those around Lower Long Lake and Island Lake, "Cranbrook Hills", "Rudgate", and most recently "Overbrook".

TODAY

We now have one of the finest suburban real estate offices in the Detroit area and recognizedly, most efficient realtor facilities.

Many years of experience and service have contributed to a wealth of information in our files concerning property values and trends—an invaluable aid to clients.

Many years of experience with various attorneys, mortgages, investors and other Brokers have established our reputation as qualified real property sales counsellors and advisors.

Our success is based upon satisfied clients. About 65% of our annual sales volume comes to us directly from former clients, satisfied customers and people with whom and for whom we have done business before.

In developing residential areas we concern ourselves not only with the immediate sales program, but continued efforts to create and maintain ideal environmental areas and consistent values.

WHAT IS BROOK?

BROOK is a general brokerage real estate firm. By this we mean well rounded and active in all phases of real estate. We do not build homes — we select and counsel with builders who do. We develop land into residential sites — only to insure a constant supply of desirable building sites.

Our principal business and the real reason for our existence is to (1) list real estate for sale or lease at competitive prices and (2) to find buyers for these properties. We consider a transaction satisfactory only if both Buyer and Seller are pleased and fairly treated.

A sign in our office best answers this question — THERE IS NO SUBSTITUTE FOR A SATISFIED CUSTOMER. To this end we can say with confidence that — Our client — Buyer or Seller or both — comes first.

Staff Members: F. M. Brook, F. C. Paw, E. W. Farnelius, Margaret De Nador, E. M. Douglas, B. R. Brook, C. W. Kirkpatrick, Bettie Atharholt, M. Beckner, Donald Canon, J. W. Gaffill, Wilfrid Geldard, Alice McQuire, Irene Neumann, Joseph Page, Margaret Restrick, Rae Reynolds, Cameron Ross, Raymond Smith.

CONFIDENTLY — LIST WITH — LOOK WITH

MAX BROOK INC.

"Nationally Known Realtors"

MI 4-6700
JO 4-6700

300 S. Woodward

Open Daily 9-8
Saturday 9-5