



see trouble budding?



simply squeeze—



save roses from both insects and disease!

ORTHO Rose Dust in the pliable plastic squeeze duster takes the work out of rose care. One puff releases a power-packed combination of insecticides and fungicides—lindane, phaltan, sulfur, DDT. Result: ORTHO Rose Dust wards off aphid, black spot, mildew, rose rust, red spider mites, Japanese beetles, rose slugs, thrips and many more... brings roses safely from bud to bloom!

Refillable! your plastic squeeze duster gives years of use.

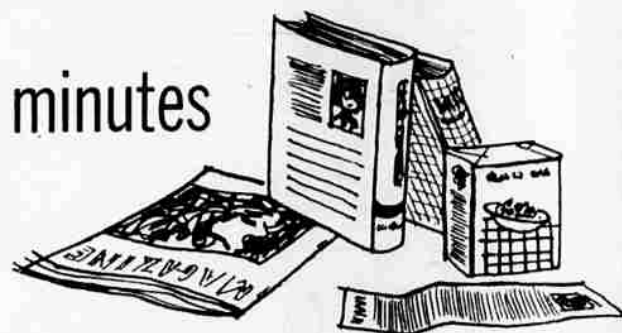


California Spray-Chemical Corp.

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A talk with a friend

The best five minutes of your day



How would you like to have a prize-winning poet sit down for coffee and talk with your family this evening?

How would you like to have one of the greatest French novelists of all time meet with you at the same time tomorrow?

And the next night, how would you like to sit and chuckle with the greatest humorist in American history?

And for every night thereafter, how would you like to meet the greatest wits, minds, talents, and entertainers the world has produced?

I've been entertaining these folks for the past six months—and I don't think a family has ever been more fascinated.

For as long as I can remember, I have been haunted by the Longfellow line, "comes a pause in the day's occupations that is known as the Children's Hour." A Children's Hour always intrigued me, but I never knew quite how to start. We certainly can't play field hockey every evening. Anyway, I don't think Longfellow had mere entertainment in mind.

Here's what I stumbled on: right after coffee in the evening, my family spends five minutes a night taking turns reading aloud. Only one member reads each night—and only for five minutes. With five of us, each member of the family gets to read something every fifth night. And since we started, a steady parade of the most welcome visitors have come to our table. Sue, my eldest daughter, keeps a record of

what each person has read. As I review the list I see that in the past few days we've had Carl Sandburg, Edgar Allan Poe, Lewis Carroll, and H. L. Mencken.

Anyone is free to choose whatever subject he prefers—from the words on a breakfast-cereal box, to a daily newspaper, to the books in our home.

It has already become a sort of tradition within our small family, and the children are so thrilled with the idea that they plan to do the same thing when they have families of their own—and that is still far in the future.

It is educational, stimulating, easy, and has proved to be the most interesting five minutes of our day. It has done more to bring our family together than anything I've ever tried or heard of.

Someone once observed: "Reading books in one's youth is like looking at the moon through a crevice; reading books in middle age is like looking at the moon in one's courtyard; and reading books in old age is like looking at the moon on an open terrace. This is because the depth of benefits of reading varies in proportion to the depth of one's own experience."

I can't help believe that the three generations who sit in on our five minutes each evening are increasing their depth of benefit—especially the children, who seem to be widening "the crevice" of education and understanding a little more each day.

Richard Kerr

Cover: The taxpayer's plight, which comes to its agonizing annual climax this week, is aptly portrayed on today's cover by artist Charles Dye. For more income-tax humor, turn to page 22.

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