



Helen and Bill Giese don't have as much time to sit on the front steps and chat with neighbors as they used to in the easygoing days before she was crowned Mrs. America.



Captain Sassy is their constant companion as the Giese children develop self-reliance and try out a variety of baby sitters while Mother is making personal appearances.

Meanwhile, Mrs. Giese spends about a third of her time gallivanting glamorously about the country, making radio and television appearances, snipping ribbons at the grand opening of new supermarkets and suburban subdivisions, attending conventions, speaking to women's clubs, and serving as the headline attraction and commentator at fashion shows.

Once, when he hadn't seen her for a week, Bill Giese accompanied Mrs. America to a fashion show. "I was quite impressed to see my wife parading before all those people, decked out in elaborate clothing and jewelry valued at a quarter of a million dollars," he admits.

**A**T HOME, the Giese children—nine-year-old Bill and one-year-old Bobby, in addition to Susan—have become accustomed to the constant presence of housekeepers and baby sitters provided by the contest sponsors.

Even Captain Sassy, the family's aggressive pet collie, is reconciled to the parade of deliverymen bringing various prizes for Mrs. America. Among other items, the title won Mrs. Giese a dishwasher, sewing machine, hot-water tank, a year's supply of meat and toilet articles, a 12-place silver service, an electric organ, and a portrait of the family painted by Paul Ortlib, the noted artist.

Still to come are a two-week trip to Hawaii, a two-week vacation for the whole family in Florida, and a swimming pool or its cash equivalent ("Money has an appeal you can't overlook," the head of the household admits).

All in all, the Mrs. America loot adds up

to a retail price tag of nearly \$20,000.

Which reminds Bill Giese of another bit of pertinent advice from his predecessor as Mrs. America's husband: "Consult the income-tax people on what records you'll have to keep." He did.

"Also," Giese recalls, "he advised me: 'Never let them forget who's the boss.' He said it with a smile, but he meant it." Helen Giese makes it clear to all friends and visitors that Bill is the boss of Mrs. America's home—and the happiness and welfare of their children is the primary concern of both husband and wife.

However, since becoming Mrs. America, the hazel-eyed housewife has taken over the family's new station wagon.

"I bought an old clunker for Helen to use to do the shopping and take the kids to school on rainy days," Giese recalls. "I was driving the new car to work. But you can't expect Mrs. America to drive an old wreck. So now I use it."

The Gieses have been married 13 years. Their courtship resulted from a correspondence Bill carried on—with a friend of Helen's—while he was a prisoner of war after the Flying Fortress he piloted crashed in Germany.

Bill, 36, and Helen, 34, are confident that, as soon as the Mrs. America chapter in their lives is closed, they'll resume regular week-end excursions to points of interest with their children.

And Mrs. America will then be free to devote more time to her activities as a Sunday school teacher, a member of the Parent-Teachers Association and the League of Women Voters, and a den mother of Cub Scout Pack 119.

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