Medical Fact:

She Needs Far More Iron Than He Does!



Because she-like most women between 15 and 50—loses vital blood iron every month during menstruation and may not replace it with her normal diet.

If you do not replace this blood iron loss, your body just doesn't get the energy-giving oxygen it must have. You look pale . . . lose energy, tire easily . . . become so irritable that family and work become burdensome.

Take IRONIZED YEAST. It provides the iron you need to overcome tired blood —iron deficiency anemia . . . provides the iron so essential to good health and happy living. Best of all, of the millions of prescriptions doctors write for iron needs each year, including iron-poor blood, most are for the same kind of iron contained in IRONIZED YEAST.

Now, the great majority of women with these symptoms don't have iron deficiency anemia and IRONIZED YEAST won't help them. But for women who may lose vital blood iron through menstruction and not replace it, remember IRONIZED YEAST. It can help you regain

your pep and vitality fast. IRONIZED YEAST tablets are economical, too. You pay only for the iron you need . . . not for multi-vitamins and other additives that can't do a thing for iron loss. 60 Tablets only 98¢.

voman's Day

FEATURES AND FICTION

- IT'S ALL IN A WOMAN'S DAY **NEIGHBORS**
- 6 WOMAN AT THE WHEEL: How to Send Your **Guests Home Safely**

- by JULIE CANDLER
 ANTIQUES: Versatile Porringers
 by DOROTHY H. JENKINS
 WHAT GOES ON HERE!
 MOVIES: GMRX: The Movies' New Sex-and-
- Violence Ratings by HOLLIS ALPERT NEW HOPE FOR INSOMNIACS A new book by Gay Gaer Luce and Julius Segal, Ph.D., offers help for sleepless nights; reviewed for Woman's Day by Nancy Faber

YOUR CHILD

36 WHY NO TWO CHILDREN IN A FAMILY ARE EVER ALIKE by ISABEL ROCKOWER

SPECIAL FEATURE

- Instructions for Assembling the 1969 WOMAN'S DAY Calendar THE 1969 WOMAN'S DAY CALENDAR
- For you to assemble and use day by day all year

DECORATING

CREATE LIVING BEAUTY IN YOUR HOME by SAMM SINCLAIR BAKER A guide to successful decorating with houseplants

BEAUTY AND FASHION

- YOUR HOROSCOPE FOR BEAUTY
- To help you create a look that's really you BIG-GIRL FASHIONS Slimming fashions for you to buy, and suggestions on how to choose them

CREATIVE CRAFTS AND NEEDLEWORK

- THE PERSONAL PILLOW
 Make it in forty winks and curl up with it a hundred and one ways; directions in the issue MAGNIFICENT CROCHET A dress and four hats to make KNOTTED RUGS
 Three colorful designs, easy for you to create
- Three colorful designs, easy for you to create with precut yarn and a latch hook

 FOOD AND ENTERTAINING

- 31 MONEY-SAVING MENUS for JANUARY HOLIDAY ENTERTAINING: Big parties on
- Drop In for a Cup of Cheer small budgets

 - Family Get-together
 Bring the Children
 10 Menus to the Rescue: time- and
- money-savers
 DRINKS FOR THE HOLIDAYS
 COLLECTOR'S COOK BOOK: HOLIDAY DRINKS
- From soup to ice-cream sodas, with coffees, teas and punches, alcoholic and non

WORKSHOP

- MAKE IT TRANSPARENT Clear plastic makes shelves, a candlestand, a chess table, a photograph holder and a planter
- SHOPPER'S SHOWCASE

ON THE COVER

Cover photograph by Irwin Horowitz

Woman's Day is a Fawcett Publication Woman's Day is a Fawcett Publication
W. H. FAWCETT, JR., President
ROGER FAWCETT, General Manager
GORDON FAWCETT, Secretary-Treasurer
ROSCOE FAWCETT, Circulation Director GEORGE H. ALLEN, V.P. Magazine Div.
RALPH DAIGH, Vice President
JACK B. ADAMS, Vice President, Marketing
THOMAS R. MARVEL, Production Director
AL ALLARD, RALPH MATTISON, Art Directors

• WOMAN'S DAY is published monthly by Fawcett Publications, Inc., Fawcett Bidg., Greenwich, Conn. 06830.
• WOMAN'S DAY is published monthly by Farm 3579, to Greenwich address; all editorial and advertising mail and advertising mail editorial editor

Editor

GERALDINE RHOADS

Art Editor

KIRK C. WILKINSON

Managing Editor EVELYN GRANT

ART HAROLD SITTERLE, CLELL MIZE, Elizabeth Pflug, Lois Hare

BEAUTY PEGGY BELL

CREATIVE CRAFTS THERESA CAPUANA, Marilyn Hinde Wein

DECORATING JOHN D. ROOT, John DeSantis

EDITORIAL
Writer-Editors NANCY SPRAKER,
MARCIA BLISS MARKS, JEAN PASCOE
Articles REBECCA GREER,
Frank Marshall
Research BARBARA K. ONTEN Research BARBARA K. MORAN
Copy Editor SALLY W. SMITH
General GRACE PRATT, ANN TEATOM,
Audrey Ryan, Cheryl Bishop
How-To VIRGINIA SAVAGE,
Helen Donnelly, Ruth Jacksier
Production Kyroko Hosoura, MARY SCOTT, Carol Rzepiela

FASHION RUTH SEDER COOKE,

GLENNA MCGINNIS, CHARLOTTE SCRIPTURE, OLIVIA RISBERGI ANNA-LISA OLSSON, Marie Simmons, Joya Meadows Kitchen Planning CAROLYN STORM,

NEEDLEWORK ROXA WRIGHT

PHOTOGRAPHIC STUDIO
BEN CALVO, GEORGE TORGERSEN
Styling JOHANNA BAFARO,
MICHAEL CANNAROZZI

READER MAIL FRANCES ZANG,

SHOPPER'S SHOWCASE GLORIA GOLDEN

WORKSHOP ALBERT STROM, EDWARD SHARKEY, GRETCHEN ANDERSON, Marian Prioleau, John J. Schembari, Isabel Garrett

Antiques: DOROTHY H. JENKINS
Building: HERMAN H. YORK, A.I.A.
Entertainment: HOLLIS ALPERI
Sewing: MARY JOHNSON
Woman at the Wheel:
JULIE CANDLER Contributing Editors

IT'S ALL IN A WOMAN'S DAY



Gay Gaer Luce

Dr. Julius Segal

be

you

co

fas

Gay Gaer Luce Dr. Julius Segal

YOU'RE A LARK if your sleep pattern calls for early bedtime, early rising, an owl if it's the reverse, according to authors Gay Luce and Julius Segal, Ph. D., who collaborated on a new book, Insomnia: The Guide for Troubled Sleepers, reviewed on pages 42-43. Mrs. Luce, a lark/owl combination, became professionally involved with sleep eight years ago—she has kept vigil countless nights and traveled through this country, Europe and Israel to report on current sleep research for the National Institute of Mental Health (NIMH), and is the coauthor, also with Dr. Segal, of an earlier book, Sleep. Dr. Segal has researched psychological warfare problems for the Army, taught college psychology and is now Chief of Program Analysis and Evaluation at NIMH. As a lark, he is able to devote early predawn hours to a second career, writing articles for national magazines. Neither he nor Mrs. Luce, incidentally, has any problem with insomnia.

THE HOROSCOPE describes Leos as people with energy, elegance and a flair for the dramatic. Arlene Dahl—who designed our four beauty make-overs, pages 28-35, according to star-given characteristics—was born under the lion sign, and it seems fitting. She is concurrently a well-known actress (latest film, Day of the Landgrabber), syndicated columnist, lingerie designer and advertising executive. Her interest in astrology began in high school when her father gave her a book on the subject, and continues to this day, which finds her the knowledgeable author of twelve zodiac-derived "Beautyscopes."

PAINTING WITH WOOL has fascinated Mimi Hovsepian since childhood, and samples of her adult expertise—a crocheted dress and four hats—appear on page 8. Her colorful designs have even been reproduced as artwork for fine stationery. She studied at the School of Visual Arts in New York, and became an art director at a top advertising agency in the city. Now transplanted to Denmark by marriage, she lives with her physician husband, Bent Vang Olsen, in Copenhagen, and they expect their first child in May.



Mimi Hovsepian

Arlene Dahl

Advertising Director, PETER A. BONANNI Advertising Director, PETER A. BONANNI

• ADVERTISING OFFICES: 67 W. 44th St., New York,
N. Y. 10036; Jay Burzon, Eastern Advertising Manager;
Mid. 48226; Jack Harrigan, Detroit Manager; 1934 WilMich. 48226; Jack Harrigan, Detroit Manager; 1934 WilMich. 48226; Jack Harrigan, Detroit Manager; 1430.
Los Angeles Manager; 20 Montgomery St., San Francisco,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif. 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif., 9005; Carroll J. Loos,
Shire Blvd., Los Angeles, Calif., 9005; Carroll J. Loos,
Shire Blvd., Mide Danager, June Blown, Mide Blvd., 9005; Carroll J. Loos,
Shire Blvd., 1005; Carroll J. Loos,
Shire Blvd., 1006; Calif., 9005; Production Manager, RUTH BROWN

