AUGUST 1966 50 CENTS - ON REARING CHILDREN FROM CRIB TO COLLEGE ETTER HOMEMAKING Making the most of summer What every first grader needs to know The child who has no friends Children's fashions for fall



spacing the birth of your children provides

So mother will have the priceless element, sufficient time, for each child, Emko was developed. This highly effective birth control product is recommended by thousands of doctors - protects millions.

Tests conducted at a leading University School of Medicine showed Emko highly effective; no side effects encountered. At your Drug store; no prescription needed.



For literature see free booklet section in magazine

THE EMKO CO., 7912 MANCHESTER, ST. LOUIS

FAMILY MOVIE GUIDE

(Continued from page 6)

BLUE MAX, THE—The problems of a World War I German Air Force staff, some of which stem from a bourgeois officer's (George Peppard) ruthless attempts to shoot down enough English planes to win the highest decoration. The Blue Max, do not prove absorbing during this lengthy movie. Though the aerial scenes, with the Cinemascope screen filled with fascinating biplanes and tri-planes, are very well photographed, they too, along with the plot and dialogue, become repetitive. The characters include a commander who believes in honorable fighting, a colonel James Mason) who approves of any methods that further the alms of the fatheriand, and his wife (Ursula Andress) who is candidly shown having affairs with Peppard and his aristocratic rival, Mason's rakish nephew (Jeremy Kemp). Color, A-Fair, Y & C-No. (20th C.-Fox)

BORN FREE (May) Adaptation of Joy Adamson's

BORN FREE (May) Adaptation of Joy Adamson's best-seller about her adventures rearing Elsa, the lioness, retains fascination of original, with added attraction of brilliant color photography of Kenya. A & Y & C-Very good.

of Kenya. A & Y & C-Very good.

BOY GRIED MURDER, THE (May) Small boy becomes prey for murderer in long, exciting chase through scenic Montenegro resort town. Color. A & Y-Good of kind. C-Possibly frightening.

BOY, DID I GET THE WRONG NUMBER (June) Routine slapstick comedy stars Bob Hope as faithful husband involved with runaway actress Elke Sommer. Color. A-Fair; Y-Mature. C-No.

Elike Sommer, Color, A-Farr, Y-Mature, C-No.

BRIDES OF DRACULA, THE (Reissue) Young
Service of the Color of

GAST A GIANT SHADOW (June) Trace of spirit of 1948 Israeli war of independence captured in biography of David "Mickey" Marcus, but movie is largely Hollywood synthetic. Panavision, color. A&Y-Entertaining. C-Mature.

Sion, color. A&Y-Entertaining, C-Mature.

CAT. THE (June) Routine tale where little boy lost in California hills is in more danger from poacher whose killing of ranger he has witnessed than from tame mountain lion he befriends. Color. A & Y-Little interest. C-Fair.

GINERAMA'S RUSSIAN ADVENTURE (June) Narrated by Bing Crosby, this Cinerama film spreads breathtaking scenery of the vast U.S. S.R., and its culture and industry across the giant screen. Color. A&Y&C-Very entertaining.

810PORTES (June) French crime film, after tired start with robbery planned by incompetent crooks, picks up for tense tale of revenge by the one gang member who gets caught. English subtitles. A-Good of kind. Y & C-No.

subtities. A-Good of kind. Y & C-No.

CLOUDS OVER ISRAEL (July) Personal interactions of Israeli pilot, Bedouln woman with two small children, and cynical Israeli soldier constitute plot of this skillful Israeli drama. English subtities. A & Y-Very good. C-No.

CONTEST GIRL (July) English movie follows typist from local beauty contest to Miss Globe contest in Nice and, with frank dialogue and crisp characterizations, exposes the sham and vacuity. Color. A-Good. Y & C-No.

CHIRSE OF THE MIRMY'S TOME. THE (July) Legantic Color.

CURSE OF THE MUMMY'S TOMB, THE (July) Legend that violators of a pharach's tomb are doomed is basis of low budget, English horror movie. Color. A & Y-Good of kind, C-No.

movie. Color. A & Y-Good of kind, C-No, DAYDREAMER, THE—This children's movie portrays the young Hans Christian Andersen (Paul O'Keefe) traveling through a world filled with daydreams—many of which are familiar to us from his stories—in search of the Garden of Paradise. These daydreams are played out by animated puppets. While certain of the technical effects by Jules Bass are quite good, the script, regrettably, lacks imagination, and the songs and dancing, with the exception of a few short steps by Pleman Ray Bolger, are routine. The puppets' voices, all of famous actors, are excelent. Color. A&Y-Little interest. C-Good from 5 up. (Emb.)

DEAR JOHN (Apr.) Erotic Swedish film about love affair between ship's captain and unmar-ried mother balances explorations of character and anatomy. English subtitles. A-Not rec-ommended, and not for under 18. Y & C-No.

DIRTY GAME, THE (June) International cast involved in three vaguely related spy episodes set in Europe, A & Y & C-Routine.

set in Europe, A & Y & C-Routine.

DR. WHO AND THE DALEKS (July) Time traveling scientist from earth aids humanoid Thals against Daleks, villainous creatures encased in mechanical bodies, in English science fiction film. Color, A & Y & C-Good of kind.

DOCTOR ZHIVAGO (Feb.) Director David Lean's stunningly photographed film version of Pasternak novel about Russian poet and doctor, etched against Russian Revolution. Panavision color, A-Excellent, Y-Mature but excellent. C-No. ** Special Merit Award.

DORYT WORDRY WELL THINK OF A TITIS (June)

DON'T WORRY, WE'LL THINK OF A TITLE (June)

DUEL AT DIABLO (July) Interesting personal stories played out against background of green cavalry troup pinned down by Apaches, Color A&Y-Very good. C-Mature because of violence.

A&Y-Very good, C-Mature because of violence.

ENDLESS SUMMER, THE—Bruce Brown, a 23-yearold Californian, focuses his camera on two
fellow surfers as they follow the summer season
around the world. From the crowded surf of
Malibu to the isolated African coasts and then
on to Australia, New Zealand, Tahiti, and
Hawaii, the trio search for "the perfect wave."
The result is a fascinating introduction to the
sport of surfing plus some amusing side views
—such as the enthusiastic reactions of African
fishermen who had never seen a white man or
a surfboard. The color photography, some of
which was taken while surfing, is quite lovely
and the narration, sprinkled with surfer's jargon, is lively as well as informative. A & Y
& C-Very good of kind. (Brown)

ENGAGEMENT ITALIANO (July) Familiar situation

ENGAGEMENT ITALIANO (July) Familiar situation of engagement which has stretched into six year affair enlivened by good acting in this Italian film. English titles. A-Good. Yec-No.

ENOUGH ROPE (June) Two men suspected of murdering their wives in French film in which suspense is drawned in the delivel and sediem.

English subtitles. A-Fair. Y & C-No.

EVERY DAY IS A HOLIDAY—Scenic Spain, photographed in color, is the main attraction in this movie by Mel Ferrer. The vague plot, which is further hampered by poorly synchronized English dubbing, tells of a pert gamin, played by sculptress Marisol, who masquerades as a boy in order to become a toreador and bring fame to Cabriola, her exceptionally talented horse. In fairytale fashion she is discovered by a famous toreador who becomes both her sponsor and the object of her romantic fantasies. A-Mediocre. Y&C-Fair. (Col.)

FANTOMAS (June) French master criminal pursued by reporter, his photographer flancee, and comic police inspector in slightly heavy-handed comedy adventure. Color. A & Y-Good of kind. C-If able to read English subtitles.

FATHER OF A SOLDIER (Apr.) Endearing char-

nanded comedy adventure. Color. A & Y-Good of kind. C-II able to read English subtitles.

FATHER OF A SOLDIER (Apr.) Endearing characterization of elderly pensant who goes to front in search of son and remains to fight, makes syrupy sentimentality palatable. Russian, English titles. A&Y-Good of kind. C-No.

FINE MADNESS, A (July) The artist versus society is subject of comic drama about a ranting, often outrageous poet (Sean Connery) whose wife (Joanne Woodward) gets him to a psychiatrist. Color. A-Excellent. Y & C-No.

FIREBALL 500—Stock car racing and transporting moonshine are entwined in this cliched melodrama. The tie-in is that drivers must race to evade the federal law officers. Frankie Avalon is a racer, but gets conned into making an illegal run and then is blackmailed by the 'Feds' to act as their spy. Fabian, Frankie's avid rival in both racing and romance, becomes the chief suspect. Harvey Lembeck plays the boss of the shady operation, Julie Parrish the sexy lady involved, and Annette Funicello

Changing Your Address?

If you're planning to move, please let us know eight weeks before changing your address. Attach address label and send with your name and new address. This will insure prompt service on your Parents' Magazine subscription.

ATTACH LABEL HERE (address label found on cover of Parents' Magazine)

Send label with your name and new address to: Parents' Magazine, Subscription Dept., Bergenfield, N.J. 07621

My name is		
My new addre	ss will be	
City	State	Zip Code
As of	(Date	e)

We believe having fun is the nicest way to learn.

New from Mattel: a direct line to 40 familiar friends, and two new Go-Play cases.



Mattel-O-Phone.™ The only talking telephone that works like a real telephone!

Youngsters can have real conversations with any of 40 different characters, (Like Santa Claus, Kit Carson, the Man-in-the-Moon). Youngsters not only hear the voice on the other end talk to them, they get a chance to answer, too.

The voices actually come out of the receiver. like a real telephone. Makes conversations more fun.

Helps youngsters learn. All this talk is an especially happy way to stimulate a child's vocabulary. Look for the Mattel-O-Phone wherever toys are sold.



Go-Play™ Travel Fun, the portable self-teaching toy.

It's 30 different toys all in one. Open, it's a dashboard like the one in dad's car; a country play area with cars, trucks, trains, boats; and a fully

you-go suitcase. (With plenty of storage space, to help children learn to pick up after play.)

Go-Play House Fun, the other new Go-Play equipped airport. Closed, it's a carry-it-wherever-watoy. With a clock, TV screen, jigsaw puzzle, and more.

Look for Mattel pre-school toys. Designed to widen your child's world, and built to last. (Mattel toys are also available in Canada.)







For free Pre-School Toys Booklet, use coupon on "Booklets and Samples" page.