

LIFE

A black and white photograph of a woman with voluminous, styled hair. She is wearing a light-colored, strapless, form-fitting dress with a draped shawl over her shoulders. She is holding a large bouquet of light-colored flowers. She is wearing a pearl necklace and matching pearl earrings. Her expression is pleasant, and she is looking slightly upwards and to the right.

WHAT FORRESTAL'S
DIARIES REVEAL

U.S. BOXING BOSS:
I. B. C.'s JIM NORRIS

ZSA ZSA
GABOR

20 CENTS

OCTOBER 15, 1951

CIRCULATION OVER
5,200,000

REG. U. S. PAT. OFF.



QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL

*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

B.F. Goodrich Tubeless Tire

PROTECTS AGAINST BLOWOUTS



MOST BLOWOUTS START FROM IMPACTS LIKE THESE THAT BREAK CORDS INSIDE THE TIRE. FINALLY, MILES OR MONTHS LATER . . .



TIRE WITH INNER TUBE BLOWS OUT SUDDENLY . . .



BUT BFG TUBELESS TIRE LOSES AIR S-S-S-SLOWLY!

TESTED AND
PROVED BY



Most blowouts start when you don't know it. You bang into a curb or hit a chuckhole and inside your tire, cords are bruised. As the tire flexes, the weak spot grows until a break occurs inside the tire and the tube is forced into the gap. Pinched by the tire's flexing, it finally blows out through the tire.

But tests by the American Automobile Association show that when B. F. Goodrich Tubeless Tires fail, they do so with s-s-s-slow loss of air instead of a sudden blowout. Artificially weakened by knife cuts, BFG Tubeless Tires traveled up to eight miles after starting to lose air, before going flat.

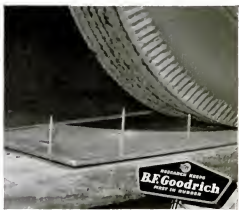
That's because the BFG Tubeless Tire has no tube.

Instead, it has an air-retaining lining that's part of the tire itself. If a BFG Tubeless Tire should be damaged, the tire's flexing merely causes pin-hole leaks in the lining at the point of the bruise. You get a "slow-out" instead of a dangerous blowout. The tire can be repaired.

SEALS PUNCTURES TOO!

A layer of sealant rubber under the tread grips a puncturing object, prevents leaks. Hole is sealed when object is removed. AAA tests showed no air loss after Tubeless Tires were pierced with spikes.

In the popular 6.70-15 size, the B. F. Goodrich Tubeless Tire costs at least \$7.06 less than the same size regular tire and any blowout protecting tube. Fits standard rims. Nothing extra to buy. See it at your BFG retailer. Look for his address in the yellow pages of the telephone directory. The B. F. Goodrich Company, Akron, Ohio.



are you missing out on TV fun?



"I missed that new show last nite
... our TV's in the shop again.
I guess my eyes can use a rest!"



"You ought to have a set like ours...
no trouble since we got it.
I'm sure glad it's a Motorola..."



"... and that Glare-Guard screen is a
pleasure to watch... doesn't tire my eyes
at all... no glare from anywhere."

LEADING DEALERS' SERVICE RECORDS RATE...

Motorola TV most dependable



Big 20" Screen Mahogany Console
Model 2012 with legs \$299.95
In Limited Qty... 829-762
See Us Test Set
Slightly Higher South and West

DEALERS AND OWNERS AGREE Motorola TV requires less servicing than any other TV, and has been proved time and again most dependable for constant, enjoyable entertainment! Step-by-step quality control during production and expert performance testing assure this reliability of operation in most Motorola TV!

MOST ENJOYABLE, TOO... BECAUSE OF EXCLUSIVE ANTI-REFLECTION GLARE-GUARD



ORDINARY TV SCREEN reflects glare from its flat, mirror-like surface... distorting the picture, creating viewing discomfort.

GLARE-GUARD keeps the picture free of reflected light glare, diminishes and directs reflections downward out of your eyes.

NO GLARE FROM ANYWHERE
Motorola TV with Glare-Guard is engineer-designed to eliminate up to 98% of reflection glare... through a special non-reflecting TV tube and optically-curved screen.



EVERY NEW MOTOROLA TV IS DESIGNED FOR COLOR and ULTRA HIGH FREQUENCY

Ask your nearest Motorola TV Dealer for free fact-filled booklet on Color TV!

Join Coaffield —
Innovative TV, Radio and
Film star says — See
me of my best on...

Motorola TV

Prices and specifications subject to change without notice.

You've probably never shaken this hand ...but you should!



It's the hand of a man who does more to boost your town . . . and the people in it . . . than almost anyone else you can mention.

He's your town's "Ambassador of Good Will," the first local man most visitors meet, and the only one many people passing through your town ever see.

He's the man by whom these people form their first judgments of your town . . . and to his credit, those first impressions are usually good.

By his hard work, his integrity, and, above all, by the cheerful way he constantly renders service, he has won the respect of all who know him, and the confidence of those who meet him for the first time.

His judgment on local stores, hotels, amusements, and services is constantly being sought, and his recommendations send a steady stream of customers to local businesses.

At your service during fair weather or foul, he's the man who changed the vocabulary of America—the man who, by his constant attention to duty and his eagerness to help, taught the motorists of America and his own townspeople that he operates not a filling station, but a service station!

This reminder of your service station's many services is brought to you by Ethyl Corporation, manufacturers of "Ethyl" antiknock compound used by oil companies to improve gasolines which are sold by more than 200,000 service stations.

Want an upright cleaner? The famous Hoover Triple-Action is the one for you! It beats, as it sweeps, as it cleans, routing deep-down dirt and rug-wearing grit, restoring color freshness. Instant conversion with the lightweight handy tools and non-kink Veriflex hose make for effortless above-the-floor cleaning. Hoover Triple-Action Model 29 (below) \$87.95. Tools extra. Other models as low as \$39.95.



Or a tank cleaner? Get the one with the famous name and the exclusive Dirt Ejector! It gets the bag clean; YOUR HANDS NEVER TOUCH THE DIRT! "Litter Gitter" nozzle with controlled suction gets more dirt, even stubborn threads and dog hairs. Hoover AERO-DYNE Model 51 (right), complete with lightweight Veriflex hose and tools in handy kit, \$84.95.

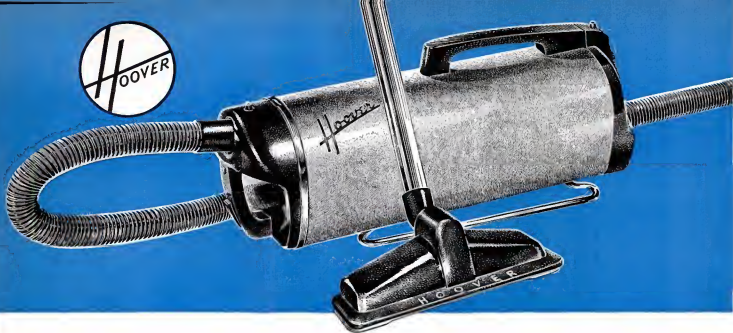


A worthy little fact: Nearly half of the Hoovers sold are sold on the recommendation of women who own Hoovers.

"I would.

*For the man who likes the facts
before he writes the check*

- 44 years of manufacture—oldest and largest.
- More than 10,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
 - 48% of Hoover new sales made on direct recommendation of Hoover users.
- Sold exclusively through leading local stores.
- Both types—upright and tank—most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
 - Pioneer and leader in engineering research.
- High cleaning efficiency . . . proved by independent laboratory tests.
- Endorsed by leading rug and carpet manufacturers for the preservation of floor coverings.
- Best-known, best-selling cleaner in 65 countries around the world.



. if I were you”

*Ask almost anybody what vacuum cleaner they would buy—
See if they don't say, "I would buy the Hoover if I were you"*

When you start getting down to brass tacks about a new cleaner, we're not asking you to take our word for it that you'll be happier with a Hoover.

All we're asking you to do is to ask around about it—over the bridge table or over the back fence. With more than 10,000,000 Hoovers made and sold, someone you know is bound to know (from her own experience) what a loyal friend a Hoover Cleaner is.

Years ahead in design today, and built for the long, long haul, your Hoover will still be helping you whip through the house with the greatest of ease—getting off the color-graying dust film, getting out the rug-destroying grit—long after a lesser cleaner

has landed on the scrap heap.

You can choose either type Hoover you prefer—tank or upright. Prices start as low as \$59.95. And you can buy on easy terms.

Times being what they are, and Hoover being what it is—the cleaner so many women recommend to each other—doesn't it seem like smart planning for the years ahead to go to a leading store in your community and look at Hoovers *now*? Or to call the store (see your classified telephone book) and ask for a "no obligation" home showing?

THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

You'll be happier with a **Hoover®**

Prices slightly higher in Canada.
Prices subject to change without notice.

Why don't you get happy now?

Some "eye-opening" facts for every American motorist:

Kaiser cars have travelled over 20 billion miles!

Your proof of Kaiser-Frazer's engineering leadership and quality manufacturing lies in the 600,000 Kaiser cars now on the road—tested and proved over a total of an estimated 20 billion miles!

Even the "earliest" Kaiser cars not only look newer today than many "present day" cars but act newer as

well—giving good service at low cost, mile after mile after mile! That's what we mean when we say Kaiser cars are "built to better the best on the road!"

This better engineering and quality building is your assurance that the 1951 Kaiser you buy today will still be new five years from now!



More "eye-opening" reasons why you ought to own the 1951 Kaiser today!

Kaiser styling is better styling!

Everyone who sees it agrees the '51 Kaiser, is 1951's most beautiful car! And it's officially confirmed! Kaiser has just won its second World's Beauty Prize!

Kaiser comfort is greater comfort!

You can't sit five minutes in a Kaiser without discovering it's years ahead of other cars in riding luxury. It has the lowest center of gravity of any car today—plus airplane-type shock absorbers that literally let it float down the road like a shadow!

Kaiser vision is wider vision!

One look—and you'll be convinced Kaiser has the largest glass area of any four-door sedan—plus the narrowest corner posts. A vision-engineering combination that is a new discovery in pleasure and safety!

Kaiser safety is greater safety!

You're safer in your Kaiser because Kaiser has bigger brakes than most cars. And as an extra protection, for your front seat passengers, Kaiser gives you the famous Safety-Cushion Padded Instrument Panel!

Kaiser power is thrifter power!

You get better all-around economy with Kaiser's Supersonic Engine! It uses less oil, needs less upkeep because of its longer-lasting Flash Chrome rings, 100% counterbalanced crankshaft, engine-cooling full-length water jackets!

That's why Kaiser value is better value!

Go for a demonstration—see for yourself! When you add up all the many extra advantages Kaiser gives you, you'll realize what a better buy it is! See your Kaiser-Frazer dealer now! Built to better the best on the road!

Take off the blinders



see the difference in the Kaiser

See it at your Kaiser-Frazer dealer's today!

YOU'RE SET...



YOU'RE SAFE...



YOU'RE SURE!



Here's a tip! Many anti-freezes are made of methanol—which is actually boil-away alcohol. Be sure to ask your anti-freeze dealer before you buy *any* brand. Remember, there's *not one drop* of boil-away alcohol in "Prestone" anti-freeze. It's guaranteed!

PRESTONE

BRAND

ANTI-FREEZE

One shot lasts all winter!



The terms "Prestone" and "Eveready" are registered trade-marks of Union Carbide and Carbon Corporation
NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.





Make the real test,
the **FEEL** test — and
you'll choose a
Dayton **Koolfoam**
pillow!

© D. R. Co.—1951



Stroke it!



Press it!



Squeeze it!

If you've been sleeping on an ordinary pillow, you don't know what you've been missing. The instant you see and *feel* a Dayton Koolfoam Pillow, you'll realize that here is a promise of comfort, rest, sleep, such as you have never experienced.

And no other *foam* pillow matches the smoothness, softness and buoyancy of genuine Dayton Koolfoam. Stroke it...press it...squeeze it...and you'll *know!* Dayton Koolfoam is all foam...a fleecy cloud of tiny air cells, no sag-

ging or lumping. It's made by Dayton's exclusive pure mountain water process, which *alone* can produce such luxurious comfort.

Hundreds of thousands of users can tell you that a Dayton Koolfoam Pillow without fluffing or punching will cradle your head firmly and yet so gently...that it's freshly clean and sanitary, completely allergy-free...that its naturally rounded contour dresses the bed perfectly.

Compare a Dayton Koolfoam Pillow with any other, *of any kind!* See and *feel* one, at

your favorite store! You'll *know* instantly... you'll *choose* a Dayton Koolfoam Pillow, for yourself or for any member of your family!

only \$8⁹⁵

with Zippered Cover

Pillows with
stowed-on covers
at Lower Prices—of course

Complete line
from extra large deluxe
to one for baby



Enjoy the *Rest*
of your *Life!*

Dayton **Koolfoam** pillow

TRADE MARK

THE WORLD'S LARGEST MANUFACTURER OF FOAM LATEX PILLOWS • DAYTON RUBBER COMPANY • DAYTON 1, OHIO

VISIT ALICE'S WONDERLAND OF G-E LAMPS



If wrong-sized bulbs and squinting
Make you mad as this MARCH HARE,
Remember G.E.'s White lamp gives
Good light without the glare.

100 watt G-E White Lamp 21¢

"I never guessed what made me cross—
Poor lighting was the matter.
With soft and cool fluorescent light,
I'm now a gay MAD HATTER!"

"I buy my bulbs this 4-lamp way,"
Says TWEEDLEDUM to TWEEDLEDEE.
"It's slick to buy and tote and store."
"You're not so Dum," says Dee.

40 or 60 watt
4 bulbs for
56¢
75 or 100 watt
4 for 84¢

"If you can't see I'm QUEEN OF HEARTS
Perhaps you need more light.
Get G.E.'s 3-lite bulb and you
Can choose the light that's right."

100-233-300 watt
3-lite lamp
60¢

FREE! For your free copy of the
new G-E "Light Condition-
ing" recipe booklet, write General
Electric, Lamp Division, Dept. 106-L-10,
Nela Park, Cleveland 12, Ohio.

The characters above appear
at your local dealer on
Walt Disney's
ALICE
in WONDERLAND

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ALL PRICES SUBJECT TO FEDERAL TAX

You can put your confidence in—
GENERAL  ELECTRIC

What a joy to see...



The gorgeous showgirl
spectacle of "Stairway
To Paradise"... artists
and models at the Art
Students Ball... 80-piece
orchestra in Gerwin's
Concerto... the world of
Paris as glorified in the
American in Paris ballet!

An American in Paris



... it's love on the Left Bank to the music of
GEORGE GERSHWIN
in M-G-M's luscious, lavish extravaganza
starring that dancing, romancing artist

GENE KELLY
and introducing the new French oo-la-lovely
LESLIE CARON

OSCAR, with **GEORGES
LEVANT GUETARY**
NINA FOCH

Color by
Technicolor

Story and Screen Play by **ALAN JAY LERNER**
Lyrics by **IRA GERSHWIN**
Directed by **VINCENTE MINNELLI** • Produced by **ARTHUR FREED**
An M-G-M Picture

HEAR! EMBRACEABLE YOU ★ 'S WONDERFUL ★ BY STRAUSS ★ LOVE IS HERE TO STAY ★ I GOT RHYTHM ★ And other Gershwin hits!



LIFE'S COVER

Sari Gabor Belge Hilton Sanders, who prefers being called "Zsa Zsa." Photographer Philippe Halsman's 51st LIFE cover, is the second Gabor to make the cover. Her sister, Actress Eva Gabor, also a Halsman subject, was on the issue of Feb. 6, 1950. "Comparing them," says Halsman, "is like comparing a fine white wine—Eva—with a fine champagne—Zsa Zsa. But I have never met any woman whose brain exudes more sex appeal than Zsa Zsa's. When she talks, it is fireworks." Zsa Zsa's fireworks have made her the star of a West Coast video show which gives advice to bachelors (pp. 103, 104).

SPEAKING OF PICTURES . . .

Philippe Halsman establishes a record in photographing his 51st LIFE cover

The portrait of Sari Gabor Sanders on LIFE's cover this week (above) is the 51st LIFE cover photograph by Philippe Halsman. This is a remarkable record, considering that LIFE picks its covers from pictures sent in from all over the world and that each week there are about 40 specially selected candidates for the position. Only one other photographer, Alfred Eisenstaedt, who has had 47 covers, can approach Halsman's record. On the next pages is a catalog of Halsman's first 50 covers. The one he likes best is Ballerina Ricky Soma (LIFE, June 9, 1947), fourth from the left in third row on next page. "She had an enigmatic serenity and an enigmatic smile that reminded me of Mona Lisa," he says. Most of Halsman's LIFE covers are of women, but he insists that he actually prefers to photograph men. "With a woman I try to photograph her beauty; with a man I try to show his character. Once I photographed a man with a big nose, and emphasized his nose, and he was very pleased with the picture. That could not happen with a woman. The most intelligent woman will reject a portrait if it doesn't flatter her. Only once in my whole career did it happen that a blonde asked me, 'Please make me look intelligent.' Unfortunately it was impossible."



AT WORK ON COVER (LIFE, Aug. 21, 1950) Halsman photographs scene from *Peep Show*. For this shot he had special assistant to keep bubbles going.

CONTINUED ON NEXT PAGE

The LESTER GRAND PIANO is the Official Piano of the Philadelphia Orchestra

LESTER
Betsy Ross Spinnet



make music a family habit

No home is truly complete without music. No music is as completely satisfying as that you play on the piano. The Betsy Ross Spinnet will bring your family closer together . . . encourage your children to play . . . make entertaining a pleasure.

Tone is of the utmost importance in your piano choice and today's Betsy Ross Spinets with AMPLIFIED TONE are unequalled for tonal quality and magnificence.

Compactly sized to fit every room; decorator designed in exquisite woods to suit every taste.

Damp-Chaser equipped . . . a remarkable moisture control feature exclusive with Lester.

Priced from \$693.00; model pictured \$706.00 f.o.b. Lester, Pa. Your dealer will arrange terms.

Guaranteed for ten years; made ONLY by the Lester Piano Manufacturing Company Inc., builders of fine pianos since 1888.

ONE

name -
quality
price

a beautiful piano with magnificent tone
sold by America's foremost piano dealers

mail this coupon for illustrated booklet

Lester Piano Manufacturing Co., Inc., Lester 13, Pa.

Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

Name

Address

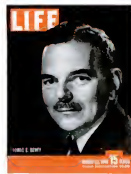
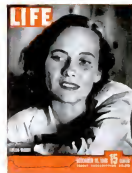
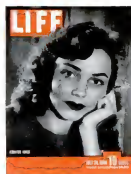
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H. A. ASTLETT & CO., 39 Broadway, New York 6, N. Y.







Don't Be
Your Age...

*WAKE UP looking younger,
feeling younger, acting younger!*

*Enjoy the luxury of the NEW SLEEP on an
Englander Mattress of Goodyear's AIRFOAM* and
Englander's Special RED-LINE* Foundation*

New X-ray picture tells for the first time exactly what a mattress should do for you

Englander alone offers this new approach to more comfort with proper support. The spine tells the story. Ask your doctor.

In the pictures at the right we bring you the first life-size, one-shot X-ray of a living person on a mattress and foundation in the history of X-ray science.

This important scientific documentation was made under the supervision of leading orthopedic authorities and roentgenologists working with an Airfoam Mattress and Red-Line Foundation. So now we can show you, with clear scientific confirmation, how together they provide comfort and healthful support we have been telling you about . . . the New Sleep.

TWO CHAPTERS OF "THE NEW SLEEP"

Englander Mattress of Goodyear's *Airfoam* \$79⁷⁵

Englander *Red-Line* Foundation \$69⁷⁵

(Prices subject to change without notice)

Guaranteed, in writing, for 20 years when used together.

Only Englander makes a mattress of *Airfoam*

Englander

AMERICA'S MOST LUXURIOUS MATTRESS

GOODYEAR

THE GREATEST NAME IN RUBBER

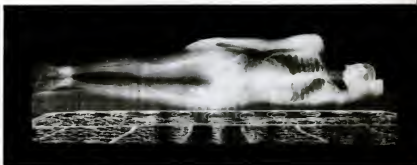
*TM The Englander Company, Inc. *TM The Goodyear Tire & Rubber Company
© 1931 The Englander Company, Inc., Chicago, Illinois



The first X-ray machine of its kind. After months of building, testing, and refining we are now ready to take our X-ray picture. This may look pretty confusing to you just as it did to us who are more at home building Englander sleep equipment. Nevertheless, it is an X-ray machine, built for this project.



Ready for the rays. The model is now being X-rayed on an Airfoam Mattress and Red-Line Foundation. The oblong frame behind her holds a seven-foot-long X-ray film. The picture we got was the largest one-shot X-ray picture ever taken of any living person on a mattress and foundation. The model lies completely relaxed, just as you would lie on your own bed.



The spine tells the story. In examining this X-ray, a leading orthopedic surgeon said, "A study of this X-ray film proves that with this combination of mattress and springs, a person can sleep comfortably, without distortion of the head and neck, shoulders, torso, pelvis and extremities and be completely supported at every point. Note that the spine is in a perfectly level position. When the spine is in this position you receive the proper healthful support for the most comfortable sleep without tension or distortion."



Only the Airfoam Mattress and Red-Line Foundation give this combination of luxurious comfort and healthful support as evidenced by the cross-section diagram above. The Airfoam Mattress, a billowy puff of millions of tiny air cells, shapes itself to every part of your body—responds with a buoyant "uplift" that means luxurious comfort all over.

Englander's Red-Line Foundation, made for the Airfoam Mattress, gives the kind of support you should have, as shown in the X-ray picture. The springs are joined together only in the middle by a flexible steel band. The upper half conforms to the contours of your body. The lower half gives you firm support. Together the Airfoam Mattress and Red-Line Foundation mean the luxurious comfort and healthful support found in no other bedding at any price.

Artcarved

DIAMOND RINGS

Your one
and only...

She deserves the diamond ring backed by a tradition of 100 years

To be sure of unquestioned value, choose an Artcarved diamond ring—backed by 100 years of style leadership and experience. Artcarved diamonds are new diamonds—never before worn. And they give you finer value at less cost because they are not only cut by the high standards established in Artcarved's own cutting plant, but also selected and mounted in rings made by Artcarved's own craftsmen. Each ring is registered and guaranteed; prices are nationally established. Whether you choose an Artcarved Gem Diamond Ring or an Artcarved-It's a Wonderful Diamond Ring, you can be sure you are getting the finest value for your money. For your protection, look for the name Artcarved or It's a Wonderful in the tag.

FREE! "How to Select Your Diamond Ring," a helpful, illustrated booklet that can save you money. Write to J. R. Wood & Sons, Inc., Dept. L-10, 216 E. 45th St., New York 17, N. Y.

Artcarved—Beloved by brides for more than 100 years

A. RIVERA SET, Diamond on 6. OAKDALE SET, Diamond & CORNETTO SET, Diamond engagement ring, \$187.50. Ring, \$400. CRISTO, \$175. Ring, \$420. CRISTO, \$225. Bride's ring, \$16. Groom's ring, \$21.50.

Engagement rings also available from \$75 to \$5,000.

Rings enlarged to show detail. Prices include Fed. tax. Subject to change without notice.

J. R. WOOD & SONS, Inc.
creator of Artcarved and WOODCREST Diamond Rings

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LETTERS TO THE EDITORS

ALICE AUSTEN

Sirs:

The photography, "Alice Austen" (LIFE, Sept. 24), is superb—one of the best ever in LIFE. It has all the elements of a great novel. And that last photo—"Alice Austen, Crippled and a Pauper"—is sheer drama. It deserves a Pulitzer award.

FRED BALLARD

Lincoln, Neb.

Sirs:

During 1944, while I was interned at Staten Island, my wife and I occupied an apartment at Miss Austen's home, Clear Comfort, shortly before she was forced to leave. We had an opportunity to admire not only Miss Austen herself but much of her remarkable



work, and once we actually saw her in photographic action.

It was in the fall, just after the hurricane and Miss Austen was taking pictures of the storm damage at Clear Comfort. I took this picture (above) of her seated with her two dearest companions, Miss Gertrude Tate and her camera. It may be the last taken of her with her camera.

RICHARD O. CANNON, M.D.
Nashville, Tenn.

Sirs:

Compare this photograph (top picture) with that on page 141 taken by Alice Austen (bottom picture). The pose must have been popular. This one



was taken about 1875 and is of four of the 10 children of Julian S. Ramsey, Civil War mayor of Chicago.

ELLEN R. WREKLER
Fairfield, Conn.

THE POPE

Sirs:

Graham Greene's article on Pope Pius XII ("The Pope Who Remains a Priest," LIFE, Sept. 24) is beautifully done. The world needs to know more about this saintly man who is one of the three most powerful men in the world—Stalin, most powerful for evil; Truman, most powerful with power itself; and Pius XII, the great spiritual power.

FRANK K. MAHER

Scranton, Pa.

Sirs:

Graham Greene's article was inspiring and educational. I am sure many now know and understand the man known as the Vicar of Christ.

ALEX P. DUCKETT

Peen Yan, N.Y.

Sirs:

May I express my appreciation to you and to Graham Greene for your excellent "close-up" study of Pope Pius? What a contrast to the stilted and clumsy use of English in some translated papal documents. Time and again Pius has given his blessing to all men of good-will who serve truth, justice and Christian charity, without which there can be no genuine friendship among peoples and consequently no lasting peace. . . .

WILLIAM FITZGERALD

New Haven, Conn.

Sirs:

In spite of such clichés as "servant of the servants of God" the Roman Church is a model totalitarianism. It has never produced a genuine democracy, nor should it be expected to do so although occasionally, as in France, a democracy is produced in spite of it. . . .

Author Greene's gentle criticism of the suppression of free thought by the hierarchy must have been humiliating for him, and is a holdover from his British traditions rather than a product of his new faith. In fact, he is mildly heretical at that point. The "Index" is no oversight by the Vatican, but an important official instrument for the thought control of the masses.

The trust and most penetrating statement in the article is ". . . the Jesuits are his (the Pope's) favorite order."

JOHN D. CRAIG

Pastor

Presbyterian Church of Frankford
Philadelphia, Pa.

CONTINUED ON PAGE 12

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No ticktock... quiet as a light, too!

When you set the alarm on this attractive, new G-E Clock, a small signal light turns on automatically... and glows all night long.

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Shatterproof crystal—luminous dial—low, low price!

One of America's most popular alarm clocks. Hands and numerals are luminous for jiffy time-telling in the darkest room. Large shatterproof crystal. Sparkling case of molded ivory-plastic. Sweep-second hand is gold-colored. Red alarm-set hand. General Electric Company, Bridgeport 2, Connecticut.

Consider, too, these advantages of electric time:
1. No winding. 2. Quiet. 3. Dependable. 4. Accurate.

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Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL  ELECTRIC

LETTERS TO THE EDITORS CONTINUED

Sirs:

Were the bumble stranger from Galilee suddenly to return among us, surely he would be so overwhelmed by the utter magnificence surrounding the holy man in the Vatican as to be impelled to fall on his knees before the ornate throne. How insignificant the gentle One would feel in the presence of such splendor!

J. L. MCKAY

Bremerton, Wash.

Sirs:

Mr. Greene states that Pius XI struck the "last blow at totalitarianism." Mr. Greene previously mentioned that Pius "fought Mussolini so firmly that Mussolini repined at his death." Mussolini and the Pope both were striving for absolute power over the minds of men. Ultimately they came to the point where they could be of abundant help to each other. In 1929 the Fascist government and the Church entered into an agreement. Mussolini recognized Catholicism as the state religion in return for the Pope's sanction of a totalitarian state.

ROBERT C. ACE

Princeton, N.J.

CLOUD-CUCKOO LAND

Sirs:

The effects of San Bol's balderdash on La Paz (LIFE's Reports, Sept. 24) are more nauseating than any sensation of altitude he has tried to describe.

To put the record straight the "La Paz Shuffle" is pure invention. Sensations of "expectant mothers, preposterous rages, blanked-out memories" are poppycock. A glance at the best receipts of the Anglo-American Club will indicate nothing unusual about the drinking habits of the foreign colony. Fertility in cats and humans seems to be quite normal (average of 10 resident American families 3.8 children—no accurate figures available on the cats).

Arrival in the altitude will aggravate the effects of any illness or indisposition including a hangover, which is what your reporter may have had when he stepped off the plane.

GANNON BASSOUS

New York, N.Y.

Sirs:

I should very much appreciate your correcting the record on human fertility at altitudes of 12,000 to 15,000 feet.

Here is a photograph (below) of the 19 children attending our nursery school at La Oroya, Peru (altitude 12,200 feet). Many of these children were born there, and to the best of our knowledge were also conceived there.

On a recent visit I was hostess to no

less than four pregnant mothers at a party in La Oroya.

My knowledge of cats and mice is limited, but the lambing season on our haciendas is a sight to behold.

LUCY BAYAN

Cerro De Pasco Corporation
New York, N. Y.

Sirs:

Men and mice and cats lead a normal life in Bolivia; during my stay there not one of the many men I encountered from our country lost his interest in the opposite sex, not even temporarily.

During the war the American engineer, who worked seven days a week in a mine at 14-18,000 feet altitude, was quite capable of walking home by himself. We even played baseball at 14,200 feet.

GUSTAVE SERTZ

Cleveland, Ohio

Sirs:

Having lived in La Paz, Bolivia for about 11 years I am forced to disagree with two of your statements. Cats do live in La Paz. We had several for years and they multiplied so fast as low-altitude cats. The reason they may be scarce is that the Indians eat them. As far as Dr. Hurtado's theories about fertility are concerned, my family increased by two in La Paz.

FRANK BECK

Pensacola, Fla.

● A visitor to La Paz, as LIFE said, "given the necessary time, can usually adapt." Though LIFE was wrong about the cats, the known difficulty of animals breeding at high altitude is the subject of current scientific studies. When the Spaniards came to Bolivia it was 53 years before any Spanish family in the first settlement had a child who survived—and this child was accounted a miracle.—ED.

GRIEVING ACTOR

Sirs:

How could LIFE debase itself by intruding into the intimate grief of a man mourning the tragic death of his young wife? The picture of Jean Pierre Aumont ("Grieving Actor Mourns Wife's Death," LIFE, Sept. 24) was an unforgivable blunder in good taste.

MRS. EDWIN H. KNOFF

Santa Monica, Calif.

Sirs:

Your heart-rending photo of Jean Pierre Aumont has shown the depths of a man's soul. This picture hurts me to tears, a classic of tragedy.

CAT MCGOWAN
New York, N. Y.



CONTINUED ON PAGE 26

Owner of World's Fastest Boats Tells Why

HE USES

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Stanley S. Sayres



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LETTERS TO THE EDITORS CONTINUED



SULKIES CRASH

Sirs:
Here is a picture (above) of another sulky crash ("The Sulkies Crash at Sweden's Track," LIFE, Sept. 24), which occurred Thursday, Sept. 20, at the great Allentown Fair, Allentown, Pa.

ANNA WILL

Hellertown, Pa.

PALACE WARMING

Sirs:
What a joy to see Gene Tierney on the cover of LIFE in a little \$14 number, which looks utterly dreamy on her. In comparison with her, the other people at that fabulous, disgraceful party ("Life Goes to a Palace Warming in Venice," LIFE, Sept. 24) look like decadent drips...

JUSTINE MANSFIELD

Chicago, Ill.

Sirs:

If Don Carlos had spent an equal amount of money on the poor starving souls of the world, he wouldn't have to wear 16-inch platform shoes to make himself appear taller.

Mrs. DONALD LAND
Brownsville, Ore.

Sirs:

I'll bet the bluebloods had an amusing time watching the townsfolk trying to climb that greased pole for the 35,000 lire—which to them is a small fortune.

I imagine it also helped the Communist propaganda quite a bit. We are being taxed to send billions of dollars to Europe to fight Communism. That's a laugh!

ANNA LANZA

North Tarrytown, N.Y.

SPEAKING OF PICTURES

Sirs:
You state in "Speaking of Pictures" (LIFE, Sept. 24) that "the only known

gold work by Cellini which exists today is the elaborate saltcellar..." Here is a picture of the famous Rospigliosi Cup which is in the Altman collection of the Metropolitan Museum of Art in New York City. This gold cup is also attributed to the work of Benvenuto Cellini.

Mrs. ARLEY KANGAS

Tacoma, Wash.



ROSPIGLIOSI CUP

● While the Rospigliosi Cup is generally believed to be Cellini's, the only gold work whose authenticity is absolutely certain is the saltcellar shown in LIFE—ED.

Sirs:

I was struck by the similarity between the figure on the base of Cellini's saltcellar and the figure of Il Giorno (Daytime) on the tomb of Giuliano de' Medici at San Lorenzo in Florence (sculptured by Michelangelo).

LOUIS W. MARAVANTO
Yonkers, N.Y.



CELLINI'S FIGURE



MICHELANGELO'S FIGURE

● Michelangelo's tomb of Giuliano de' Medici was finished circa 1532. Cellini, who studied under Michelangelo and was his close personal friend, finished the saltcellar in 1533.—ED.

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Both of these upholstery materials look smart, when new



This Lawson sofa is covered in beautiful and costly brocatelle fabric.



This Lawson sofa is covered with beautiful but inexpensive Velon plastic in Canada texture-pattern.

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See what can happen to this costly brocatelle fabric if you dared to wash it just once!



See how beautiful the Velon plastic upholstery looks after it has been washed clean repeatedly with soap and water!

that's why smart women prefer furniture covered in new texture-patterns of

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Look closely at the two sofas in the top picture. Except for the difference in pattern design, you'd have a hard time telling which was upholstered in the expensive brocatelle—and which in the stunning Velon plastic texture-pattern.

The main difference is price...and

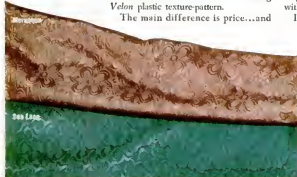
practicality. The fragile brocatelle fabric needs expensive dry cleaning or foam shampoo treatment. But you can wipe the Velon texture-pattern clean with a damp, soapy cloth...even scrub stubborn stains with a stiff brush and soapsuds!

If you're the sort of person who won't

be a slave to delicate upholstery—yet bate to live with drab "practical" materials—you'll bless the day you saw this advertisement. It will lead you straight to your favorite furniture or department store to see, touch, admire...and buy furniture covered in lovely Velon texture-patterns.

Enjoy the Voice of Firestone Monday Evenings on NBC Radio and Television

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Coming or going, it's a smooth and balanced ride in a Mercury—as you'll discover once you sit behind the wheel. Easy handling? You'll wonder if Mercury's reading your mind, so quickly does

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on a

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- ✓ **Does it represent solid value?** Mercury owners say YES! So will you when you get the whole story from your Mercury dealer. See him soon.

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LIFE'S REPORTS



SHRIVER FEELS MOST AT HOME AMONG STALKS OF HIS NATIVE INDIANA

FINE FRESH CORN

Some fond reminiscences of Indiana's idiocies make Herb Shriver the funniest new TV comic

by GENE COOK

"You can tell I'm an Indiana boy. There's somethin' about a fella from Indiana. I don't know what it is. Well . . . I do know what it is, but I don't like to think about it."

This is the kind of slow-moving, understated humor that has made a lanky country boy from Indiana a sensation in the big city. Two months ago Herb Shriver, who has been a featured player in a Broadway show, went on television as a summer substitute for Arthur Godfrey. His twangy voice and his Hoosier freshuws were such a hit that this week he starts his own show, *Herb Shriver Time*, on ABC-TV (Thurs., 9 p.m., EST).

For Shriver's performance the word "show" is almost a misnomer. Herb simply stands there and talks, but his monologs wander on, punctuated and finally ended by whip-snapping twists of pure idiocy. Shriver gets most of his material from Indiana, from the childhood he spent there, from fond if off-beat memories of curious characters and listless little towns, most of which he relates in the form of a history of his mythical home town. So with a new show coming up, Herb made his preparations in a characteristic manner: he went back to Indiana. Last week he was "polishing up" his show by the simple process of reminiscing about his trip home to anyone who would listen.

The first thing he did back home was to go searching for a lightning-rod salesman. Herb has an affinity for lightning-rod salesmen, and there is one he recalls most fondly. "This guy used to sell lightning rods until one night he got caught in a storm with a lot of samples. . . ." At a railroad switch tower, Shriver recalled another old friend: "the gateman who was never on the job. . . . He was kinda hard of hearing and the trains would sneak through on him. So he took to sittin' on the tracks. He's gone now. . . ." In Fort Wayne he came upon a one-way street and was reminded of the time his "home town" splurged on one-way signs. It seems that the townspeople didn't want any other city to have something they didn't have. "They put in a lot of one-way streets . . . and all the cars was trapped outside of town. The trouble was they forgot to make any streets comin' back."

"My home town," explains Herb, "had one big trouble. Not enough

CONTINUED ON NEXT PAGE

"It's a boy...and a girl!"

NET
:ASE



"Y-you mean me, Doc? Wow!"

"That's right, Dad. Mother and twins doing nicely, too. You must be mighty proud."

"You bet I am! Guess you might say I'm doubly proud. Now we're a family of four instead of two. Quite a responsibility, though, Doc. But I guess we can manage it . . . somehow."

* * *

Have you figured out that "somehow" for your family? Are your youngsters assured of a good home . . . a good education . . . if anything happens to you? Or, if all goes well, can you and your wife look forward

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Perspiration won't wilt it! Always neat—smart Van Heusen "Comfort Contour" collar styling is in for keeps, in any temperature.



Laundering won't hurt it! Easier to iron because fold line is woven in place. Less ironing, no starch means more wear and comfort.



Work won't wrinkle it! No inner linings, no stitched layers—it's one piece. No possible way for this amazing collar to wrinkle.

Van Heusen **CENTURY** shirts
white \$3.95, \$4.95; colors \$4.50



Fashion Academy Award 1951

A new shirt from 5-year Van Heusen shirts out of steel

Phillips-Jones Corp., New York 1, Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

LIFE'S REPORTS CONTINUED

git-up-and-go. Actually, we'd get up, but there wasn't anyone to go... We didn't even have a statue around there. We were gonna put up a statue for a local fella who had gone off and got famous and then he never come back so we couldn't find out who he was. We'd sorta bought the cement. We piled it up in the center of town and it took to blowin' in everybody's eyes. Now, well... he couldn't come back now if he wanted to.

"We was gonna get another hero, a local fella. He was very heroic... Well, he was likable for one thing... and he was very eccentric, too



IN TOWER Herb recalls the tale of a crossing where trains snuck by.

could be... If he got bought off, he stayed bought off... He wasn't shifty... Well, the upshot was, we finally made a horse trough out of that cement and we let it go at that..."

Shriner is fond of such dubious success stories about his Hoosier heroes. Another favorite is the one about the farmer who once found a nickel in a potato: "He became pretty famous. People came from miles around to see the man who found a nickel in a potato. He sold them photographs of himself and potatoes. Made quite a bit of money at that. But then, one day, his wife, she happened to put the potato with the nickel in it in a stew. Folks discovered he had no talent any more. They came around and threw rocks at his house. Well, sir, he searched and searched but he never found another potato with a nickel in it. He found potatoes with three cents in them and potatoes with six cents in them, but he never found one with a nickel in it..."

In his meandering talks, Shriner often seems to be as unaware as his audiences where the tales will lead him. Take an example of Shriner discussing the weather: "You couldn't plan much out-of-doors on account of our weather. The reason we got such bad weather was we was located very bad... We was down in this valley... between two hills... and bein' down there any weather that did happen to be coming along would skim right over us... That way, unless some-thin' would drop in there... we wouldn't get nuthin'. Once there was two fellas that came to town and started fiddlin' around with the weather. Turned out they was surveyors... One had a little telescope on a stick and the other was in charge of a ball of string.



ONE-WAY SIGNS inspired story about traffic jam in his home town.

"They seemed to be lookin' for somethin'. We didn't know what they was lookin' for but we figured whatever it was we'd probably already used it up. But it began to get interestin'. It was very scientific, too. And pretty soon some local fellas had some string and was tryin' to get in on it. For a couple of days you couldn't walk for string. They finally had to pass a no-string law... It wasn't long after that the surveyors left town... They didn't help the weather none either... Right after they left we had one of the worst storms we ever had... I was out on the front porch that day very busy trying to shake a pick out of my mandolin. All of a sudden the wind picked up... I didn't realize the wind was so strong till this friend of mine blew past the house. When I seen that, I knew

CONTINUED ON PAGE 32

OVER \$2,000,000

FOR YOU AND YOUR CHURCHES OR CHARITIES!

CROSLLEY "AMERICAN WAY" CONTESTS

THEY'RE EASY! THEY'RE FUN! NOTHING TO BUY!

**OVER 6,000 PRIZES IN CASH AND GIFT CERTIFICATES FOR YOU...
MORE THAN \$500,000 CASH DONATED BY CROSLLEY AND CROSLLEY
DEALERS TO CHURCHES AND CHARITIES NAMED BY WINNERS.
YOU'LL WANT TO EXPRESS YOURSELF ON...**

"WHAT THE AMERICAN WAY OF LIFE MEANS TO ME!"

FIRST PRIZE \$10,000 IN CASH TO WINNER

and \$10,000 additional to the church or recognized charity* named by winner.

NEXT 10 PRIZES . . . \$1,000 cash to each of the 10 winners and \$1,000* additional to the church or recognized charity named by each winner.

NEXT 990 PRIZES are Crosley Gift Certificates with these retail values:

| | |
|------------------|------------|
| 15 Prizes . . . | each \$500 |
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| 100 Prizes . . . | each \$150 |
| 100 Prizes . . . | each \$100 |
| 250 Prizes . . . | each \$50 |
| 375 Prizes . . . | each \$25 |

IN ADDITION to all the Crosley National Contest prizes—1,001 of them—many thousands of other Gift Certificates to contest winners and cash prizes to churches and charities will be awarded by more than 5,000 public-spirited Crosley Dealers in their own Local Contests. The awards in each

Local Contest—by every participating Crosley Dealer—will be:

A \$300 Crosley Gift Certificate to the winner plus \$100 cash to the church or recognized charity named by winner.

Ask any Crosley Dealer for a free entry blank to the National Contest. If he is conducting his own Local Contest in addition, ask him for a free entry blank and enter his contest, too!

HERE'S ALL YOU DO!

1. Answer any one of the seven easy true or false quizzes on Crosley products.

Example: Among all refrigerators, only Crosley gives you the Shelvador®, True () False ().

2. In 50 words or less tell "What the American Way of Life Means to Me."

Example: "To me the American way of life means freedom most of all. I'm free to worship and speak as I believe, free to work at whatever I enjoy, free to elect the members of my Government, and free to profit from my own ideas and efforts."

*The term "church or recognized charity," as used herein, means a church or charity which is exempt from taxation under Section 1080 of the Internal Revenue Code.

Crosley Division **PLYM** Cincinnati 25, Ohio

Better Products For Happier Living

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Small Kitchen Cabinets • Toaster • Food Waste Choppers • Electric Water Heaters • Vacuum • Television

RULES OF CONTESTS

1. Answer any one, but only one, of the seven true or false quizzes on the official entry blank. Then write 50 words or less on "What the American Way of Life Means to Me," using the space provided on the entry blank.

2. Entries will first be judged on the basis of the number of correct answers to the true or false quiz. In the event of a tie in the number of correct answers with respect to the quiz, entries of the contestants who have tied will be judged and prizes will be awarded on the basis of originality, sincerity, and aptness of thought of "The American Way of Life" statement. Decision of the judges will be final. In the event of a tie on the basis of the entire judging, duplicate prizes will be awarded. No entries will be returned. Entries, contents and ideas therein become the

property of the Crosley Division, Avco Manufacturing Corporation.

3. Any resident of the Continental United States may compete except employees of the Crosley Division, Avco Manufacturing Corporation, retail dealers of Crosley Radio and Television Receivers and Appliances, wholesale distributors of such Crosley products, their advertising agencies, and their employees and families. Contents subject to all Federal, State, and local regulations.

For complete rules on both the National and Local Contests, see official entry blanks. Get them at no cost or obligation from your nearest Crosley Dealer. National Gift Certificates are redeemable for Crosley products by any Crosley Dealer. Local Dealer Gift Certificates are redeemable for Crosley products by the issuing dealer only.

1952 Crosley Duo-Frequency TV Sets for clearest, steadfast pictures, beautiful, authentically styled cabinets... adaptable at low cost to all forthcoming UHF channels... equipped with color connections for FCC-authorized color. Gorgeous CROSLLEY RADIOS color-styled for every room.

Crosley Shelvador Refrigerator— Model CAC-11—a new high in beauty—with "Care-Free" Automatic Defrosting, shelves recessed in the door and "SOFT-GLO" Interior Styling! CROSLLEY ELECTRIC RANGE (RD-CO) with Five-Way Automatic Cooking... CROSLLEY SHELVDOR® FREEZER (CDF-8) with shelves on the lid.

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"American Way"
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END DECEMBER 1, 1951**

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America's Most Beautiful Heater—the Magnificent Duo-Therm Hepplewhite!

Now enjoy the luxury of fully automatic oil heat with a low-cost Duo-Therm heater. You set your thermostat and relax. Oversize Dual Chamber Burner gets more heat from every drop of oil. Big radiant doors and humidifier give you extra, healthier circulation. Special Waste Stopper, Automatic Draft Minder. See your Duo-Therm dealer now for automatic heat at rockbottom cost!

13 gorgeous models for 1 to 6 rooms, from \$57.00 to \$129.95—Thermostat extra. Attainable fuel tank, \$7.95 to \$10.00. Listed as standard by Underwriters' Laboratories.



Save up to 25% on Fuel with Duo-Therm's Automatic POWER-AIR! Blower circulates heat by force, puts lazy ceiling heat to work at the living level for warmer floors, gives you greater floor to ceiling comfort. This positive, forced warm-air circulation saves up to 25% on fuel. Turns itself off and on automatically. Easily added to most Duo-Therm models. Often pays for its small extra cost in one season.

Over 1,800,000 Warmly Satisfied Customers . . .

DUO-THERM Always the Leader

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LIFE'S REPORTS CONTINUED

there was somethin' goin' on because he never come up that street as a rule. I kind of got to worryin' what the wind would do to our livestock. . . . Well it wasn't exactly livestock. . . . We had one chicken at the time. . . . It wasn't really our chicken. We was in on it with the neighbors. . . ."

Herb revisited Zulu and found cornfields still on the main, and only, street, and the general store still selling licorice candy. But even Herb's Indiana was not impervious to change. In Monroeville he found a card parlor where all the pinocle players knew how to shuffle. The last time he had been in town, there had been only one player who knew how to shuffle.

"Unless you sat at his table, you'd keep getting the same cards back." He took a little time out to settle down with a newspaper. As he did, he pointed out that newspapers aren't so important in Indiana. His state, he claims, is so peaceful that "if you dropped an atom bomb on it, the bomb would just lay there and grow. . . . At home nobody ever bought many papers. You knew what everybody else was doin'. You'd just buy a paper once in a while to see if they had got caught at it."

Back in New York of a few days ago, Shriner was sitting in his small but smart apartment on Fifth Avenue overlooking Central Park. With him were his red-haired wife Pixie, his nervous little Italian greyhound, Gypsy, and his 4-month-old baby, Indy, named after his favorite state. "It's sure a long way from Indiana," said Herb, looking out on the park. "But it's the one place I know where I can look out and see leaves." Suddenly he jumped up and went to inspect a particular spot on the terrace. He and his wife had got a big thrill one day recently when "a potato bug popped up there."

"Funny thing," mused Herb, "Instead of chasin' him away, we tried to keep him around, sorta adopt him. But he left." There was a long pause, then Herb shook his head and mused, "I still can't figure out how that potato bug made it across Fifth Avenue."



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rates cheers
for greaseless
good grooming
and healthier,
handsomer hair!"

100% *Ronald Reagan*

starring in "HONG KONG,"
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YOU'LL LIKE ITS
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Fore FREE
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BOTH ONLY

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AT TOILETRY
COUNTERS EVERYWHERE



SHRINER'S FAMILY includes child Indy, wife Pixie and dog Gypsy.

*Fityrsparum avale, which many authorities recognize as the cause of infectious dandruff.

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The mix that makes flakier crusts



An old-time secret for you . . . Old-time pie hands know the secret of making a pie crust just as flaky as the one you see in this picture. It's the trick of chilling. Now Pillsbury has already done this for you in its Chill-Blended Mix. Flour and shortening are blended together at low temperatures to insure crusts that flake away at the nudge of a fork. Sound good? Won't you try it?

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Just add water.
Apples are plentiful at your
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MAXWELL HOUSE IS AN AMERICAN TRADITION

Through the years, *one* coffee—Maxwell House Coffee—has grown to be as traditional a part of American living as Indian Summer's fragrant ritual of burning leaves, or the candle-lit pumpkin in the window on Hallowe'en. In this nation of coffee lovers, Maxwell House is America's favorite brand. No other coffee plays so real, so heart-warming a role in our home life and our hospitality. No other has that wonderful "Good to the Last Drop" flavor. That's why, all up and down this land of ours, the Maxwell House symbol of cup and drop is known as the sign of good coffee wherever you go!



A Product of General Foods



Everybody knows

.the Sign of Good Coffee the one coffee with that Good to the Last Drop flavor!



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new word
in the
Fashion
world"



"it's
Acetate
the
beauty fiber"

Acetate is the chemically made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America

"The most eye-opening proof I've ever seen!"



"G-E Aluminized Tube made our set BETTER THAN NEW!"

Says R. A. Bartlett, 331 Sunset Avenue, Aurora, Ill., "Finest TV performance proved itself tight before my eyes." Your eyes will see the same amazing result when you change your old picture tube to a new G-E Aluminized Tube. Immediately you have a television set that's better than ever before. The picture is far brighter, with more

contrast . . . and vividly real! Faces, backgrounds—all are wonderfully lifelike because the General Electric Aluminized Tube *increases picture brightness up to 100%!* For the finest picture from your present set—for a whole new world of viewing enjoyment—see your nearby serviceman who handles General Electric tubes!



ORDINARY TUBES have picture reception like this. Only part of the light comes through the face of the tube. The rest of the light is absorbed inside. Consequently the picture you see on an ordinary tube suffers in brightness. White areas tend to become gray, and black shadows lack their full, rich contrast.



THE G-E ALUMINIZED TUBE reflects all light ahead through the face of the tube. The picture comes to you bright, clear, and sharply defined. Whites are whiter, blacks blacker, with in-between values that are convincingly lifelike. Once your serviceman has installed a G-E Aluminized Tube, you'll agree that here is reality in TV!



LOOK FOR THE SERVICEMAN WITH THIS SIGN when you want a new picture tube, or General Electric Radio-TV tubes of any sort. No matter what make set you own, your G-E tube dealer is equipped to give you prompt, dependable service. *General Electric Company, Tube Department, Schenectady 5, New York.*

You can put your confidence in—

GENERAL  ELECTRIC

185-748



AS LABOR'S CAMPAIGN OPENS, WORRIED CLEMENT ATTLEE HEARS EQUALLY WORRIED HERBERT MORRISON DENY TORY CHARGES OF BRITISH DEFEAT IN IRAQ

GLUM LABORITES FACE AN ELECTION

In a high-ceilinged auditorium at Scarborough, England last week, as they rallied the forces of their Labor party, Britain's Foreign Secretary Herbert Morrison and Prime Minister Clement Attlee (*above*) looked as if nothing in the world could be worse than their problems. Politically speaking, this is quite possibly so. On Oct. 25, Labor will put its future up to Britain's voters. The election may sweep Attlee off his shaky pinnacle of power and place Winston Churchill (*pp. 40, 41*) again in the prime ministry. "It is," said Churchill last week, "the

most momentous election I have ever seen"—and at 77 he has lived through a tumultuous half century of British politics.

"The British voter," said *TIME-LIFE* Correspondent Hillis Mills from London, "knows what he wants. After a crushing war and 12 years of gray austerity living, he wants peace, security in his job, better food, clothes and housing, certain social services (including a national health plan) and some old-fashioned pride in his country. The Tories, insisting that six years of Socialist misrule have deprived him of most

of these things, are aiming their campaign guns at Labor's bureaucratic bungling and mismanagement. The Socialists, who say the real issue is war versus peace, are trying to picture Mr. Churchill and his friends as greedy, trigger-happy capitalists who haven't had a new idea since the 19th Century."

The Tories opened their drive (*pp. 40, 41*) at Liverpool with a call for national unity. Mr. Attlee began his party's campaign by accepting an ominous unity with Labor's ambitious, swaggering rebel, Aneurin Bevan (*next page*).



BOUNCING BEVAN, feeling new-won power in the party, indulges in histrionics, telling Labor that



Churchill "does not know how" to avoid war, and advises campaigners, "Go into the fight joyously."



BEVAN WALKS ALONG SCARBOROUGH SEA FRONT

LEFTIST BEVAN PUTS

"The time has now come," said mild Mr. Atlee, in calling the election, "to ask the electors for a renewal of confidence." But at Scarborough, the Yorkshire seacoast resort town where Labor rallied, the party's own rank and file showed a startling loss of confidence in Atlee and in Labor's own key Cabinet members. The man who nearly walked off with the rally was the left-winger Aneurin Bevan (*left*). He had resigned from the government last April in protest against the nation's heavy rearmament program at the cost of socialist health benefits.

Now, for the time being, Bevan chose to make up with Atlee, in order to join the fight against the common enemy, Toryism. But Mr. Bevan, who believes that Russia is not really such a monster, that America is far too bossy in Britain's affairs and that what British socialism really needs is a lot more socialism, promised to carry on his fight inside the party after Oct. 25.



SINGING SOCIALISTS join hands at the end of the conferences in traditional farewells air, *Auld Lang*



WITH AIDE, IAN MIKARDO, AND WELSH FRIEND

ATTLEE ON THE SPOT

Although Attlee's control of the party organization was not directly challenged now, Bevan and his followers won the party's only "popularity contest"—the vote on seven political members of the party's 27-man executive committee. This is a rank and file vote by the party members, and it booted out of the committee two important members in Attlee's government—Emanuel Shinwell, the Minister of Defense, and John Strachey, the Secretary of War. Bevanites won their places. Even Foreign Secretary Morrison, sensing the dangerous popularity of Bevan's platform, did his bit to nail a "swarmonger" label on the Tories: "If the Tories came to power," he said, "then I would not like to be sure that we should not be needlessly precipitated into war." Whatever happens, Bevan stands to gain from the election: he will take the credit if Labor wins; he will blame Attlee's moderate leadership if it loses.



Syne. This was preceded by Socialism's anthem, *The Red Flag*, and followed by three cheers for victory.



SHATTERED SHINWELL (right) talks with reporter in gloomy side room of Scarborough's Grand

Hotel just after hearing he had been voted out of the Executive Committee. He still remains in Cabinet.



SURROUNDED BY LOCAL CANDIDATES IN CONVERTED BOXING STADIUM IN LIVERPOOL, WINSTON CHURCHILL SOUNDS OPENING NOTE OF THE TORY CAMPAIGN



TORY CANDIDATE, in Cartoonist Giles's view, tells average British family that "Labour takes 40

civil servants to get one Briton one set of false teeth" and that "all shortages are due to bulk buying, etc."

CHURCHILL ATTACKS TOO MANY MUDDLES

Winston Churchill put on his rally in a sporting arena (above) in a sooty Labor stronghold, Liverpool. The rumbling waves of his oratory were sobering, for he spoke without optimism: "A mood of deep anxiety mingled with bewilderment oppresses the nation." He attacked Labor's muddling—the coal muddle, the meat muddle, the dollar-shortage muddle, the defense and housing muddles and particularly the Iranian oil muddle. Even as he spoke, the last Britons were evacuating Abadan, and Churchill was making the most of it.

Many recognized that Churchill would be a liability to the Tories by reminding a war-weary people of war. But he would have the stature to convince electors of the hard truth of more troubles ahead. And the Conservatives are convinced that he possesses an unparalleled asset—he reminds the British of unparallel success.

Last week opinion polls cautiously gave Conservatives a chance to wipe out Labor's present futile 313-308 control of Commons and gain a 30-to-50-seat majority. But English Cartoonist Giles, expressing his own opinion for LIFE in the two cartoons at left, reflected an unstatistical view. Correspondent Mills explained it this way: "Whoever wins, the British voter has an unhappy conviction that he is likely to lose. Neither party promises anything definite—except more work, more hardship and more sacrifice."



LABOR CANDIDATE, arriving from the opposite direction at Giles's voter's home just after the

Tory leaves, argues that "the Tories are warmongers, Fascist beasts, favor privileged classes, etc. etc."

GLOWERING OVER HIS GLASSES, THE LEADER OF THE TORIES CRIES, "OUR SPIRIT IS UNCONQUERABLE" →



TRUMAN SHOULD BREAK STALIN'S MONOPOLY OF THE WORD WITH MORE AMERICAN EXAMPLES

It seems almost sacrilegious to discuss the word "peace" in 1951, but consider this structure of events:

1) President Truman recently described his policy toward Russia as one of force, pure and simple. Diplomatic agreements with the Bolsheviks, he said, are mere scraps of paper unless you can enforce them. During 1951 Mr. Truman, out of his erudition, has publicly likened Stalin to Tarquin, Charles I of England, Louis XIV of France, Hitler, Mussolini, Genghis Khan and a beast of prey. There is no remaining chink of appeasement in the Administration's verbal armor.

2) Stalin, who has been in a diplomatic losing streak culminating in Mr. Dulles' Japanese treaty, is thought to be considering a change in tactics. His peace propaganda ("The dove that eyes boom") was making a few new converts even before the world heard about his second atom bomb. The Korean "truce" gambit failed to put Ridgway off his guard. The Atlantic Pact grows slowly stronger. Communists do not change their goal, but they often change tactics that have stopped working, and sometimes even make strategic retreats.

3) Rearmament is no fun here, but in Europe it is a serious burden that depresses the most courageous politician. The emotions that expressed themselves in "neutralism" are as strong as ever. Even in Britain, where rearmament is not shirked, the campaigning Bevanites blame some of Britain's troubles on American "hysteria" and try to picture Churchill as an adventurist warmonger. Churchill for his part, if hurt by these tactics, can always quote old speeches (like that at Edinburgh last year) proving his readiness to talk business with Stalin any time.

Add up these facts and possibilities, and what might happen? A general war, desperately precipitated by Stalin from last-chance motives, is of course the worst that could happen. But Mr. Truman is better prepared for that than for something else: a Russian *diplomatic* (not a mere propaganda) peace offensive of the sort that would really tempt our friends in Europe.

Already the West Germans, though militarily still defenseless, are sorely tempted by the latest East German proposal for the election of an all-German national assembly. Many of them think that the Communists will actually agree to West Germany's insistence on a genuinely free election of delegates. Our State Department refuses to believe this, but suppose the East German offer should turn out to be genuine. Suppose, that is, the Russians are really so fearful of German rearmament and Westernization that they will pay a hard price to forestall it. Are our German plans in shape to exploit this possibility? Or is rearmament their alpha and omega?

If we should fumble a real opening in Germany for the sake of rearmament alone, consider the effect throughout Europe. Truman would look like a brainless militarist. Overnight the *Krokodil* cartoons of a demented Uncle Sam astride his smoking cannons would take on a grisly plausibility.

A flaw in U.S. policy

Now this all sounds very speculative, but it does reveal a flaw in U.S. policy: it has recently been rather exclusively a military policy. Nobody here is fooled by Stalin's crude dove and we know what Stalin means by the word peace—the tyrannical peace of universal Communism. But we have permitted him to monopolize and soil a sacred and powerful word, because we have offered too few attempts at an American definition or examples of it.

Since Americans not only hate war but have been taught to think of it as abnormal, the problem of defining peace is peculiarly difficult for us. For many, *dismament* is the test of peace and serves instead of a definition. Russian peace propaganda, like Stalin's interview on his new bomb last week, is full of fake *dismament* proposals. They appeal to a widely held belief

that rearmament races, besides being expensive, are themselves the cause of war.

Is this belief true? Not in U.S. experience. The Civil War found both sides unprepared, though everybody saw it coming. World War I culminated a European arms race, but we entered it completely unarmed. We were virtually unarmed when we got into World War II. If World War III comes, it will be the first war for which we were prepared to the point where the enemy knew approximately what he was taking on. Hitherto we have kept him in the dark. This "arms race" may prevent war; at any rate it is the one method we have never tried before. So far it has had good results.

But if *dismament* is not the key to peace, neither is all peace talk to be denounced as "appeasement." This unlucky word has the same root as "peace" and once meant a conciliatory approach to pacification. It is used in that sense by a recent writer in *Le Monde*, Maurice Duverger, who criticizes the U.S., not for rearmament, but for the uncompromising spirit in which it takes place. "The alternative, rearmament or appeasement, is a false one. The real problem is to pursue [both] simultaneously. . . . Appeasement in turn implies a certain equilibrium between the two blocs, brakes within each bloc, and the possibility of contacts." Europe, M. Duverger feels, is a good brake on our bloc, the U.S. being the motor. Like many Europeans and Englishmen, he fears that without a separately operated brake we lead-footed Americans would let our war machine get away from us.

The reason this line of argument sounds queer in America is not that it is wrong but that it issues from weakness rather than strength. What gave "appeasement" a bad name was the appeasement by weak nations of a better armed aggressor, and Stalin is still better armed than the West. Europe is not even scheduled to be self-defensible until 1953. When the free world is once more in command of its own destiny, then it will be time to talk of "appeasing" Stalin, and of the kind of peace whose definition requires words like generosity and forbearance.

Peace must be waged

Meanwhile, the only useful definition of peace is the absence of outright fighting. And in this sense it is a striking fact that the Russians can claim to have been "at peace" since 1945. Unless there are Russian pilots over Korea, they have done no fighting anywhere to speak of. Their war with us is political.

This political struggle, unlike a fighting war, cannot be negotiated away; it must be waged and won. The harder we wage it and the more we win it, the less likely it is to take military form. And the flaw in Truman's position is not that he is arming too fast, but that he is not waging the political struggle vigorously enough.

The agenda of this political struggle is long enough to keep our diplomats busy for years. It stretches from Austria to Formosa; it includes the liberation of the half-billion people who since 1945 have been forced under the Communist yoke. It requires more than eloquent vituperation, and it requires political energy and skill. These are badly needed right now in the Middle East and in the aforesaid German situation. Considering how many such diplomatic challenges and opportunities we face, Truman chose a very curious time (to say nothing of a very rude manner) to let John Foster Dulles drift away from the public service. His Japanese treaty was our solidest political victory in years. There is an example of American peace-waging. There is a "situation of strength" that involved no military action or the prospect of any.

No one can doubt Mr. Truman's courage or his readiness to fight if necessary. But preparedness is less than half of a policy, especially of a policy that claims to be for peace. The political half must be waged continuously, in weakness or in strength.



STUCK-UP LITTLE CAR

G. W. Van Tassel of Joshua Tree, Calif. is the proud owner of "the world's largest boulder." But the boulder was bare and two friends named Harmon and Copley decided he would be prouder if it were decorated. So they got a windlass and cable, parked a Crosley 70 feet up in the California air.



MAN ON FLAG

A German daredevil named Arnim Dahl tried to get himself public attention last week by hanging a City of Hamburg flag from the tenth story of a skyscraper and then hanging from it himself. He got more public attention than he had bargained for when, having gotten a good grip onto walnut-sized knots tied into flag, he heard a rip above him. Quick action by ninth floor spectators who swung a pole out to him got him back to the building, putting an end to the show and sending Dahl back to his safer specialties, like somersaulting off speeding trains into the harbor waters.



WOMAN ON LEDGE

Trapped in her apartment by a fire roaring up the stairwell and elevator shaft of an Oakland, Calif. apartment building, a panic-stricken woman climbed out on her window ledge and stood ready to leap. But firemen racing up their high ladders got to her in time. Quick work by other firemen and the calmness of other tenants kept the \$100,000 blaze from turning into a disaster. Though one person was burned to death, more than 150 were saved. The fire was reported to have been set by arsonists who turned in a false alarm nearby to pull fire equipment away from the scene.



BOY ON LEDGE

Because he didn't like living in San Jose, where he had known only misery since his family moved from Los Angeles, a 14-year-old boy named Allen English, who had once tried to shoot himself, walked out of high school before noon. He went downtown to the Bank of America Building, took an elevator to the 11th floor, walked down a corridor to an open window, climbed out on a 15-inch-wide ledge and walked down it to the corner. There he crouched for 50 minutes, disregarding all pleas to come back, until a bold stockbroker went out after him and pulled him back to safety.



MAN ON TV TOWER

Because he had no friends, a young man from Toledo named Everett Selleck climbed 125 feet through the maze of girders and live wires in the tower of TV station WSPD and announced he was going to jump. At that time the program over WSPD featured a number in which Olsen and Johnson dissuaded a man from suicide by waving a box of Corn Flakes in his face. But nobody thought to try Corn Flakes on Selleck. Instead, a brave cop, Donald Hickey, climbed up, had a 90-minute mid-air conversation with him, convinced him he did have one friend in the world, and got him down.



DEAD CENTER of U.S. population is the exact spot on which Carl Snider and his family are standing on the side of their cornfield drainage ditch. It occurs at

$38^{\circ} 50'$ north, $88^{\circ} 10'$ west and maintains a tradition: that the population center almost never occurs in populous areas. Nearest town, Dundas, contains 150 people.



MAP SHOWS CENTER HAS MOVED WESTWARD AS COUNTRY Grew

POPULATION CENTER

It is now a drainage ditch in an Illinois cornfield

Every decade since the first U.S. census (1790) government statisticians have pegged a center of the U.S. population, *i.e.*, an imaginary point on which the weight of the whole population would balance perfectly. From east of Baltimore it has moved steadily west, with remarkable fidelity to the 39th parallel (map, *above*) averaging 4 miles a year. Now, due to large migrations to Texas and southern California the 1950 center of the U.S. population has jumped from Indiana to Illinois. Preliminary calculations indicated that the center would be Gene Kermicle's hog wallow, eight miles north of Olney, Richland county seat which boasts 8,500 population and hundreds of rare albino squirrels. But more careful checking moved the real center out of the wallow and into a ditch—a wet swath (*opposite page*) that runs through the middle of Farmer Snider's cornfield.



THE CENTER'S POPULATION IS CARL AND JUNE SNIDER, DON, 5 AND JOHN, 2



BRAMBLE PATCH on Chesapeake Bay's Eastern Shore was population center in the first U.S. census.



ROCK CLIFF in background was center 40 years later. It is 19 miles southwest of Moorefield, W. Va.



LANE (foreground) leading to this house a mile outside Hillsboro, Ohio was center after the Civil War.



DOWNTOWN STREET in Bloomington, Ind. is one center that occurred in a well-populated area.



BEECH TREE center near Spencer, Ind. was pinpointed by late Professor Wilbur A. Coghshall (*left*).



IRON PIPE on farm of the Corbin brothers near Carlisle, Ind. was the center until the latest census.

GOVERNORS TALK ABOUT A PRESIDENT

FOR IKE Last week the 43rd annual conference of U.S. governors, held this year in Gatlinburg, Tenn., in the Great Smokies, ended, as it had begun, in a swirl of oratory. But in between the formal sessions in which they came out strongly against crime and highway accidents, and in favor of the states' right to make public the names of federal relief recipients, the 45 governors who attended (24 Republicans, 21 Democrats) found time to

do considerable talking both on the record and off. Chief subject was Dwight D. Eisenhower, and the consensus was that Ike would be the C.O.P.'s best hope—but that he would have to take a stand on national issues shortly if he wanted the nomination. New York's Dewey reiterated his support of Ike in a one-minute press conference (*below*): "I am unqualifiedly and unreservedly for General Eisenhower. I have nothing more to add." But others (*p. 50*) did.

AGAINST TRUMAN James Byrnes, the governor of South Carolina and former Secretary of State under Truman, created one of the meeting's few sensations when he announced he would oppose Harry Truman for another presidential term, refused to say whether he would "take a walk" in event of Truman's nomination. Byrnes added he did not believe Truman would run because of the new constitutional amendment forbid-



Republican and Democratic chief executives of 45 states hold their annual meeting and make loud pronouncements about who should—and should not—be president in '52

ding more than two terms for one man (the incumbent excepted). Byrnes said he hoped to persuade either Senator Byrd of Virginia or Russell of Georgia to become the candidate, saw little chance of a Republican-Southern Democrat coalition, although "the South is doing more independent political thinking than it has done in years." He refused comment on Eisenhower but admitted that the G.O.P.'s chances of cracking the Solid South were increasing.

FOR SILENCE Earl Warren of California held a genial press conference: Q. Who are you for in 1952? A. If you ask me in '52 I'll tell you. Q. How do you feel about a military man? A. A military man has as much right to be a candidate as any other man. Q. Do you think Eisenhower is a candidate? A. I have no knowledge. . . .

Out of these uninformative responses, however, reporters got the impression that Warren

felt one possible Republican candidate was Earl Warren. Other governors, had even more decided views on Eisenhower. A poll showed that 13 Republicans and nine Democrats regarded Eisenhower as the strongest G.O.P. candidate; only two Republicans and three Democrats thought Taft was stronger. A total of seven regarded the two as equally strong. As for the Democratic candidate, everyone but Jimmy Byrnes thought it would be Harry Truman.





WAITRESS WAITS resignedly at end of 250-foot table for oncoming rush of 1,400 guests who were invited to barbecue with convening governors at a party

held beside the waters of the Little Pigeon River. The guests consumed 1,400 pounds of beef, pork, pork ribs and chicken which had been cooking for 24 hours.



"My husband comes home for lunch. He likes a meat or cheese sandwich with a bowl of hot soup—and his favorite soup is tomato."



"I make a grand cream of tomato by preparing Campbell's Tomato Soup with milk instead of water. It's delicious—and extra-nourishing!"

More women than ever before are saying:

"It's the Handiest Thing on my Kitchen Shelf!"



"For the children's lunch I usually have sandwiches with good big bowls of Campbell's Tomato Soup. They love its lively flavor and color."

And no wonder! For this great 3-way soup is just about the most useful of all foods... delicious and convenient as a soup... as a pour-on sauce... and as a cooking ingredient. Everywhere in America women build meals around good big bowls of Campbell's Tomato Soup because they know it is nourishing... and welcomed by young and old alike. Its rich, zestful flavor... its cheery red color... give an extra "lift" to almost any dish. Use it frequently! Your family will love it!

Campbell's TOMATO SOUP



"When company comes, there's no nicer way to welcome them to the dinner table. It's appetizing—and it helps dress up the meal."



"I cook with Campbell's Tomato Soup! I make the finest tomato cooking sauce I ever tasted. I got some of my most delicious recipes by writing Campbell Soup Company, Camden 1, New Jersey, for a free recipe book. Why don't you?"



"In spaghetti sauce, it's ideal! As a base for a smooth, full-bodied sauce, I use Campbell's Tomato Soup, just as it comes from the can!"



"On washdays, I make a fine lunch in a jiffy with sandwiches and some good, hot tomato soup. It's satisfying—and fortifying!"



"I watch my weight—most women do. For my own lunch I generally have a salad and a bowl of tomato soup. It's good—and all I need."



Luscious, vine-ripened tomatoes and golden creamery butter... gently seasoned in a rich, velvety-smooth purée. That's Campbell's Tomato Soup!... You'll enjoy the matchless flavor of this famous soup... as a main dish at lunch, or as a delightful cooking sauce.

Make your shopping list now

Kraft's Fall Cheese



FAMOUS SINCE 1880. For cream cheese at its finest get genuine Philadelphia Brand—now also available in two new "appetizer flavors"—Pimento and Chives. For a grand dessert regular Philadelphia Brand, crackers and jam!



TEMPERAMENTAL—AND TANTALIZING. French Camembert is too temperamental to be a good traveler. That's why Kraft makes velvety-crusted Casino Brand Camembert here, so you may have it at its ripe, soft best.



FAVORITE CLUB CHEESE—For many years MacLaren's Imperial was made only in Canada. Now this "aristocrat of all sharp, natural cheddar" is made in the U.S.A. Very sharp, spreadable, it's a really stalwart cheddar.

For party fun

Now, during Kraft's big Cheese Festival, is a perfect time to get acquainted with more of the "fancy cheeses" Kraft makes and imports. For a party, serve four or five kinds together on a tray as in the picture at the right. For family dessert, serve one delicious variety with crackers and fruit. You'll discover all sorts of ways these glorious natural cheeses from Kraft give menus a lift—furnish eating fun between meals, too. Remember, the *finest* of natural cheeses naturally come from Kraft.



SMACKING-GOOD HANDI-SNACKS. New! Appetite-teasers, ready to slice for snack trays. Smokelle*, Kraft Garlic, Kraft Bacon and Nippy Brand Pasteurized Process Cheese Foods. All fine for sandwiches, too.

*Trade-mark



SHORT-ORDER SPECIALS. Those lunch-box and quick sandwiches at home are a cinch when you have Kraft Cheese Spreads. And what a joy for appetizers! Take your pick of: Kraft Pimento, Olive-Pimento, Relish, Cheese and Bacon, Pineapple, Old English*, Smokelle*, and Roka*. They are all in re-usable glasses.

*Trade-mark

For swell sandwiches

For a gala time, or for the family's supper: toast bread (crusts trimmed) on one side. Spread untoasted side of each slice with Kraft Mayonnaise. Top with tomato slices and a Kraft De Luxe Slice of mellow Kraft American Pasteurized Process Cheese or sharp Old English. Top with partially broiled bacon. Place under low broiler heat until bacon is crisp, cheese melted. There's America's Tastiest Sandwich!

Keep stocked with several kinds of the new Kraft De Luxe Slices. Also the delicious new Kraft Handi-Snacks, and some Kraft Cheese Spreads. You'll be ready for sandwiches any moment!



SPRINKLE IN THE CHEESE FLAVOR! Fiercer than ever now are golden Kraft Grated and Italian-style Kraft Grated Parmesans. So handy shakers. The perfect flavor touch for soups, casseroles, salads! Keep them handy.

For cooking joy

For a Fall party (after a football game, perhaps) try this rich, smooth Seafood Rabbit: In a chafing dish or top of double boiler melt $\frac{3}{4}$ cup butter or Parkay Margarine. Blend in $\frac{3}{4}$ cup flour; gradually add 2 cups milk, stirring constantly until thickened and smooth. Season with salt and pepper to taste, 1 tsp. dry mustard and 1 tsp. Worcestershire sauce. Add $\frac{3}{4}$ -lb. Velveeta sliced (or Kraft American or sharp Old English). Stir until melted. Fold in one $6\frac{1}{2}$ -ounce can of boned, flaked crabmeat. Serve hot on crisp toast. Six to eight servings.

Festival...at your grocer's



FOR FLAVOR ZIP. Kraft imports Louis Rigolet Roquefort direct from France. Casino Brand Blue Cheese is made here. Both are beautifully balanced in richness and pungency. Perfect with fruit for desserts. Joy in salads.

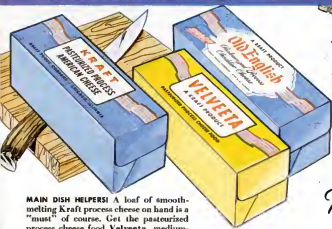
RARE DESSERT CHEESE. You might call Chantelle Brand an American cousin of French Brie. This distinguished natural semi-soft cheese has a lingering, luscious flavor. Serve the golden wedges with fruit and after-dinner coffee.

DUTCH TREAT. This little red ball holds a luscious-rich Holland-type cheese—golden-good. Get Casino Brand Gouda for a "conversation piece" on a party cheese tray or for family enjoyment with the after-dinner coffee.

U.S.A. SPECIALS—Real old-time lasting "pie cheeses"—this Kay Brand Natural Cheddar and Kraft Sharp. You buy them in convenient ½-lb. packages, without rind. So easy to store, to eat and serve.



FINEST SLICES YOU'VE EVER HAD! They're made, cut, wrapped a new way! Each ½-lb. package holds eight perfect slices of pasteurized process cheese with extra good flavor. Handy! Kraft-protected! Discover all five kinds. American—Old English—Pimento—Swiss—Briek.



MAIN DISH HELPERS! A loaf of smooth-melting Kraft process cheese on hand is a "must" of course. Get the pasteurized process cheese food Velveeta, medium-mild Kraft Pasteurized Process American or sharp Old English.



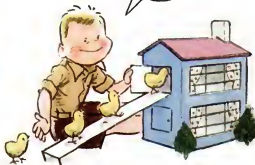
MACARONI-AND-CHEESE COOKED IN 7 MINUTES! Each package of Kraft Dinner gives you a special quick-cooking macaroni and plenty of Kraft Grated fine cheese flavor. It's off the shelf, in the pot, on the table for a good, hearty main dish in only 7 minutes' cooking time!

The World's Favorite Cheeses
are made or imported by **Kraft**

We grow Birds Eye Fryers from pedigreed eggs, sorted for size and weight!

We hatch them in incubators that are as carefully tended as hospital nurseries!

We pick out the super-perfect chicks and raise them in heated houses... clean as a whistle!



We feed them a super diet and keep them quiet so they develop chicken meat—not muscle!



We clean and pinfeather them, cut them up for frying! Best chicken you ever ate!



Better Buy
BIRDS EYE!



**BRAND-NEW
BIRDS EYE
TREAT**

Chicken Parts

Birds Eye now has Chicken PARTS for you! Packaged separately, so you can have the part you like best every time! Thighs, breasts, drumsticks, gizzards, wings, livers. Pick up a package of the parts you like best today!

WHICH ORANGE JUICE TASTES BETTER THAN JUST-SQUEEZED?

BIRDS EYE
- GUARANTEED THE BEST OR MONEY BACK!



Get **BIRDS EYE** ORANGE JUICE, too!

PEOPLE

SUBVERSIVE THREE-YEAR-OLD GETS ADMITTED TO THE U.S.

Representative John Rankin of Mississippi is one man who keeps a close watch on any effort to subvert these United States. On Sept. 25 such an effort was brazenly made in Congress.

Senator Knowland of California had introduced a bill sabotaging immigration laws to the extent of letting into this country without benefit of quota a three-year-old boy, Pascal Nemoto Yutaka, son of a unknown GI and a Japanese girl, had been found in an orphanage by Air Force Captain James R. Evans and his wife Dolores. Childless, they had adopted him, shortened his name to Jimmy, started bringing

him up as an all-American child. Captain Evans is coming home soon on rotation and, to bring Jimmy with him, needed the consent of Congress. The unsuspecting Senate agreed, but in the House John Rankin threw himself heroically in the path. "This country," he declaimed, "is being literally flooded with un-American elements . . . trying to wreck this government." And he refused to permit the unanimous consent needed for immediate passage of the bill.

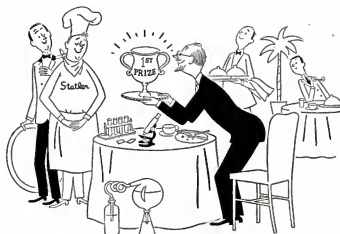
Briefly America was safe from Jimmy. But a week later subversives in Congress ganged up and voted to let him in. He is due any day now.



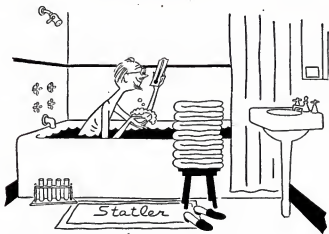
JIMMY AND HIS NEW PARENTS TAKE A WALK IN TOKYO. WHEN ADOPTED HE SPOKE NO ENGLISH. HE CAN TALK SOME NOW AND IS A HOPALONG CASSIDY FAN



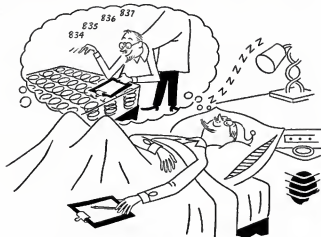
- 1.** Test Tube Tim, whose methods are extremely scientific
Was told that people everywhere think Statler is terrific . . .
And when he heard it rumored that you really are a guest
He came with his equipment and put Statler to the test!



- 2.** Said Test Tube Tim to Statler chef, "With scientific zeal,
I've researched your delicious food—a most rewarding meal!
Your generous portions suit me fine; you serve them piping hot!
If chefs could win a Nobel prize, you'd get it on the spot!"



- 3.** "And now I'll take a sampling of this steaming H₂O.
Its thermal coefficient's fine . . . the towels gleam like snow!
They're stacked up half a meter high, with soap a-plenty, too" . . .
(This science proves that Statler baths are just the baths for you!)



- 4.** "It takes an able scientist to research in his sleep,
Especially in a Statler bed, with mattress soft and deep.
I'll snooze away awhile," he sighed, "and make a tabulation . . .
I count...eight hundred...springs...and more—this finding's a sensation!"



- 5.** "Eureka!" shouted Test Tube Tim . . . "My research is complete!
I've found that Hotel Statler's on a most convenient street!
The business district, shows and shops are always close at hand
So let me say in summary—by gosh, the Statler's GRAND!"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON
STATLER-OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

ANOTHER GREAT NEW STATLER • LOS ANGELES
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)



JESSUP ON MCCARTHY CHARGES: "A MIXTURE OF BAREFACED FALSEHOODS"



MCCARTHY ON JESSUP: "AN UNUSUAL AFFINITY FOR COMMUNIST CAUSES"

WASHINGTON BECOMES A CAVE OF WINDS

Statesmen in the nation's capital investigate, castigate and according to some of them, prevaricate

The wild winds blown up by Joe McCarthy swirled all around Washington last week. His name danced on the front pages, his accusations and denials echoed from investigation to investigation. And the frenzy they stirred up was catching. Before the week was over the Capitol had become a veritable cave of the winds where thundering charges hurled back and forth and cries of "liar" shrieked through marbled rooms, varying only in the politeness of their phrasing. Before one committee, Philip Jessup was defending himself against McCarthy's charges that he "had an affinity for Communist causes." In another, McCarthy himself was on the defense against charges by Senator Benton that McCarthy himself was "irresponsible" and a teller of "towering lies." In a third, Harold Stassen (*below, right*) told of a secret meeting which led the yelping headlines

from him to the State Department, then to Acheson, then to Jessup, back to Stassen and then to Acheson again. As the fury grew even the President (*below, left*) could not restrain himself. At a press conference he took an uncalled-for poke at John Foster Dulles (and went on to castigate the press for printing things the government gave it to print).

At the week's end McCarthy himself stood thrice accused of lying: by Benton, who had called him a liar and was setting out to prove it; by Jessup, who had called his charges false and suggested perjury; and by Chairman Bingham of the Loyalty Review Board, who, McCarthy said, had told him he would have turned down Jessup as a security risk if he could. "I never told him," said Bingham, "any such thing." It looked as though the windy Senator was blowing up some trouble of his own (*next page*).

TRUMAN TAKES A DIRTY DIG AT DULLES



THE PRESIDENT WAS CONTRADICTED by John Foster Dulles who, declined Japanese ambassadorship because, said Truman, he wanted to stay home and keep the Republican party from going isolationist. Dulles politely denied this, saying, "As to the Republican party, I do not share the President's concern."

STASSEN PUTS THE FINGER ON STATE



STATE CONTRADICTED ITSELF in answering Stassen's charge that the White House in 1949 considered stopping aid to Chiang Kai-shek. First, State Department's McDermott (*left*) denied this meeting, then admitted one. Stassen said he would prove what took place there with diary of late Senator Vandenberg.

THREE BLASTS AT JOE McCARTHY

HIS OLD ENEMY DREW PEARSON GOES AFTER HIM WITH \$5.1 MILLION SUIT FOR ASSAULT, LIBEL, CONSPIRACY

One of the hottest spots Senator McCarthy has landed in was under discussion in a cool law office in Washington last week. Depositions were being taken and most of the men were lawyers; mostly McCarthy sat, chin in hand (left) and watched them talk. One man was McCarthy's enemy, Columnist Drew Pearson, who is suing the senator and others for \$5.1 million.

Pearson's case, according to McCarthy, is a "smear," and he is involved in it only "because I've exposed him as a mouthpiece of the Communist party." But according to Pearson the case is roughly as follows: McCarthy approached Pearson one night last December at a dinner at Washington's Sulgrave Club and, after "badgering" him throughout the evening, attacked him, and kicked him in the groin. Furthermore,

Pearson said, he had heard talk that McCarthy intended to maim him — "He had considered the idea of possibly shooting me, but that it would be much better just to maim me physically." For this alleged assault, Pearson asks \$250,000. Much of the rest of the case is based on an alleged libel (\$350,000) committed by McCarthy when he spoke on the Senate floor last Dec. 15 and urged people to stop buying Adam hats, then sponsors of Pearson's radio program. This, Pearson says, cost him a contract and cut his radio income from \$250,000 to \$100,000 a year. These, and \$4.5 million for what Pearson calls "a conspiracy" between McCarthy, Westbrook Pegler, the Washington *Times-Herald*, Fulton Lewis Jr. and a few others to run him out of business, makes up the \$5.1 million suit.



BENTON TRIES TO THROW HIM OUT



"Frankly, Guy," McCarthy wrote last Thursday, "I have not, and do not even intend to read Benton's smear attack." The letter went to Senator Gillette, chairman of a subcommittee which was considering Benton's demands that McCarthy be removed from the Senate. McCarthy had missed Benton's first appearance before the committee. Although invited, he had gone to New Mexico to make a speech.

What McCarthy missed was a list of grave charges. Benton, calling McCarthy a "calculating dispenser of false and perverted information" listed 10 major charges. They ranged from perjury—in

denying he had said that there were 205 Communists in the State Department—to questionable ethics—accepting \$10,000 from a housing corporation while on a Senate housing committee. McCarthy, said Benton, had perpetually hoaxed the Senate with such charges that General Marshall was part of an immense and black conspiracy, with claims that he had nonexistent FBI charts, and unkept promises that he would repeat his "libelous statements" away from the immunity of the Senate floor.

McCarthy, of course, had an answer. Benton, he said, was a "little mental midget . . . a megaphone for the Communist party-line type of smear."

FULBRIGHT ALMOST TRIPS HIM UP

"I have never," said Senator Fulbright quietly at the end of a session last week, "seen a more arrogant, or a more rude, witness." The witness was Senator McCarthy who, as he pressed his charges against Jessup in the Senate Foreign Relations subcommittee hearing, was running into one more trouble. Fulbright refused to be satisfied with anything less than specific answers. McCarthy said of an organization under discussion that it "did its most vicious work during the Hitler Nazi pact. . . ." Fulbright asked: "What vicious work did they do in 1940, Senator?" and forced McCarthy into a weak "I do not propose to go into that."

When McCarthy discussed a "suspicious" dinner that Jessup had sponsored and added that this in itself was not enough to kill Jessup's U.N. appointment, Fulbright replied, "I can't follow you that if these individual cases don't amount to anything, if you put them together that makes it amount to something. The fact that there were a number of zeros doesn't make it amount to one if you put all together." Once when McCarthy roared that ". . . men of little minds are still trying to make this a political issue," Fulbright asked quietly, "You wouldn't be doing anything like that, would you, Senator?"



"I'm from Milwaukee,
I ought to know..."

**Blatz is Milwaukee's
Finest Beer!"**

1915
Liberace
1943

Famed Milwaukee-born pianist



• "My home town, Milwaukee, is the brewing capital of America," says Liberace. "So Blatz has to be good to be the top beer in town. And Blatz is tops. With me, my friends and neighbors it's Milwaukee's *finest* beer. In all my travels I've never tasted as fine a beer."

Yes! Official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too. Try Blatz Beer, today!



• Few pianists own as many pianos as Liberace, shown here with his collection of one-of-a-kind miniatures...some modeled in gold, silver and platinum. "One of my most treasured miniatures," says Liberace, "was a gift from Paderewski."



• Follow the example of Liberace, and always ask for Blatz, Milwaukee's *finest* beer... at your favorite club, tavern, restaurant, package, or neighborhood store. Enjoy that delightful Blatz Beer flavor, today and every day!

SEE AMOS 'N' ANDY • CBS-TV

Consult your local paper
for Time and Channel



Milwaukee's *first* bottled beer



© 1951, Blatz Brewing Co., Est. 1823 in Milwaukee, Wis.

For the love of Mike...

Michael is busy acting brave (and wishing his chin would stop wobbling). Mother is trying to act unconcerned (after all, it's not a *deep* cut). But for them both, this is an important moment. Even a small hurt can become a big one. She helps keep that from happening by following the first rule of first aid: "Get it clean and keep it clean." And she uses the same first-aid dressings most leading hospitals use... *Curity*. In fact, she wouldn't dream of using less... for the love of Mike.

Use the Same
First-aid Dressings
Most Leading
Hospitals Use



Most of America's leading hospitals use *Curity* Dressings as a standard of protection. Isn't it good to know that you can get these same famous dressings packaged for home use at any leading drugstore?

Bauer & Black,
Division of The Kendall Company
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Curity

REG. U.S. PAT. OFF.
BAUER & BLACK

HOSPITAL DRESSINGS FOR THE HOME



AT STRIKE HEADQUARTERS WORKERS LINE UP TO GET MEALS (LEFT), HAIRCUTS AT THE "CLIP JOINT" (CENTER) OR WAIT TO SERVE AS TAXI DRIVERS (RIGHT)

DE LUXE STRIKE AT DOUGLAS

Aircraft union fixes up its members with food, taxis, gas and TV

Last week was the fourth in a row that the big Douglas Aircraft plant in Long Beach, Calif. had been out of business. Not a bomber moved on its assembly lines. "Brother," said a union man last week, "this is the struckest plant you ever seen." It was also the most de luxe strike.

The striking union, U.A.W. Local 148 of the C.I.O., had learned a few pointers from the meticulous efficiency of big business itself. Though 10,351 employes of Douglas were out of work there was little of the oldtime bitterness, and Long Beach had still an almost carnival air. At strike headquarters (above) union men could, for the asking, get meals, gasoline and haircuts.

Taxis waited to take them to the picket lines, baby sitters filled in for them at home, and the union would even fork up something for insurance, rent and TV instalments. For food, the union paid allowances of \$10 a week for a single man, plus \$8 for an unemployed wife, plus \$2 for every child. This was setting the union back to the tune of more than \$60,000 a week, but both the local and national are rich and determined to get in the aircraft industry all the benefits the union gets in the auto industry. Furthermore it could not go on forever. Because it affects war production the strike would probably soon be settled by the Government itself.



UNION HAIRCUT is given man who has earned it by walking for at least 12 hours on the picket line.

STAYS **34%** STRONGER



LASTS **14%** LONGER



Meets Every Electrical Requirement of
Your Modern Car!



The new Mobil "210" Battery is specially built to carry today's heavier battery loads—to power your starter, lights, signals, radio, heater, lighter—with plenty to spare! It resists overcharge and under-the-hood heat—lays more fully charged throughout its extra-long life! Get it at your Mobilgas Dealer's. Costs no more!



Mobil "210" BATTERY

At Your Mobilgas Dealer's

MOBIL OIL COMPANY, INC., and Affiliates; MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.

De Luxe Strike **CONTINUED**



TAXIS FOR PICKETS stand ready to take men to the picket lines or drop kids off at school. On the lines, truck serves iced tea, milk, coffee, doughnuts.



FOOD MONEY, \$4,460, is paid by union official at supermarket. Union canteens dispense 550 pounds of meat, 1,000 sandwiches, 6,000 doughnuts daily.



IN UNION HALL, strikers and families eat free meals and watch television. Some can eat in restaurant chain which donates \$1,000 worth of meals a week.



GET OUT OF THE KITCHEN FAST!

BRILLO
gives

twice the shine - in half the time!



Cut your kitchen work in half—with Brillo! A sturdy Brillo pad just whisks gummy, crusty pans bright-as-new—in a jiffy!
New "scorchy pan" tests on crusty aluminums prove Brillo shines pans better and faster than any other cleanser tested. Scientific shine-meters show Brillo actually gives aluminums twice the shine in half the time!
The spunky metal-fiber Brillo pad-with-soap just lifts off crust! Cleans baked-out roasters and scorchy saucupans fast!
And there's jeweler's polish in Brillo soap—to make pots and pans shine! Use Brillo every day to keep aluminums brilliant! Perfect for ovens and stove burners, too!

Brillo Soap Pads (Red box)—The soap is right in the pad!
Brillo Cleanser (Green box)—Pads plus cake soap!



Brillo Mfg. Co., Inc., Brooklyn, N.Y.

NEW IMPROVED BRILLO LASTS LONGER! ... MORE SHINES IN EVERY PAD!



IN CONFEDERATE GRAY, BEFORE THEIR CONFEDERATE FLAG (RIGHT), BANDSMEN OF 31st INFANTRY DIVISION AT FORT JACKSON, S. C. BLARE OUT "DIXIE"



DAUGHTERS OF CONFEDERACY SHOW HOW THE FLAG SHOULD BE SALUTED

THE FLAG, SUH!

Confederacy's banner reaches a new popularity

Eighty-six years after Appomattox ended what is carefully known in the South as the War between the States, the Confederate Flag last week was enjoying a renaissance. Ever an object of "reverence and undying remembrance" to groups like the United Daughters of the Confederacy (above), it now was fast becoming an object of equal interest to motorists, storekeepers, college boys and even Southern Army Divisions who paraded it with their colors (opposite page). The flag appeared as a blouse (worn at right by Miss Dixie of 1951), a necktie, a car decoration and on highball glasses. Some interpreted all this as an anti-Truman gesture, others possibly more intellectual as a revival of interest in states' rights. Most people, however, recognized a fad when they saw one.



THREE MAKE A BLOUSE



UNIVERSITY OF MARYLAND STUDENTS DISPLAY 1864 FLAG, BATTLE FLAGS

CONTINUED ON NEXT PAGE

NOW! HEAVY CLEANING in "Tidy-Up" Time!



Get the all-new **SINGER** with exclusive Dual Suction

Dual Suction does it! The wonderful new SINGER Vacuum Cleaner is the first to bring you two fans... for dirt-getting action so gentle... yet so powerful... that you get "heavy cleaning" results quick. *A SINGER exclusive!*

ONLY \$5 A MONTH

After minimum down payment. Liberal allowance on your present cleaner.



Easier to use! All controls within finger-tip reach right on the handle. Two speeds.



No winding of cord. Press control button on handle, cord reels in automatically.



No foot-pedal acrobatics. Touch trigger with finger. Adjust handle to any position.



Easily gets under beds and furniture. Housing unit only 5 inches high. "Floating" brush self-adjusts to rug thickness.



No dust bag to empty! Take out disposable bag. Throw away. Insert new disposable bag in jig time!



So easy to store. Cleaner hangs flat against wall. Requires no floor space. Convenient carrying handle.



SINGER Vacuum Cleaners
are sold only through

48 Their Mark of the SINGER MANUFACTURING COMPANY

BONUS OFFER! The famous SINGER Course in Home Sewing is freely given at no extra charge to the purchaser of this new SINGER Vacuum Cleaner.

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**SINGER
SEWING
CENTERS**

THERE'S ONE NEAR YOU
TO SERVE YOU ...

"Blackie" the CAT'S PAW cat

LEARNS A HOLLYWOOD SECRET!

ON THE PARAMOUNT LOT....

MEOWDY, FOLKS! I HEAR YOU JUST MADE A SWELL PICTURE WITH A COUSIN OF MINE!

HI, BLACKIE - SHAKE PAWS WITH "RHUBARB"



RAY MILLAND JAN STERLING

SO YOU'RE THE CAT WHO WAS LEFT A FORTUNE.... INCLUDING A BIG-LEAGUE BALL TEAM!

THAT'S THE PITCH, BLACKIE.... AND I KNOW A SECRET THAT'LL SCORE A HIT WITH YOU!



BIG MOVIE STARS ARE HEP AS US CATS ON HOW TO TREAT THEIR FEET TO NINE LIVES OF COMFORT AND SAFETY!



STUDIO SHOE REPAIR SHOP

RHUBARB'S ON THE BALL! SHOE REPAIRING HERE AT THE STUDIO CALLS FOR THE MOST MODERN MATERIALS... SO WE USE LOTS OF THESE WONDERFUL NON-SLIP CAT'S PAW RUBBER HEELS & SOLES!



LIKE EVERYBODY ELSE, WE'RE ECONOMY-MINDED... THAT MEANS CAT-TEX SOLES TO GIVE DRESS SHOES PLENTY OF EXTRA INNINGS!



SEEMS I'M A STAR IN HOLLYWOOD TOO!

SEE your CAT'S PAW-CAT-TEX shoe repairer... he rebuilds like **NEW!**

SEE "RHUBARB" a Perlberg-Seaton Production, released by Paramount and starring RAY MILLAND and JAN STERLING at your favorite theatre

CAT'S PAW
rubber heels & soles



CAT'S PAW RUBBER CO., INC.

Baltimore 30, Md.

The Flag, SUH! CONTINUED



FLAG FACTORIES like this one in Washington are swamped with orders for flags from tiny ones for dime-store sale to 5- by 8-foot silk ones at \$100 each.



"I'M AGAINST TRUMAN," explained Ed Tracy in buying flag in a shop in Westfield, N.J. One Washington store has sold 10,000 flags in the last year.



SOUTHERN SENATORS' EMPLOYEES and visitors wear new Confederate tie. Reborn gag: "Save your Confederate money—the South will rise again."



DAMYANKEE'S CAR would enrage Daughters of the Confederacy, who have spoken out bitterly against using flags like fox tails on cars' radiator caps.



Ford Home photo

Decorative and other specifications subject to change without notice.

Deflate your driving costs with this
jet-streamed wonder car

New 120 h.p. Studebaker Commander V-8

New-type V-8 engine gives gas new punch
Spectacular zip and pep without premium fuel
By far the thriftiest of all high-powered cars
Best 8 in Mobilgas Run* in actual gas mileage
Priced to give you most for least cost

*Derivative, optional at extra cost, was used.

AND FOR EVEN LESS MONEY...THRIFTY STUDEBAKER CHAMPION...TOP GAS SAVER OF THE TOP 4 LOW PRICE CARS

©1955, The Studebaker Corporation, South Bend 27 Indiana, U.S.A.

What luxury it used to be



What luxury it used to be
To take a river trip!



What grand old whiskey folks enjoyed
Upon the Mississipp'



To catch one flavor of those times,
You only need this tip—



Just tell the man you want
IMPERIAL

Hiram Walker's 93 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.



TWO-YEAR-OLD CUB WEIGHS 400 POUNDS. THOUGH FUR IS WHITE HE IS NOT TRUE ALBINO BECAUSE HE DOES NOT HAVE PINK EYES

White Tiger

AN INDIAN MAHARAJA IS TRYING TO SELL HIS RARE CUB TO A U.S. ZOO

The white tiger cub above was captured early this year by the 28-year-old maharaja of Rewa, a small Central Indian state. Since then he has lived in one of the raja's spare palaces with a private courtyard to pace in and two servants to bring him 12 pounds of goat meat a day. Unfortunately for the tiger his owner hankers after

such expensive items as a new U.S. cabin cruiser and an air-conditioned trailer and has decided to sell him in America. (The Indian government will not let him convert his immense inherited wealth into dollars.) To date his advertisement in the *New York Times* ("White Tiger Cub for Sale") has brought only three U.S. replies and

no buyers. The raja is asking about \$28,000 and, although no U.S. zoo has ever had a white tiger, dealers—who guess a specimen is theoretically worth only \$4,000—predict a slow market. If the raja does get an offer somewhere near his talking price, the pampered cub will have to give up his patrician palace for a plectetan U.S. zoo.

Now! The freshest-tasting
PINEAPPLE JUICE
this side of Hawaii—
from fruit picked ripe on
LIBBY'S own plantations



Every time you serve your family Libby's Pineapple Juice, you give them precious fruit minerals and vitamins plus quick food energy. And you brighten your meals with sunshiny color—tempting, refreshing flavor. "Fruit every day" the doctors say—so serve Libby's Pineapple Juice often.

LIBBY, McNEILL & LIBBY, HONOLULU, HAWAII

Libby's Pineapple
Juice comes only
from Hawaii





WHITE TIGER APPEARS FOR DINNER. LEAFY SCREEN KEEPS UNLOOKERS FROM DISTURBING HIM

PRIVACY AND AIR-COOLING

White tigers are an old story to the tiger-hunting maharajas of Rewa. The present maharaja's grandfather caught one alive, his father shot three and he himself killed one before the white cub was captured early this year. The capture took place on a routine hunt when the maharaja's beaters flushed a tigress and three cubs in southern Rewa. Two of the cubs and the tigress fell in a fusillade of fire, but the remaining cub—the only white one—slipped back into the jungle. The maharaja's best trackers quickly followed the cub to a cave, built a cag against the entrance and smoked the cub into the trap. Now at the Govindgarh palace

the white tiger sleeps during the day in his dark chamber which is cooled by a straw matting over the entrance repeatedly soaked with cold water. In the early evening the tiger stalks into the courtyard (above) as the maharaja and his guests look on unseen behind a screen of leaves. There the tiger spends his nights, devours two meals and returns to his room in the morning. Although the tiger has adapted himself to this routine, he is still so wild that when a New York woman with a small garden apartment answered the *Times* ad, the maharaja was forced reluctantly to reply that the animal was "not suitable as a garden pet."

WHITE TIGER CUB FOR SALE

One white tiger cub (male), caught in India on the 27th May. Age approximately two years. Length approximately eight feet. Perfect condition. Being exceedingly well. Write:

PP 412 Times

ORIGINAL AD run in the *Times* in June, drew no satisfactory offer.

Sally loved the ocean blue
And she loved a sailor, too.
But waves made Sally's waves look sick
Until she learned this slick, quick trick!



Curls unruly? Hair askew?
Your PRO COMB... *Stick!*
...you look like new!



★
PRO PHY-LAC-TIC
COMBS
FROM THE
RUBBER OR JEWELITE

Never be without a PRO COMB! Made to last! Satin-smooth teeth. No scratch. No snag!

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**
**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**
**HARTFORD LIVE STOCK
INSURANCE COMPANY**
HARTFORD 15, CONNECTICUT

Clean Shave? Feeling Keen!



EARLY AMERICAN
Old Spice
FOR MEN

for that Top-of-the-World feeling

while shaving



SHAVING CREAM
Lather and Brushless
.50

after shaving



AFTER SHAVE LOTION
1.00 plus tax
(large size 1.75)

SHULTON

New York Toronto

WHITE TIGER CONTINUED



MAHARAJA'S RIFLE belonged to great-grandfather. Current maharaja has shot 81 tigers, including white one behind him, but his father killed 800.



MAHARAJA'S ELEPHANT is last one left in the palace stables. Here she wears full regalia topped by jeweled howdah carrying maharaja's family god.



MAHARAJA'S DOGS are two great Danes which live at palace. He also owns carrier pigeons which bring him word of tigers reported anywhere in Rewa area.



Now...to help guard baby's health and comfort

Playtex DRYPER

the modern, easy, safer diapering method... *helps prevent diaper rash*

Here is a diapering method so modern, so simple, so *safe* it brings extra health and comfort for your baby, and a revolutionary new convenience for you.

Playtex Dryper Pads are new, *sanitary*, snowy-white diapers... never used before... completely flushable. Now you can change baby more often—and reduce the risk of angry red diaper rash and harmful uric-acid burn. Don't compare Drypers with "disposable" diapers; Drypers actually *flush away*.

You never wash, dry or even touch a soiled Dryper Pad. Made of highly absorbent Cellulose—soaks up 8 times its weight in moisture. Worn with specially designed waterproof Dryper Panty, they will not chafe or bind.

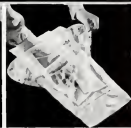
Mothers all over America are switching to Playtex Drypers. Benefit by their experience, and end your diapering problems forever. Featured at department stores and wherever baby needs are sold.

...*sanitary* snowy-white diaper pads
...*use only once*: then
flush away like tissue

No fuss... No muss... from WET to DRYPER!



ONE—Shake out used Dryper Pads and flush away; then rinse panty. You never touch pads.



TWO—Slip fresh Dryper Pads under bunny-soft nylon web of another clean Dryper Panty.



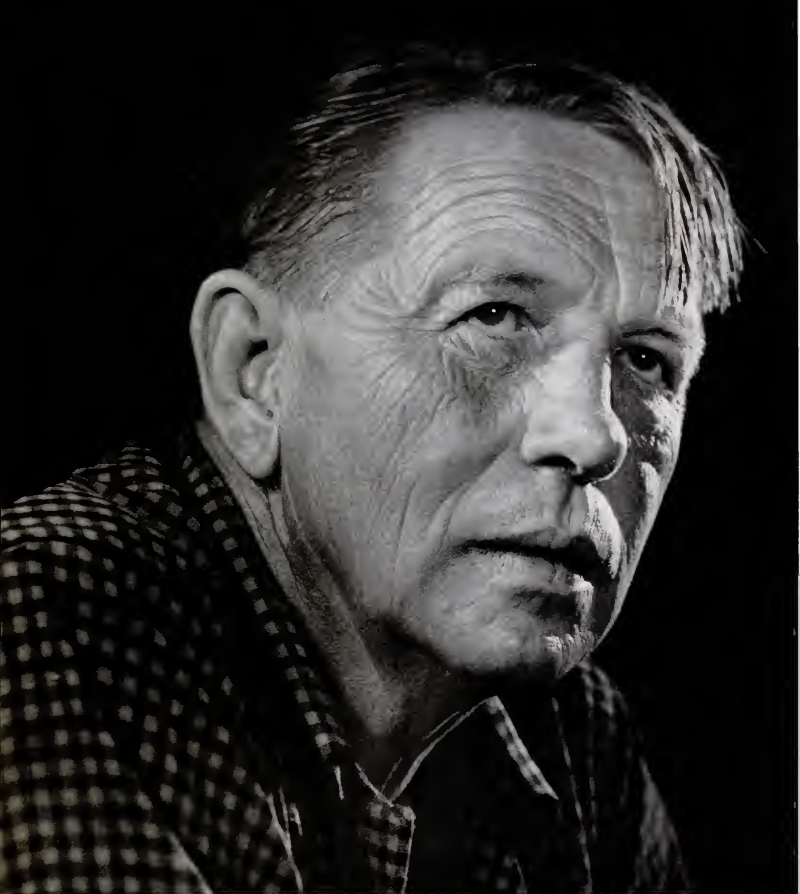
THREE—Close snaps at leg openings; pin each side as usual. Presto, a dry, happy baby!



100 PLAYTEX DRYPER PADS, regular size \$1.29
100 PLAYTEX DRYPER PADS, large size \$1.49
PLAYTEX DRYPER PANTY each \$1.49

*Worn Inside Bunny-Soft, Playtex Dryper Panty
Nylon-Lined And Waterproof!*

International Latex Corporation • • • PLAYTEX PARK • • • DOVER DEL. ©1951 *TRADE MARK



LOUIS BROMFIELD has reaped bumper harvests in the field of fiction (a score of novels including *Mr. Smith*, *The Rains Came*, *The Green Bay Tree*). From his farm in Ohio, his writing (*Malabar Farm*, *Pleasant Valley*, *Out of the Earth*) carries his conviction that national greatness is based on the land and those who live upon it.

In every refreshing glass... Purity, Body and Flavor—

HOW WOULD YOU put a glass of Ballantine Ale into words?

Here, Louis Bromfield, one of America's
best known writers, tries his hand at it . . .

LOUIS BROMFIELD
MALABAR FARM, LUCAS, OHIO

Ballantine Ale is a breeze-tossed field
of barley...a handful of sun-warmed aro-
matic hop leaves...a fusion of light and
air and taste.

The golden sun, the warm rains, the rich-
ness of the earth itself...all lend their
goodness to this delightful drink.

Ale itself is the very symbol of good
fellowship, of rich and hearty living
throughout centuries.

I have never known Ballantine Ale to be
anything but wonderful. Friends and
neighbors to whom I offer it tell me
they never really knew how ale should
taste until they changed to Ballantine.

Louis Bromfield



BALLANTINE
America's largest selling **ALE**



P. Ballantine & Sons, Newark, N. J.



THE FORRESTAL DIARIES

HIS PRIVATE RECORDS, A MYSTERY UNTIL NOW, CAST A NEW LIGHT ON WARTIME WASHINGTON AND THE DEFENSE SECRETARY WHO PLAYED A BRILLIANT, CONTROVERSIAL ROLE IN ITS EVENTS

JAMES V. FORRESTAL, the most brilliant U.S. public official of the last quarter century, had two great tragedies in his career. The first was his shyness, which rendered him unable to go on public exhibition and confined the influence of his magnificent logic to a narrow circle of intimates. The second, which possibly grew out of the first, was his suicide in 1949—at a time

when he was only 57 and his nation, just beginning to realize the terrible urgency of the cold war, probably needed him more than ever before. Because of these two tragedies a certain air of mystery has hung over Forrestal. During his lifetime, since he was so loath to express himself in public, he was widely misunderstood. The "liberals" got on him in the days when it was popular to love Joe Stalin—and, for some reason which only a scholar of mass psychology could hope to fathom, stayed on him long after the myth of Russian swiftness and light had been exposed. (This whole phenomenon averted Forrestal. In 1944 he wrote to a friend, "I find that whenever any American suggests that we act in accordance with the needs of our own security it is apt to be called a god-damned fascist or imperialist, while if Uncle Joe suggests that he needs the Baltic Provinces, half of Poland, all of Bessarabia and access to the Mediterranean, all hands agree that he is a fine, frank, candid and generally delightful fellow who is very easy to deal with because he is so explicit in what he wants.") After his suicide the Forrestal legend took on another shadowy dimension. As Shakespeare so well established, the misfortunes of great men have an eerie fascination, not unmingled with satisfaction and triumph, for those who have been unable to rise quite so high.

When it became known after Forrestal's death that he had left behind him a set of diaries, so secret that he insisted they be locked up in the White House, these documents immediately became the subject of intense speculation. This fall, uncensored except for security reasons, full of sharp and often embarrassing observations about many Washington characters and events since 1944, they are finally being published—in serial form by the New York *Herald Tribune* and in book form by the Viking Press. The diaries do not shed any light on the Forrestal suicide; the last page is dated more than two months before his death, and nothing except possibly a decrease in the number of entries toward the end shows any sign of nervous collapse or despair. The diaries do, however, tell a great deal about the life, the ideas and the brilliance of James Forrestal. Jotted down informally and with utter frankness, they are one of the future historian's best sources for the lowdown on the U.S. 1940s.

There is, for example, the entry of Dec. 27, 1945, which gets to the heart of a debate that has raged and will still rage, just beneath the surface if not quite on it, over the role of Franklin Roosevelt in the origin of and the U.S. entry in World War II. On that day exercising Forrestal played golf with Joseph P. Kennedy, the anti-Roosevelt man who by an irony of fate was Roosevelt's ambassador to Britain before the war. Kennedy's views about the war arc well known to students of that period, but they have never been reported so succinctly as by Forrestal:

I asked him [Kennedy] about his conversations with Roosevelt and Neville Chamberlain from 1938 on. He said Chamberlain's position in 1938 was that England had nothing with which to fight and that she could not risk going to war with Hitler. Kennedy's view: that Hitler would have fought Russia without any later conflict with England if it had not been for Bullitt's [William C. Bullitt, then ambassador to France] urging on Roosevelt in the summer of

When the executors of the estate of James Forrestal released his personal diaries, the New York *Herald Tribune's* Walter Millis, assisted by Eugene Duffield, Forrestal's former aide, spent six painstaking months editing and annotating them into the form in which they are currently appearing in the *Tribune*. In the same form they will appear Oct. 11 as a book (the Viking Press, \$5). The following article on *The Forrestal Diaries* has been written by LIFE Staff Writer Ernest Havemann, author of LIFE's close-up of the late Defense Secretary (LIFE, Oct. 6, 1947). All material quoted from the diaries is copyrighted, 1951, by the New York Herald Tribune, Inc.

1939 that the Germans must be faced down about Poland; neither the French nor the British would have made Poland a case of war if it had not been for the constant needling from Washington. Bullitt, he said, kept telling Roosevelt that the Germans wouldn't fight, Kennedy that they would, and that they would overrun Europe. Chamberlain, he says, stated that

America and the world Jews had forced England into the war. In his telephone conversation with Roosevelt in the summer of 1939 the President kept telling him to put some iron up Chamberlain's backside. Kennedy's response always was that putting iron up his backside did no good unless the British had some iron with which to fight, and they did not. . . .

The Kennedy view was the extreme one; he was one of the most unrelenting of the hands-off isolationists. The Forrestal dissection of the Kennedy argument, as entered in the diary immediately following this paragraph, is therefore of even more interest:

Looking backward there is undoubtedly footage for Kennedy's belief that Hitler's attack could have been deflected to Russia, but I think he fails to take into account what would have happened after Hitler had conquered Russia. Would he have been content to stop? Nothing in his record indicates that that would have been the case, but rather that, having removed the threat to his eastern frontiers, he would then have exercised the options open to him to construct a European German-dominated system to which he later gave expression after overrunning France.

The fundamental difficulty of England, however, was that if they backed Germany . . . they were then faced with a greater Germany, a weakened France and a relatively defenseless England, whereas an alliance with Russia and the ultimate destruction of Germany would present England with precisely the problem that they now have, namely, a vacuum of power in Central Europe into which Russian influence would flow.

Forrestal had a genius, as many entries of this type in the diaries show, for reducing a complicated world problem to its simplest essentials—and yet of avoiding any speciously simple or one-sided opinion. He never especially admired the foreign policies of Franklin Roosevelt. But neither did he, as that 1945 entry shows, go along with the shallow viewpoint of the Kennedys. To Forrestal most of the world's problems were dilemmas which became even sharper and more difficult of solution as they became more clearly understood. Some of his associates in Washington often wished that he were a little faster to make up his mind and take a firm position. The diaries now show what his real intimates knew even then—that his hesitation was usually the fear of an intellectual angel to tread where fools are far too prone to rush in.

As the Kennedy entry also indicates, Forrestal was a keen student of people. A known anti-New Dealer in a New Deal administration, he had the opportunity of associating with men on all sides of the political fences, listening to their arguments, watching them in action and reaching his own conclusions about their abilities and instincts. He had certain prejudices—for example, he viewed Henry Wallace with the unbelieving curiosity one might have for a man from Mars—but usually his judgments were a model of objectivity, which was a habit of mind reinforced by his early training as a newspaper reporter. His observations of President Truman are perhaps the most interesting of all.



Best friend needs a planned diet, too

EASY PLAN:

1. Feed Gro-Pup Ribbon as his basic food. Veterinary approved.*
2. Serve dry or moistened (water or milk). Table scraps okay, too.

In a minute, feed the family's best friend right! First, pile his dish with savory Gro-Pup Ribbon. It's basic food. Blends all the food elements—vitamins, minerals—dogs are known to need. Over 80 in all! Then, because your dog's "family," top Gro-Pup with table scraps.



BOX: Serves Gro-Pup Ribbon crisp or moistened.

SEAL: Only dry dog food with this seal of veterinary approval.

P. S.: Try new Gro-Pup Meal. Fastest mixing! 5- and 25-lb. bags.

A boy needs a quart of milk daily for good bones. Your dog gets his bone-building minerals in Gro-Pup Ribbon. It's basic. Every bite nourishes. Packs 3 times as much solid nourishment as most canned dog foods. Your dog can really go to town on Gro-Pup!



THE FORRESTAL DIARIES CONTINUED

Forrestal was never an intimate of President Truman. In retrospect, considering the President's summary dismissal of Forrestal as Secretary of Defense in early 1949, it is indeed logical to assume that he had always rubbed the President the wrong way. To any more-or-less average Midwesterner like Harry Truman, Forrestal was bound to be an uncomfortable kind of companion. He was eastern; he had gone to Princeton; he was rich. He wore his clothes casually yet impressively, in a manner that the advocates of loud sports shirts deprecate but secretly envy. He read obscure books; he quoted Bagehot; he had a compelling and rather supercilious charm. A great many people felt inferior around him—and resented it. Moreover—and this perhaps gets to the core of his lack of rapport with Mr. Truman—he thought that politics often got in the way of good government. There is a significant entry in the diaries on this point:

16 November 1946

Visited Annapolis today with the President. He was in good fern and I think had a most enjoyable time.

I took the occasion to refer again to a subject which I have talked to him about from time to time, namely the need for sincere nonpolitical cooperation between the Congress and the Executive in the next two years. I repeated what I had said earlier, that I thought that there were in the Senate a substantial number of men of good will with whom he could work in certain areas which ought to be nonpartisan: labor legislation, foreign affairs, Palestine and national defense. He agreed to the principle, but I am a little depressed by the fact that he seems to feel that not much will come of such an attempt, that political maneuvering is inevitable, politics and our government being what they are.

Nevertheless any future historian who wants to understand Mr. Truman must eventually seek out the Forrestal diaries. Only Forrestal has yet recorded in a tangible and complete form what so many observers have felt in a fragmentary way—namely the President's deep preoccupation with (and perhaps awe for) the dignity of his office. In 1946 Forrestal found a cartoon which he liked, caricaturing Senator Bob Taft and also the Senator's father, the late President William Howard Taft. He showed the cartoon to Mr. Truman and got an unexpected reaction:

The President laughed at the caricature of Senator Taft but expressed himself that it was not in good taste and an impromptu to caricature an ex-president who is dead.

To this sidelight on Mr. Truman, Forrestal appended his own parthenological observation:

I make note of this because it served to strengthen the impression I have had of the President's traditionalism and his sense of the importance of sustaining the dignity of government. His remarks to the Commission on Universal Training this morning reflected much of the same feeling, plus a deep and obviously very sincere devotion to the government and the people of the country.

In 1947, within the space of a few months, Forrestal recorded two incidents which show Mr. Truman's sense of history, and the President's feeling, partly cocky and partly humble, that he himself had been chosen, perhaps by accident or perhaps by predestination, to play an important role as the new pages were written. At the time of the crisis in Greece and Turkey, which gave birth to the famous "Truman Doctrine" of early 1947, Forrestal reports without any embellishment some revealing words uttered by the President at a Cabinet meeting:

He said that he was faced with a decision more serious than had ever confronted any president. . . .

Later, in early summer, fearing that the Russians might be precipitating some new crisis in Europe, Forrestal asked an important question at a Cabinet luncheon, and got from the President a reply that reflects something of the same sense of destiny. In reporting the luncheon the diary states:

23 June 1947

. . . Just before breaking up I asked permission of the President to pose a question which I had put to the Secretary of State last Thursday: What does this country do, politically or militarily, if it is confronted during this summer with a Russian *démarche* accompanied by simultaneous coups in France and Italy? The President replied that we would have to face the situation when it arose, and he then said that he and General Marshall had been talking about it just prior to lunch. He said that

CONTINUED ON PAGE 81



Amal jewels form the bracelet of this majestic 14K gold Lady Elgin. 19 jewels. \$165

The classical look in contemporary design. 21-jewel Lord Elgin with 14K gold case. \$190

Swissell expansion bracelet carries out the real-piece design of this Elgin Deluxe. \$27.50

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Beneath each pretty face lies the heart that never breaks

ALREADY, you can see it sparkling on her wrist. It's smart and it's lovely and you want her to have it for her very own.

But don't be carried away by the pretty face of that Lady Elgin Watch. There's another kind of beauty here that you can't see. This is the watch with the heart that never breaks. This is an Elgin with the exclusive DuraPower Mainspring.

Elgin guarantees that the DuraPower Mainspring—unlike ordinary steel mainsprings—will never break. Nor rust. Nor lose its power.

Is this important? Well, mainspring failure is the principal reason for watch repairs. And every new Elgin, and only Elgin, has the DuraPower Mainspring that eliminates mainspring trouble.

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ADORABLE. A delicate Lady Elgin for a delicate lady. The sensuousness of the face is accentuated by the roundness of the crystal and the end design. 18K applied gold figures and markers. 19 jewels. \$71.50



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Better...



Best!



In whiskey, too, there is good...better...and HILL and HILL -

Whiskey at its Best

You've picked a champion among whiskeys when you say, "Make mine Hill and Hill!" Whether you choose the mellow, flavor-full Blend, or the smooth, fine-tasting Straight, you're bound to enjoy "whiskey at its best!"



Both 93 Proof. Hill and Hill Kentucky Blended Whiskey Contains 65% Grain Neutral Spirits. The Hill and Hill Company, Louisville, Kentucky



AT PEAK OF CAREER, Forrester, as Secretary of Navy in 1946, visits war-ship soda fountain with Truman. At center is Presidential Aide Clark Clifford.

THE FORRESTAL DIARIES CONTINUED

he was afraid the answer would have to be found in history—of the struggle between the Romans and Carthage, between Athens and Sparta, between Alexander the Great and the Persians, between France and England, between England and Germany. . . .

Right from the beginning of the conflict with Russia, Forrestal observed, it was the President's instinct—at least when first confronted with a crisis, when his Midwestern pride was aggrieved and his political leanings had not yet had time to pull him in the direction of expediency—to be very tough indeed. The first instance recorded in the diary happened right before the conference on the U.N. Charter in San Francisco. The Russians as usual suddenly demanded the moon, and threatened to boycott the conference unless placated. Confronted by this unexpected obstreperousness, the President called a special Cabinet meeting, listened to advice both pro and con, and then grimly expressed himself as follows:

The President said that he was seeing Molotov within the hour and that he proposed to put it to him quite bluntly that . . . the San Francisco Conference would go on whether the Russians attended or not and that he would like Molotov to transmit to Stalin his (the President's) question as to whether or not this meant that Russia did not propose to depart from their expressions of cooperation at Yalta. He said that if one part of the agreements which they had entered with President Roosevelt at Yalta were breached he (the President) would consider that the entire Yalta agreement was no longer binding. . . .

There was a very similar sort of toughness displayed by Mr. Truman at the start of the Berlin crisis, which eventually was won by the U.S. through use of the airlift in the winter of 1948. Mr. Truman called a special meeting of some of his advisers, including Forrestal, who recorded the incident in these words:

28 June 1948

. . . When the specific question was discussed as to what our future policy in Germany was to be—namely were we to stay in Berlin or not?—the President interrupted to say that there was no discussion on that point, we were going to stay period.

It was perhaps incidents like this that gave Forrestal an attitude toward Mr. Truman which he once expressed, apparently with some acerbity, to a Jimmy Byrnes who had completely broken with the President. As the diary states:

18 September 1947

Lunched today with Jimmy Byrnes. We talked about Russia and American policy from 1943 on. He said one of the difficulties, he thought, after Roosevelt's death, was that Stalin did not like Truman and had told him (Byrnes) so. I made the observation that Mr. Truman was the first one who had ever said "no" to anything Stalin asked—that he had good reason for liking FDR because he got out of him the Yalta Agreement, anything he asked for during the war, and finally an opportunity to push Communist propaganda in the United States and throughout the world.

CONTINUED ON NEXT PAGE



You can will these Cordovans to your grandson!

WE KNOW men who have worn Bostonian Cordovans *all their lives*.

The supple, close-grained leather has a life line that rivals Methusaleh's.

And more . . . Cordovan is distinguished by a rich, burgundy color all its own. A dazzling, glossy polish no other leather can touch.

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LET'S EAT!

TUMS



NO FEAR OF ACID INDIGESTION, HEARTBURN NOW!

Enjoy yourself! Eat without fear of acid indigestion. Just take one or two Tums—gas, heartburn, full feeling go fast. Tums neutralize excess acid. Tums soothe and settle upset stomach. Do not irritate delicate stomach or intestinal lining. Eat Tums like candy mints. Tums cannot over-alkalize or cause acid rebound. Guaranteed to contain no soda or other water-soluble alkalies.

AFTER BREAKFAST!

Take one or two Tums to enliven your stomach, ward off heartburn, gas. See if you don't feel better.

WHEN YOU SMOKE TOO MUCH!

Sweeten mouth and stomach with one or two Tums and smoke-up. Always keep Tums handy.

AFTER OVERINDULGENCE!

Food too rich? Eat or drink too much? Take 1 or 2 Tums to relieve resulting gas, heartburn, acid indigestion.



for the tummy
Guaranteed to contain no soda



HOW SINCERE THE SMILES of Tom Dewey (left) and Robert Taft (right), meeting at C.O.P. dinner with late Senator Vandenberg, is exposed in diaries.

THE FORRESTAL DIARIES CONTINUED

Forrestal also had many chances to observe President Truman in a somewhat less dignified role. For example he records two incidents in which the President does not sound like a public official at all, but rather as a quite harried average man:

25 September 1947

... The President [remarked] that the Chief Executive of the United States had to spend most of his time soothing the sensitivities of the people he wanted to get to work for him. He mentioned the fact that he had spent fifteen minutes this morning listening to a man he had asked to set up the Food Conservation program as to where he would rank as to protocol, this matter seeming to the individual concerned to be paramount to the job that he was asked to do. In short, the President said, the President of the United States has to spend a good part of his time saluting the backsides of a large number of people. . . .

12 November 1947

[In speaking of the forthcoming 1948 Presidential election Mr. Truman said as far as he himself was concerned he would be delighted not to run again if it were not for a sense of duty which compelled him to do so. He said there was little satisfaction outside of the reward of service in the presidency—that his "baby" as he called her, Margaret, was limited—had her entire life conditioned by the fact of being the daughter of the President; that his nephew who is named after him had to live an entirely different type of life, and as a matter of fact all those in close relationship to him had to accept something other than a normal life out of respect for the office that he held.

In addition Forrestal recorded two observations of Mr. Truman on the political level, the first of which will greatly embarrass all the Democrats who have made Mr. Truman the great hero of the Fair Deal:

15 July 1948 [morning after Mr. Truman's acceptance speech at the Democratic National Convention in Philadelphia]

The President was chipper and in very good form and obviously pleased with the results of his speech at the Convention . . . he made the observation that he had not, himself, wanted to go as far as the Democratic platform went on the Civil Rights issue. He said he had no animus toward the delegates from the Southern states who had voted against the Civil Rights plank and against his nomination. "I would have done the same thing myself if I were in their place and came from their states."

The second of the observations will be much more embarrassing to Taft Republicans than to President Truman, for it casts previously unknown light on the feud between Taft and Governor Tom Dewey, the Republicans' candidate for President against Mr. Truman in 1948. The diary entry, made after a discussion with Mr. Truman following the 1948 election, speaks for itself:

The President . . . mentioned the fact that he had a letter from Senator Taft congratulating him on his election and saying that while the Senator might disagree on certain matters with the President, he would do everything possible to cooperate.

CONTINUED ON PAGE 55



SMEAR EXPERT! Duke Martin of Akron is one of hundreds of appliance salesmen around the country who have taken to smearing clean linens with all sorts of sticky and colorful commodities. Their purpose: to test an important principle created by manufacturer of automatic washers. They call their test "The Five-Minute Miracle".



POTENTIAL VICTIM of smear campaign. Mrs. Bob Kemper, Akron housewife, has worried moments.

"America's Dirtiest Linens" Now Being Aired from Coast to Coast

Last week—as for many weeks past—shoppers in stores across the nation were startled to see shirts, sheets, handkerchiefs and other clean linen subjected to a "smear test" that would have delighted many a small boy... but brought only gray hairs to his mother.

Daubed on with s free hand were such former "wash-day terrors" as ketchup, molasses, jelly, hair oil, iodine and other hard-to-remove items. Then each store's "smear expert" worked what he referred to as "A FIVE-MINUTE MIRACLE". Taking care to keep the offending fabrics at arm's length, he tossed the load into a Bendix automatic Washer while onlookers waited with tongue-in-cheek expectancy.

The spectators, it soon proved, were in for a big surprise. In a few moments, the Bendix was re-opened and the linens came out as white and spotlessly clean as they had been in their original form. One skeptical housewife, however, insisted on trying it with her own soap—and her hully's best shirt! See adjoining picture-story for what happened.



SKEPTICAL Mrs. Kemper hears of "Five-Minute Miracle" from friends. They persuade her to take Husband Bob's best shirt in for the trial on promise to buy a new one for her if washer fails.



WORRIED NOW because she hasn't told Bob, Mrs. Kemper meets Duke Martin in Akron store and they're ready for test. Horror shows on her face as Duke promptly douses shirt with lavish helping of ketchup!



WITH SHIRT A GAUDY SMEAR, Duke drops it into a Bendix Economat. "Any good automatic might get those spots out," he said. "The problem is to keep dirty water from draining back! Bendix exclusive design solves that!"

CONTINUED ON NEXT PAGE



You wouldn't do this to a snowy-clean shirt!

Then why buy a washer that does?

Don't wash the dirt out of your clothes—then put it right back in. Bendix washes clothes in an entirely different way.

The astonishing new washing principle found only in the new Bendix Economat actually forces dirty, sudsy water out top and bottom—dirty water doesn't drain back through the clothes.

The secret lies in the amazingly flexible

Wondertub. It actually moves—works with the agitator to get clothes cleaner and keep them cleaner. Forces dirty water up and away from the clothes, out the top drain—down and away from the clothes, out the bottom drain!

Today, the Bendix Economat is the fastest-selling, lowest-priced automatic washer in the world. It gives you fully automatic washing for about \$60 less than the average automatic washer price. Join the millions of owners who now enjoy work-free washdays and dazzling, cleaner washing with a Bendix. Have your Bendix dealer demonstrate it before another washday.

- DIRTY WATER GOES OUT THE TOP
- DIRTY WATER GOES OUT THE BOTTOM
- DIRTY WATER DOESN'T DRAIN BACK THROUGH THE CLOTHES

BENDIX
automatic
Washers
DRYERS IRONERS

Endorsed by
Good Housekeeping

Bendix Washer prices start at \$189.95
(Suggested Retail Price)

BENDIX HOME APPLIANCES, Division Avco Manufacturing Corp., South Bend, Indiana



TO EASE HER SUSPENSE while they waited, Duke shows Mrs. Kemper the Bendix Gyramatic Washer and automatic Dryer. "All Bendix Washers follow an exclusive washing and rinsing principle," he said. "They force dirty wash water out and away from the clothes. You can't beat a Bendix—any Bendix—when you want a really clean wash!"



THE FATA! MOMENT ARRIVES, and Bob's shirt comes out of the Economat clean as bright as the day he bought it! "That's the most wonderful washer I've ever seen," exclaimed Mrs. Kemper. "Glad you like it," said Duke.



"THIS IS THE WHITEST you've ever been able to get my shirts," said Bob, that night. "What's your new magic?" "Not magic, darling, but logic," said Mary. "It's a whole new principle of washing... and you're going with me tomorrow to see it proved by a perfectly wonderful test."

(Note to shoppers: See this amazing test yourself at your Bendix dealer.)

Taft in his letter also mentioned the fact that "as the President might gather, neither he nor his wife were particularly disappointed in the result of the election."

Forrestal began keeping his diaries—which were really just a random collection of notes, usually dictated to his secretary at the close of work without any regard for literary style or day-by-day continuity—in the middle of 1944, soon after he was appointed Secretary of the Navy. They do not contain any mention, therefore, of the job which was his greatest public service: the wartime production and procurement program which made U.S. victory possible. This task, in which Forrestal brought success out of chaos, was accomplished while he was Under Secretary of the Navy; it was complete by the time he was promoted, and with his usual orderliness of mind he had apparently marked it as finished business and cast it from his thoughts. The period of the diary finds him concerned with a quite different and more subtle type of problem—the whole range of U.S. domestic policy and U.S. relations with Russia, with Germany, Japan and the world.

Compared with some of the less well-rounded officials who occupied positions of power, Forrestal had a depth and intellectual quality which almost marked him as a different breed of man. There is, for example, a Cabinet meeting report in the diary which, did it not cast such a poor light on our government, would be extremely amusing. The meeting was to discuss our policy in China, during the critical summer of 1946, and Secretary of Labor Lewis Schwellenbach, a man who had thoroughly absorbed all the off-the-cuff "liberal" opinions of the time, felt perfectly entitled to speak his piece:

The Secretary of Labor said he saw no reason why we should continue to interfere in the affairs of China and if they wanted to have a civil war they should have it, but that we should not be in the position of trying to impose any form of government on any nation.

We had just fought a war to impose different types of government on Germany, Italy and Japan, but of course to one school of popular thought this was a quite different matter. Forrestal made a quiet and reasoned reply, almost like a teacher who is used to dealing with backward schoolboys:

To this I responded that if we came out of China, Russian influence would flow in and over the country; that whether we liked it or not, conditions of this order and of civil war in China could not be permanently acceptable to the United States because they were an invitation to some other power or group of powers to come in and dominate China; that, I said, was what happened in the thirties, and it is precisely that which will happen in the forties except that Russia will be substituted for Japan.

This was an impeccably logical argument, since borne out by the actual events, and Schwellenbach had no rebuttal. Nevertheless he did not fully trust the logic, or perhaps just remained emotionally unconvinced. His reaction becomes the sad denouement of the whole incident:

Mr. Schwellenbach said that in view of my statement and the recent date of my visit to China he would withdraw his objection, but that 90 days from now, if the conditions were the same, he would not be willing as far as he was personally concerned to endorse the continuance of American intervention in China.

Quite naturally, Forrestal was one of the very first Washingtonians to catch on to the Russians; at a time when a good part of Washington was still seriously advancing the Morgenthau Plan to turn Germany into a denuded agricultural state, Forrestal was already trying to anticipate the situation that would arise when Russia inevitably absorbed such a helpless neighbor. In fact he once had an opportunity to say "I told you so" on the Russian matter, in a manner which must have been gratifying despite his carefully impersonal attitude, to a man who played an important part in the foreign affairs of the middle 1940s. The diary entry goes:

Jimmy Byrnes [who had recently served 18 months as Secretary of State and thought that no one knew quite so well as he how to "get tough" with the Russians] came in this morning and in talking about the Russians he said they are "stubborn, obstinate and they don't scare." I reminded him of our overreaction about two years ago when he chided me for being too extreme in my views about the Russians when I told him that [when] he harbored the illusion that he could talk in the same

CONTINUED ON NEXT PAGE

READ HOW
CHLOROPHYLL*
—Nature's own magic green leaf
deodorant—PURIFIES YOUR BREATH.
Recently reported in
READER'S DIGEST

New!

FRESHIES

**Stops Bad Breath
in 1 to 3 seconds!**

Keep your breath Fresh all day long!



**PLEASANT TASTING!
NOT A PILL...OR
MEDICINE. EAT
FRESHIES LIKE CANDY!**

TAKE
FRESHIES
BE SURE YOUR
BREATH IS
SWEET

Here's what
FRESHIES
do for you!

Unlike ordinary breath sweeteners and mouth washes, FRESHIES do not mask one odor with another, for fresh-tasting FRESHIES contain a Chlorophyll compound — from Nature's green magic deodorant. So harmless you can take FRESHIES frequently, for maximum day-long protection.

EAT the onions on the hamburger, the garlic sauces, the cheeses!

JUST TAKE FRESHIES AND BREATHE EASY!

DRINK when and what you want... the glass of beer or wine, the cocktails.

JUST TAKE FRESHIES AND BREATHE EASY!

SMOKE your favorite pipe, or cigar, those frequent cigarettes!

JUST TAKE FRESHIES AND BREATHE EASY!

PROOF!

The effectiveness of Freshies to remove offending mouth odors has been proven in clinical research at a famous university.



At drug, candy and cigar counters everywhere



**FOUND
WHEREVER FINE CARS
TRAVEL**



**NEW
VEEDOL**

The World's Most Famous Motor Oil

New VEEDOL is a premium motor oil—plus plenty! Scientific new ingredients in its 100% Bradford, Pennsylvania, "Film of Protection" now go far beyond "premium-type" motor oil performance to keep modern motors cleaner, safer, smoother-running! New VEEDOL belongs in your motor!



THE FORRESTAL DIARIES CONTINUED

fashion with the Russians that he could talk with the Republican opposition in the Senate, he was very much mistaken. At that time I told him that when he spoke, so to speak, using language in a third dimension, the Russians spoke in a fourth, and there was no stairway.

Being aware, from the beginning, of the Russian menace, and being charged by oath of office with maintenance of the military establishment first as Secretary of the Navy and then as Secretary of Defense, Forrestal was always primarily concerned with the nation's military strength. Or to put it more precisely, since Forrestal no problem was ever as simple as all that, he was concerned with preserving sufficient military strength to back up a diplomatic policy that would make it unnecessary ever to use the military strength. Yet he was always aware that the maintenance of an adequate military establishment—or of a military establishment adequate to shore up an adequate diplomatic policy—was in itself a grievous problem which created dozens of other problems in its wake. He once wrote to a friend:

THESE ARE FORRESTAL'S MOST INTERESTING



ELDER STATESMAN BERNARD M. BARUCH
Forrestal liked Baruch and frequently sought his advice, yet a diary entry of April 28, 1948 contains this amusing reservation:

"Bernie is very adept at the art of making his recommendation and advice so global that he can say, 'I told you so.'"



SECRETARY OF STATE ACHESON
Ordinarily Acheson, who was then undersecretary, appears in the diary as a very cautious man, often leaning over backwards. But there is one important exception which Forrestal recorded in September of 1947, reminiscing on the incident of the previous year when the Yugoslavs shot down two American planes:

"Acheson was all for an immediate and aggressive use of American air fighter power over Yugoslavia. Norstad (Lieutenant General Lauris Norstad, then the War Department's Director of Plans and Operations) at that time had to point out to him that such a demonstration would inevitably mean war and we would be exposing relatively green and untrained pilots to a superior and competent enemy. I said this was an example of what I believed the Security Council should be for: To make a careful examination of situations and incidents and to avoid 'stumbling into war.'"



GENERAL MARSHALL

When Marshall was appointed Secretary of State in 1947, Forrestal expressed this opinion in a letter to a friend:

"Marshall has the equipment in terms of orderliness of mind and capacity to deal with [world events]. The only areas where I am not sure about his equipment are, first, the economic background, and second, awareness of the nature of Communist philosophy. However, he learns fast."



ERNEST BEVIN

Forrestal visited the British foreign secretary in July of 1945, after Germany was beaten and the Japanese war was the center of world attention. He asked Bevin a question that was very much on his mind, and got an answer that inspired him to a rare admission of amazement:

"I asked him . . . about the Emperor in Japan, whether he thought we ought to insist on destruction of the Emperor concept. . . . He hesitated and said this question would require a bit of thinking, but he was inclined to feel there was no sense in destroying the instrument through which one might have to deal in order to effectively control Japan. He then made a rather surprising statement—for a liberal and a labor leader: 'It might have been far better for all of us not to have destroyed the institution of the Kaiser after the last war; we might not have had this one

There are no easy black and white solutions for the problems which face this country. How to secure the formation of capital necessary to our plant replenishment, how to secure a tax system which will provide the incentive and the opportunity for the individual acquisition of capital, how to balance between a military organization sufficiently formidable to give any other country reason to stop, look and listen, without at the same time its eating our national heads off—these are segments of a very complex matter which must trouble any citizen who understands it.

In the years of the 80th Congress, 1947 and 1948, Forrestal was faced with a peculiar dilemma. The Republican 80th Congress had been elected in part as a kind of back-to-normalcy movement—as a protest against the high taxes, high prices and meat shortages which had arisen under wartime conditions and the Democratic Administration. In many ways Forrestal sympathized with this movement. In many ways, moreover, he was more Republican than Democratic in his philosophy; he bore the political label of Democrat chiefly as an accident of birth. (His father was a Democrat, like

CONTINUED ON NEXT PAGE

NOTES AND COMMENTS ON WORLD FIGURES

if we hadn't done so. It might have been far better to have guided the Germans to a constitutional monarchy rather than leaving them without a symbol and therefore opening the psychological doors to a man like Hitler. . . ."

WINSTON CHURCHILL

When Churchill was in Washington after his famous speech at Fulton, Mo. in 1946, he and Forrestal had a long talk about world affairs. The most interesting point of the discussion, however, was on a matter of much less urgency:

"He spoke of the trip we had made together through England in March and April of 1941, just at the end of the period of bombing. I reminded him of the question I asked him in Manchester after one of his impromptu speeches. I had told him then that whenever he started one of his long and involved comments that I worried as to how he was going to finish his sentence. His response was that he learned early in his speaking career not to worry about where the verb came. He was reminded, he said, of a somewhat similar question he put to Lord Balfour [when he delivered his peroration]. Balfour's reply was, 'After covering what I want to say, when I come to the first sentence that has a grammatical ending, I sit down.'"



HERBERT HOOVER

In May of 1945, when the war in Europe was ending, the question came up whether ex-President Hoover might be the ideal choice to head another food relief program, as he had so successfully after World War I. Forrestal admired Hoover but had one doubt:

"My only reservation was whether Mr. Hoover would be a man that one could work with easily and flexibly—in other words, whether he might not find his *amour-propre* creating difficulties rather than resolving them."

GENERAL MacARTHUR

On a trip in early 1945, Forrestal visited MacArthur in Manila, where they talked about the problem of winding up the war with Japan after Germany was beaten. MacArthur expressed an opinion which sounds in retrospect like one of the general's very worst guesses:

"He felt that we should secure the commitment of the Russians to active and vigorous prosecution of a campaign against the Japanese in Manchukuo . . . we should then launch an attack on the home islands giving, as he expressed it, the *coup de main* from the rear. . . . He expressed doubt that the use of anything less than 60 divisions by the Russians would be sufficient."

After Forrestal returned to Washington a Navy friend asked him his impression of MacArthur. The diary records this reply:

"I told him that I thought MacArthur had a high degree of professional ability, mortgaged, however, to his sensitivity and vanity."



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WEARY AND DRAWN, Forrestal looks on as successor in Defense Department, Louis Johnson (left), takes oath of office from Chief Justice Vinson.

THE FORRESTAL DIARIES CONTINUED

most immigrant Irishmen, and had once been a Democratic post-master.) Under any ordinary circumstances, he was fervently in favor of free enterprise, the encouragement of risk capital, a minimum of taxation and government planning. Yet he knew that times were not normal, and might not be again in his lifetime. Even before the 1946 election, he wrote himself a prophetic note about what would eventually be the one big black mark against the 80th Congress. Thinking of the trend of public opinion, he jotted down:

There is a definite drive on now toward 1) disarmament, 2) spreading of the thesis that the JCS (military) are running American foreign policy, and 3) against Mr. Byrnes' policy [i.e., the "get tough" with Russia policy of the then Secretary of State] in general.

He then added, as if gifted with a crystal ball:

It is my prediction that this drive will be greatly intensified during the next six months and may even have the unwelcome help of elements in the Republican Party such as Taft, Taber, Knudsen, etc., whose services will be enlisted on the side of economy.

In March of 1947 Forrestal felt it necessary to take extraordinary steps to win the confidence of the House Appropriations Committee, which controlled the fate of the Navy and had unfortunately come under the chairmanship of the narrow and penny-pinching Congressman John Taber of New York. In a way Forrestal sympathized even with the primitive motives of Congressman Taber; he certainly sympathized with the other members of the committee and with the national urge to relax. Yet he had to make a case for a strong Navy (he was then still Navy Secretary) and he arranged a full-dress luncheon and presentation, with speeches by such impressive high brass as Admirals Nimitz and Sherman. What Forrestal recorded of his own remarks at the luncheon tells a great deal about his broadminded reasonableness, and the footnote he appended about Congressman Taber tells a great deal about the all too frequent fate of reasonable argument in Washington:

... I said that the Navy was fully aware of the great task laid upon the Congress in trying to secure enough revenue to meet the tremendous burden which the country had to carry; that there were a lot of colliding objectives in the national mind; the five-day week, six-hour day, high wages, low prices for manufactured goods, reduced taxes, a balanced budget, debt reduction, a large and strong Army and Navy, a firm foreign policy including firmness with Russia but keep-out-of-war. I said it was easy to have these objectives but not so easy to secure their fulfillment and that even naval officers were not economic fools and recognized the fact that by forfeiting a sound economy at home we could stumble into state socialism just as successfully as if we had marked our course for that harbor.

The attitude of the committee was one of keen interest although I do not believe that the presentation very much affected Mr. Taber's determination for cuts...

CONTINUED ON PAGE 31



These cold cuts were sliced from the same meat and cheese. Those on plate above, kept uncovered 4 days in ordinary refrigerator, are shriveled, dry and useless. Those on plate below, also kept uncovered the same 4 days in an ADMIRAL DUAL-TEMP, are as fresh, tender and tasty as ever. Moist cold made the difference.

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In the end, it so happened, the final and fatal cut in the nation's military budget, the one that left the U.S. almost naked at the start of the Korean war, was administered not so much by the Tafters on the Republican side as by the Democratic Administration. This was in 1948, after Forrestal had become Secretary of Defense and had responsibility for the whole military establishment. All that year Forrestal was in the most difficult position imaginable. On the one hand he had to cope with President Truman, who had suddenly had visions of re-election and felt that he had to compete with the Republicans on the score of economy. On the other hand he had to cope with the Army and Navy chiefs, who were so appalled by Mr. Truman's proposed cuts in their budget as to refuse to make any effort to live with the cuts. The Joint Chiefs of Staff were firmly convinced that they could not function unless he succeeded in obtaining around \$23 billion. As for the \$14.4 billion

CONTINUED ON PAGE 58

HE NOTES TWO WRONG GUESSES ON RUSSIA

HENRY WALLACE

A good nutshell summary of what Wallace thought of Russia and world events in general is contained in Forrestal's diary entry on the Cabinet meeting of Sept. 21, 1945. The atom bomb was still a very new thing and the whole meeting was devoted to it. Of Wallace's viewpoint, Forrestal reported:

"[He was] completely, everlastingly and wholeheartedly in favor of giving it to the Russians. (Mr. Wallace last week categorically denied this, Ed.) Commented on [the objection raised by more realistic thinkers] that Russian ambitions in China, Korea and Mongolia have not yet been sufficiently defined for us to have trust. He said the real reason for the Chinese-Mongolian disaffection was that the Chinese were primarily a farming people and the Mongolians a cattle-breeding or livestock people."



ELLIOTT ROOSEVELT

In 1946 there was a one-day news sensation centering around the son of F.D.R., who was then on a visit to Russia. At an off-the-record party in Moscow, Elliott Roosevelt popped off about world events; enough of his remarks leaked to newspapers to make pretty clear that he had had high praise for Russian foreign policy and nothing but criticism for U.S. policy. However

the reports were unofficial, anonymous and incomplete, and the matter was soon forgotten. Publication of the diaries discloses for the first time in the manner in which Ambassador to Russia Walter Bedell Smith reported the incident to Washington. The report constitutes a document for which news editors would have given their right arms at the time:

"Ambassador Smith reports that Elliott Roosevelt, in the presence of the Soviet guest of honor, made the following observations . . . (a) foreign correspondents have as much liberty in the U.S.S.R. as they do in the U.S., where Soviet cultural representatives are subjected to 'humiliating' treatment; (b) the Danubian question is no affair of the U.S., which did not go to war to restore the international regime; (c) it is proper for the U.S.S.R. to insist on a joint regime with Turkey for the Dardanelles in which the U.S.S.R. would 'naturally play a leading role'; (d) the U.S. and U.K. should insist on internationalization of the Dardanelles only if they were willing to permit the same for the Panama and Suez Canals; (e) the U.S.S.R. would not be interested in building up Communism in states along its borders if the U.S. and U.K. were not pursuing their 'present expansionist policies'; (f) the U.S. and U.K. have often broken their word as given at Tehran, Yalta and Potsdam, but the 'Soviets have never broken theirs'; (g) the U.N. is being used by the U.S. merely to further its own 'selfish ambitions'; (h) Soviet officials admit some things are wrong with 'Soviet as well as U.S. foreign policy' and hope the two countries will compromise. . . ."



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| Care-Safed, painless corn remover, 29¢ | 2 for 30¢ | |
| Realx Little Pills, laxative, 100's. | 35c | 2 for 36¢ |
| Angelic Liquid, rubbing liniment, 5.6c | 2 for 6¢ | |
| Tolu Lotion, soothing skin, 8 oz. | .27c | 2 for 28¢ |
| Realx Lip AM Salve, 1/2oz. | .35c | 2 for 36¢ |
| Realx Paracet. Milk of Magnesia, mild and creamy-smooth, full pint | 50c | 2 for 51¢ |
| Ra-R Saline, antiseptic ear salve, 5.3c | 2 for 54¢ | |
| Antacid Gas Tablets, 40's | 35c | 2 for 36¢ |
| Realx Lavative Cold Capsules, 20's | 79c | 2 for 80¢ |
| Realx Eye Drops, soothing, 1 oz. | 35c | 2 for 36¢ |
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Beautiful and distinctive assortments. Select yours now while stocks are complete... while prices are low!

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Lathers abundantly, cleanses thoroughly, rinses out completely; leaves hair soft, lustrous and easy to manage.

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Sets up whiskers for quick, close, comfortable shaving.
3 1/2 oz. Brushless, 3 1/2 Oz. Lather
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Concentrated cologne in handy, non-spill, solid form... Ideal for travel.

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COLOGNE DUET

Duet of festive fragrances—dainty, old-fashioned Apple Blossom and subtle Gardenia—packed to grace your dressing table.

89¢ each

Jane Winslow WHIPPED CREAMS

Moist, water-giving goodness... choice of dark or milk chocolate coverings.

each 2 lbs. 99¢

POPS

Compare this price to 30c loz. cans, assorted-flavor lollipops, then stock up for weeks.

22¢

GLASS TUMBLERS

Popular shapes... chip-resistant edges. Exceptional Value! Reg. 10¢ each

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Klenzo Nylon TOOTH BRUSH

Tufted, convex and small oval styles... medium, hard bristles.

2 for 40¢

"8480" OATMEAL SOAP

Lathers in any water; mild, thorough cleansing action.

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RECALL AMMONIATED TOOTH PASTE

Helps reduce tooth decay pleasant after-taste.

3 for 79¢ 60¢ value

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Adhesive Bandages Available in regular (36's) or elastic (16's) styles. Made with the famous, less irritating Rexall Pro-Cap Adhesive Tape.

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Just one tiny capsule gives you all the vitamins for which minimum daily requirements have been established... for the amazing price of less than 2¢ per day!

each 2 for \$3.20

RECALL REXALL CHOCOLATE BARS, Jambo size, plain or almond. 2 for 37¢ |

| Jane Winslow Mint Breezes, 1-oz. sach., 2 for 11¢ | |
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| Tiny Tots Pops, cluster of 7..... | 2 for 11¢ |

RECALL Realx Parest MINERAL OIL

Specialty refined, non-fattening, odorless, colorless, tasteless.

2 for \$1.29 2 for \$1.39

RECALL Rexall Klenzo Nylon TOOTH BRUSH

Modified Facial Tissues, box of 300... 2 for 43¢

Rexall Beef, Wine & Iron, tonic, pint, 2 for \$1.41

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RECALL Rexall Ergon Sal. medicinal, powder, 2 for 41¢

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Klenzo Nail and Hand Brush... 2 for 51¢

Rax-Solter, after-shave astringent and pain-reliever, 2.5-oz. bottle... 2 for 50¢

Rexall Age-Rex Compound, with Phenolphthalein, laxative, pint... 2 for \$1.11

Realx Mint Bandages, 10's, 2 for 34¢

Realx Zinc Oxide Ointment, 1-oz. tube... 2 for 26¢

Klenzo Nail and Hand Brush... 2 for 51¢

Rax-Solter, after-shave astringent and pain-reliever, 2.5-oz. bottle... 2 for 50¢

Rexall Age-Rex Compound, with Phenolphthalein, laxative, pint... 2 for \$1.11

Realx Mint Bandages, 10's, 2 for 34¢

Realx Zinc Oxide Ointment, 1-oz. tube... 2 for 26¢

Rexall Sacharin Tablets, 1/2 grain, 100's, 2 for 46¢

Realx Baby Oil, antiseptic, 6 oz., 2 for 56¢

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Folded flap, plain or orthographic. Envelopes have printed, lined flap.

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Just one tiny capsule gives you all the vitamins for which minimum daily requirements have been established... for the amazing price of less than 2¢ per day!

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PRODUCT THAT BEARS THE NAME REXALL

budget proposed by the White House, the military men figured that this amount would just about pay the upkeep on our armed forces, leaving not a nickel to fuel a battleship or buy gasoline to operate a tank; they simply threw up their hands and said that the \$14 billion budget would leave them impotent. Forrestal, being constitutionally responsible for the defense of the U.S., had to try every means in his power to make sure at least a few ships would float and a few tanks operate no matter how little money he got. But his chief objective was to talk the military men into preparing, and the President into accepting, some kind of compromise budget in the region of \$16.9 billion that would provide at least a semblance of active power.

The story of the long fight takes up many pages in the diaries. In his heart Mr. Truman seemed sympathetic; several times Forrestal thought he had the President convinced, if not to the real goal, at least to the compromise. Yet in the end political considerations prevailed and the job of setting military costs was turned over to Director of the Budget James E. Webb, a man who by nature and charter was inclined to wield the scalpel wherever the screams could not be heard. The \$14 billion budget prevailed, the military establishment started downhill. And then one fine day James V. Forrestal, who had made himself a nuisance during the budget fight and in many other ways had become a political liability to the newly re-elected Democratic Administration, was fired and replaced by an out-and-out politician named Louis Johnson. An even more drastic and enervating era of economy began—and might have continued with God knows what result had the Kremlin not blundered into antagonizing much weaker men than Forrestal into the Korean war.

Forrestal lost the budget fight, which very nearly lost the U.S. its place among world powers. He got himself replaced by a man who will probably go down in history as the worst of all U.S. Secretaries of Defense, no matter how many Secretaries of Defense the nation may have in the future. And then soon afterward the steel spring of Forrestal's mind snapped; he had a nervous breakdown, and he threw himself to his death from a high hospital window. It may be that he succumbed to purely personal conflicts; it is the unfortunate verdict of history that some of the greatest men are the least able to manage their own lives. On the other hand it may be that he was a true battle casualty; a man who had worked much too hard, given far too much of himself, and suffered too much over the temporary setbacks, in winning World War II and trying to avoid World War III.



AT CAREER'S END, Forrestal's casket is carried from amphitheater of Arlington Cemetery by soldiers, sailors and Marines he served so well. His grave marker reads simply "James Forrestal, Lt., U.S.N.," his rank in World War I.



SOUR:
1 jigger Arrow
Blackberry Flavored
Brandy, juice 1/2 lemon,
shake, strain into glass.

COCKTAIL:
1/2 Arrow
Blackberry Flavored
Brandy, 1/2 sweet cream,
shake, strain into glass.

MIST:
Fill Old Fashioned glass
with shaved ice. Fill
with Arrow Blackberry
Flavored Brandy.

HIGHBALL:
In 8 oz. glass, put 2 cubes
ice, 1 jigger Arrow
Blackberry Flavored
Brandy. Fizz with seltzer.

STRAIGHT:
Still the
most popular
with many
people.

PONY: Delightful to
sip after dinner.



HOT TODDY:
In mug put 1/2 jigger
Arrow Blackberry
Flavored Brandy,
1/2 jigger whiskey.
Fill with hot water.

7

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BLACKBERRY FLAVORED BRANDY

"A Bar in One Bottle"... One key to seven grand drinks—a delightful, versatile beverage—full round, natural fruit flavor—a happy addition to the repertoire of a gracious host.



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"a beautiful, mirror finish with so little effort!"



"I tried Dri-Glo on my tables in the living room. Oh, what a happy surprise to get such a beautiful mirror finish with so little effort. I just couldn't stop. I shined everything up," writes Mrs. E. Hebenstreit, pictured above

in her Franklin Park, Illinois home. Millions of women have already switched to O-Cedar Dri-Glo, the new, non-oily silicone polish for furniture. Read what these four wrote us about results.



"Same results as wax in 1/4 the time! In the past I have always waxed my furniture, which is a long and tedious job. With Dri-Glo I get the same results in a fourth the time. It's the answer to a Mother's prayer," writes Mrs. Oscar Bleich, Brooklyn.



"All dust just slips off! Can honestly say Dri-Glo is the most wonderful polish I have ever used. The finish is so smooth and slippery that with the slightest touch, all dust just slips off," writes Mrs. John D. Schaeffer, Cleveland, Ohio.



"No finger marks or smears! I cleaned my whole kitchen woodwork and everything you could polish. The results I got with Dri-Glo were wonderful. No finger marks or smears," writes Mrs. E. Martin, Marcus Hook, Pa.



6-ROOM Size - 98¢ - and cheap at twice the price: "After using Dri-Glo, I would have paid twice that amount," writes Mrs. Bernard Anderson, Surf-field, Ohio.

O-Cedar dri-glo 98¢

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A NON-OILY SILICONE POLISH
by the makers of the famous O-Cedar Sponge Mop



GUARANTEE! Your money back if you aren't completely satisfied Dri-Glo does everything these housewives say it does.



COLUMBUS' 'SANTA MARIA'

Long research produces most accurate version yet of famous ship

"A dull sailor and unfit for discovery," said Admiral Christopher Columbus complainingly of the *Santa Maria*, but she carried him, 459 years ago this week, to the New World. With a crew of 52 she was overcrowded, and cargo had to be stowed in her forward hold to counterbalance



the massive superstructure aft. Her ribs and crossbeams were extra heavy to help her withstand heavy seas. Her sails, even though they included a sprit with holes to spill sea water if it dipped below the waves, probably were smaller than other vessels of her time. Ten weeks after

she landed at San Salvador she ran on a reef off the coast of Haiti and broke up. Columbus went home on the *Niña*.

For hundreds of years accurate representations of the *Santa Maria* were unknown; the many drawings, no two alike, were in large part

guesswork. This cross-sectional drawing of the *Santa Maria* is probably the most authentic reconstruction ever made of the 93-foot ship. It was done by British Artist G. H. Davis (p. 100), who based his version on long years of research conducted by the Museo Navale in Madrid.

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"Santa Maria" CONTINUED



FULL-SIZE REPLICA of the *Santa Maria*, built in 1929 for Seville exposition, was for 16 years a floating museum until she sank while on short voyage.



COLUMBUS' BED in replica (top) occupied entire end of the private cabin and dining saloon presumably built expressly to the explorer's specifications.



SHIP ARTIST C. H. Davis, who has published 14,000 drawings, was early attracted to the sea. At 22 he sailed around Cape Horn in a three-masted bark.



... of course,
it's electric



Even ground-in dirt yields to Westinghouse LAUNDROMAT'S

WASH AWAY RINSE AWAY ACTION



No other washer made, either automatic or conventional, has such thorough washing action as the Laundromat. Thanks to its exclusive WASHAWAY-RINSEAWAY action, clothes are lifted up and out of the water . . . turned over . . . washed inside and out, again and again and again.

Then the clothes are triple-rinsed in fresh, clean water, equal to 1500 hand rinses. Every speck of soil and soap is flushed out, stays out,

because dirty wash and rinse waters are drained away from clothes . . . not through them.

That's the secret of why the Laundromat gets white clothes whiter and colored clothes brighter. And it's all so easy . . . the whole job is *completely automatic*.

The Laundromat saves work, time . . . hot water and soap, too . . . all because of the exclusive WEIGH-TO-SAVE Door and Water Saver.

HAVE A LOAD OF YOUR CLOTHES WASHED FREE

Phone your Westinghouse retailer. Arrange to watch a load of *your* clothes washed the easy, thorough Laundromat way. It's free. Westinghouse Electric Corp., Mansfield, Ohio.

LOOK TO WESTINGHOUSE FOR TV'S TOP ENTERTAINMENT . . . Exclusive Telecasts of Outstanding COLLEGE FOOTBALL GAMES . . . plus WESTINGHOUSE "STUDIO ONE" every week

YOU CAN BE SURE...IF IT'S **Westinghouse**

3 STEPS to perfect washing



WEIGH

clothes on the Laundromat's exclusive WEIGH-TO-SAVE Door. Size of the load is shown on indicator-scale.



SAVE

hot water and soap by setting Water Saver for size of load . . . Small . . . Medium . . . Regular.



WASH

Clothes are washed, triple-rinsed and spun-dry. Then Laundromat cleans itself, shuts off, all automatically.



Waffle Baker Waste-Away Tank Cleaner Cleaner Dryer Refrigerator Home Freezer Range Water Heater Electric Sink Iron Exhaust Fan Mixer Roaster-Oven

Sandwitchery



with delicious, thrifty,
Ann Page Spreads!



The makin' for swell sandwich fillings or smackin' good snacks are always within easy reach when you have luscious Ann Page Pure Preserves and Jellies and Ann Page Creamy Smooth Peanut Butter on your pantry shelf.

These are super spreads... you never tasted finer... yet like all Ann Page Foods, they're pleasingly priced to cut your food costs. You see Ann Page Foods are made of choice ingredients in A&P's own modern Ann Page food kitchens and sold to you in A&P stores, thus eliminating unnecessary in-between expenses. The savings made in this way are shared with you!

- Fruit Fingers:** Spread each toast strips with Ann Page Jelly; add toasted coconut.
- Roths:** Cut crust from bread. Spread with Ann Page Peanut Butter and chopped watermelon with toothpick; roll as for jelly roll; French squares; spread Ann Page Preserves between bread slices. Cut into fourths. Dip French toast. Brown both sides in hot fat. Add dash confectioners' sugar. Serve hot.
- Salad Delights:** Mix chopped chicken, mayonnaise and chopped nuts; spread on bread. Spread Ann Page Preserves and put lettuce on second slice. Put together; cut into fourths. Cover with softened cream cheese, then preservatives. Decorate.
- Sandwich Hits:** Combine Ann Page Peanut Butter with chopped cooked peanut. Spread peanut butter on bread; add thin apple slice. Spread Ann Page Peanut Butter and appearance make a delicious sandwich.

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Among the **33 Fine Foods** in the Famous Ann Page Family are such favorites as:
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Another Gabor

ZSA ZSA MOVES IN
ON EVA'S TV FIELD

To television fans in most of the country, the only Gabor is blonde Eva, whose Hungarian beauty is a frequent, familiar and satisfying sight on their screens. But lately another Gabor, Eva's sister Zsa Zsa (see cover), has begun to establish herself on the West Coast as a TV performer and wit of sorts. The show on which she appears is called *Bachelor's Haven* (p. 103) and specializes in romantic counsel to men, a field in which Zsa Zsa feels herself highly qualified from personal experience.

Her experience began about 15 years ago when, as a teen-ager in her native Budapest, she proposed to a Turkish diplomat over his teacups and became Mrs. Burhan Belge. But, says Zsa Zsa, "I was still a little girl playing with dolls," and so in 1941 they were divorced. Zsa Zsa, whose given name is Sari, made her way to the U.S. and married Hotelman Conrad Hilton. After five hectic years of marriage, which were enlivened by a jewel robbery and Zsa Zsa's tales of being mysteriously drugged and held captive in a Hollywood hotel, she and Mr. Hilton were divorced. In 1949 she married Actor George Sanders. When he left for a movie role in England three months ago Zsa Zsa took a television job to fill in her idle time. She now has signed a movie contract herself and is rated as the biggest new hit on West Coast TV, a rating she has earned by her beauty, ripe Continental accent and the Hungarian *smair-faire* with which she tosses off her advice to the lovelorn (next page).

A 25-CARAT GLOW is shed by her ring as Zsa Zsa Gabor takes daughter walking in their Bel Air home.





IN HER TV ROLE on *Bachelor's Haven*, Zsa Zsa Gabor emphasizes objections to men's loud clothes and particularly "Hawaiian shirts and open collars." All a man requires, she says, is a blue suit, gray flannel suit and a tuxedo.

LOVE HINTS FROM ZSA ZSA

"Men have always liked me and I have always liked men," says Zsa Zsa Gabor, "but I like a mannish man, a man who knows how to talk to and treat a woman—not just a man with muscles." On the television show, *Bachelor's Haven* (KTSL), where she is a permanent panel member, Zsa Zsa often is peremptory. When she senses that a man does not meet her rigid standards, she dismisses the offender with a curt: "Him I would shoot." The program receives hundreds of fan letters, mostly directed at Zsa Zsa and invariably asking for advice on love problems. Zsa Zsa's answers are pointed and original. One man wrote in: "I gave my fiancée a fraternity pin, a ring, some china, black lace lingerie, a stove and a bed. Then she broke our engagement and refused to return any of my gifts. What shall I do?" Said Zsa Zsa: "She should give back the stove." To a woman who complained that "My husband travels with other women," Zsa Zsa suggested: "Shoot him in the legs." A bachelor wrote: "I have a lot of oil wells. Do you think I should marry now that I am 50 years old?" Zsa Zsa answered: "For this man, life is just beginning. He is just becoming interesting. I do not think I should give him advice. I should see this man personally."



FOR HER FILM ROLE in *Lovely To Look At*, Zsa Zsa takes dance lesson at M-G-M studio with Betsy von Fursenberg (right), also a *LIFE* cover girl (Jan. 29, 1951). Betsy is engaged to Nicky Hilton, son of Zsa Zsa's second husband.

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SAVER
SHOES



Trudy



Rama



Nocturne

comfort

can

be

fashionable

Foot Saver Shoes do lovely things to your foot . . . flattering with fashion's most deft and charming lines . . . comforting with smooth, soothing fit that brings you blissful ease, constant support. For the active woman with a flair for fashion—it's Foot Savers, always.



Only Foot Savers are made over the famous Shortback® Last which prevents looseness or gapping at the heel without pinching at the toe.

For Fall style booklet and name of nearest Foot Saver Dealer write: The Julian & Kokenge Co., 36 W. Main Street, Columbus 13, Ohio



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So good for Drinking!



Marvelous for Cooking and Whipping!



Rich in body-building nourishment!



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When you think of the low, low price of Starlac—you'll know why smart homemakers are using this new nonfat milk for cooking, baking and on cereals. Starlac whips, too! (See directions on package.) To make it extra-convenient, Starlac package stays fresh on your pantry shelf.

Starlac has all the nourishment of the finest milk, except the fat that has been removed. Every drop of Starlac gives you all the body-building *proteins, minerals, valuable B vitamins* and energy-giving *lactose* of the highest-quality milk. Get Starlac at your grocer's today!

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40¢*



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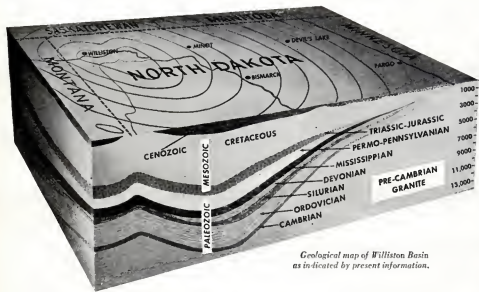
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OILMEN BID FOR LEASES at auction of public lands held in Bank of North Dakota at Bismarck as promising acreage is offered on the open market. News that a single well

"came in" near Williston boomed the value of oil leases throughout the Williston Basin. Oilmen have already leased directly from landowners more than half of North Dakota's

45 million acres as hope grows that the region will prove to be a major oil-producing area. Oil companies will spend millions of dollars to find the answer.



Geological map of Williston Basin as indicated by present information.

29 YEARS AGO a single company began the long search for oil in North Dakota. As the years passed, other oil companies took up the search and continued drilling

operations despite repeated disappointments. Recent strikes, indicating an important, new oil-producing area within U. S. borders, may prove a help to national strength.



OIL "LANDMAN" negotiates with J. W. Tyler, N. D. farmer. Landowners get rental payments until drilling is completed; collect a royalty on every barrel if oil is found.

OIL RUSH IN NORTH DAKOTA

Big and Little Companies

Bid for Rights to Drill in Newest Oil State

After 29 years of searching, recent oil discoveries in the Williston Basin made North Dakota America's 27th oil-producing state. This strike was quickly followed by another in Montana less than 100 miles away. It may be that a new, important oil-producing area has been discovered within U. S. borders and many oil companies are already bidding against each other for drilling rights. Much work and large expenditures will be required to determine the strike's real importance.

The discovery and development of new sources of oil is only one phase of oil company rivalry. A lot of things must happen before North Dakota crude oil can be turned into finished products for the jobbers and dealers in your home town.

The oil must be taken from the ground, refined, transported by pipeline, tanker, truck or tank car and marketed where and when it is needed. Every step of the way, every day, oilmen try to win your business by doing these jobs better, faster, more efficiently.

You benefit from this constant competition among America's privately managed oil companies with the finest oil products at the world's lowest prices.

During the week of October 14-20, oilmen throughout the U.S.A. are celebrating Oil Progress Week as a reminder that it is vital to you and the nation that this freedom of competition continue.

Oil Industry Information Committee

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MODERN PIPELINES, like this 12-inch line at Hearne, Texas, cut transportation costs, help refineries meet competitive prices. If North Dakota's oil hopes are realized, vast new pipe-line facilities will be needed to transport the oil to other parts of the country.



NEW TYPE "CAT CRACKER" goes up in a New York refinery. This modern development in oil refining squeezes more high octane gasoline and fuel oil out of each barrel of crude oil. To win more business with better oil products, oil companies are constantly improving manufacturing methods.



OIL DRILLING CREW sets pipe. Record deep-drilling operation, in Mississippi, is nearing 4 mile depth. Sharp competition in U. S. oil fields results in world's best drilling methods.



TYPICAL SERVICE STATION competition shown in Tennek, N. J. Today, with 200,000 service stations in 48 states, motorists can choose among many brands of high

quality gasoline at reasonable prices. 2 gallons of gasoline now do the work 3 did in 1925, although today's gasoline is priced about the same—only taxes are higher.

Pepsodent's Patented ORAL DETERGENT brings

CLEAN MOUTH TASTE for hours!



BECAUSE Pepsodent Tooth Paste now cleans with Oral Detergent—not soap—it cleans your teeth so clean, your whole mouth stays cool and refreshed for hours!



Because gentle ORAL DETERGENT works where brush can't reach

now Pepsodent cleans teeth cleaner ... Brightens teeth brighter ...

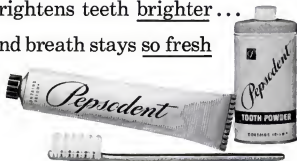
Fights decay better! Mouth tastes so cool and breath stays so fresh

the clean mouth taste lasts hours—your proof

of how well Oral Detergent works!

Pepsodent—the tooth-and-breath paste

Valuable gift offer
if you buy now!
Limited time only
at stores every-
where.





GUESTS INSIDE BARNEY'S KINNIKINIK LODGE PEEK OUT THE DOOR TO COUNT THE HOUSE WHILE A BIG BORED BEAR WAITS FOR THEM TO GO INTO THEIR ACT

BIG BEARS BOTHER BARNEY

They scare his guests while they share his fare

Most bears like honey and plenty of sleep, but the bears around Manitou Springs, Colo. prefer to catch the late show at Barney Littrell's Kinnikik Lodge. At night they come out of the hills, select some evening garbage and munch it while they watch the antics of Littrell's guests. And lately the show has been improving—the people peek out windows, shine bright lights, make funny noises and cage their children in a porch. Then the bears go home without even putting the lids back on the garbage cans.



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"UNBEARABLE," says Barney Littrell of bears. "It's getting to the point where I can hardly stand to hear the critters slamming the garbage lids at night." Recently he got mad and chased one into a culvert, but the animal got away.



"RUINED BRUIES," says Game Warden Frank Colley, "once they discover garbage cans. Then they scare the hell out of people." Here he sets up pipe-like trap. Since bears are protected by law, he lets them go free in the hills.



UPSET GARBAGE CANS are ruefully inspected at lodge. When weather gets colder the bears will hibernate and stop bothering Barney until spring.



AS IT SAYS ON THE LABEL: *"There is nothing better in the market"*

To honor the guest whose friendship you cherish, always serve America's Guest Whisky, famous bonded Old Forester. As fine in quality, as elegant in flavor as it was in 1870—the year the first Old Forester was created to set a standard for all Kentucky whiskies.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF

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BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



The First Frosts

A SUDDEN TOUCH OF AUTUMN LEAVES ITS CHILL MARK ON NEW ENGLAND

PHOTOGRAPHED FOR LIFE BY JACK BREED



The first frost of the year in New England is likely to come after a long, warm afternoon in early autumn when the air is clear and very dry, and so still that the raucous bickering of the congregating crows can be heard for miles. During the night the earth, which all day drew heat from the sun, cools fast to below freezing, condensing the air's moisture which settles on the fields, coating the haystacks and grasses with

feathery white crystals. The glittering residue of these early frosts, shown on these and the following pages, is soon burnt off by the morning sun. But while it lingers, in hayfields, in hollows and in the protective shadow of tall trees, it touches the land with a chill and sometimes somber beauty that, unlike the flamboyant reds and yellows which signal the end of summer, portends the still, cold coming of winter.

MARSH GRASS on banks of a quiet stream—the Ipswich near Middleton, Mass.—is still stiff with blue frost where sun has not yet reached, but it has thawed out in the foreground and at a distance where a light mist is rising.





STUBBLY field is given a smooth finish by frost and light from sun rising over barn near Whitefield, N.H. To take pictures like this Photographer Breed badgered local weather bureau every

night for latest frost forecasts, got up at 5:30 for days on end. He had only a few minutes shooting time each day because frost melted almost as soon as sun became bright enough for a good picture.



← **FROSTED SILHOUETTE** lingers in the jagged shadow of giant pines on a New Hampshire farm. Frost hits most heavily in hollows where cold air settles and on the open fields, is lightest on slopes.

FORLORN COW waits on upland pasture for wan sun to warm up her frigid breakfast after one of the heaviest frosts Breed encountered. In the distance is Cherry Mountain near Jefferson, N.H.



TANGLED MAT of fallen leaves, clover, dandelion and coarse grass is literally frozen stiff. Grass can withstand heavier frosts than most small plants but when enough ice forms inside it to break down the cell structure it too dies.

FROST CRYSTALS on the grass sparkle in colored light sifting through leaves of turning maple. It is not frost directly that turns leaves but an intricate chemistry of nature by which the green chlorophyll bodies in the leaves die, giving way to rich reds, bright yellows and oranges.

BROAD LEAVES of hardy milkweed plant show how fast thick frost crystals melt. The frost has turned to dewdrops on leaves at top left, which were touched by sun only a few moments before the still heavily crusted undersides.







Choose 1847 Rogers Bros.
"It's still the thing to own"

GENERATIONS AGO, when shining-eyed brides set their tables with the "silverware of their dreams," more of them chose 1847 Rogers Bros. than any other. *And that's still true today.*

You'll know why, the very minute you hold a piece of 1847 Rogers Bros. in your hand. See how luxurious it looks. Notice the perfect balance—the grace. You won't find such richness in any other silverplate!

Imagine the joy and satisfaction of having a complete service for 8 people in beautiful 1847 Rogers Bros.! You can—for just \$69.75, including chest. Easy terms, too, at your favorite dealer's.

1847 ROGERS BROS.

America's Finest Silverplate

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Joyous new pattern...

DAFFODIL

Graceful, liking and lovely!
 Specially created for the young in heart!

or patterns loved for years...

REMEMBRANCE For those who love tradition. A dainty, romantic pattern!

ETERNALLY YOURS Exquisite openwork design, unique in silverplate.

FIRST LOVE Delicate flower-and-scroll motif, adaptable to any decorating scheme.

ADORATION If you want a monogram, this simple, yet elegant design is for you!





CLEWS'S CHIMERAS ogle Mrs. Clews from their pedestals in her husband's studio. In foreground is *The Antester*. At left, a long-billed beast devouring an animal represents the destructive force of science. At right is an image which symbolizes the wild and willful soul of one of Clews's friends. Behind Mrs. Clews is nude figure of *The Thinker*.

Gods, Ogs, Wogs

CASTLE OF WEIRD IMAGES BECOMES A MUSEUM

On a promontory overhanging the Mediterranean near Cannes stands the medieval castle of La Napoule. Long the fortress refuge of French nobles, it was bought in 1919 by a lordly American sculptor named Henry Clews. A blueblood of New York, Clews deserted the society world and shut himself away in his castle to enjoy his own private world—a world of fiends and phantoms. With his wife and a menagerie of white flamingoes, peacocks and deer, Clews devoted the next 18 years to restoring the castle and peopling it with the sculptured demons and familiars of his visions. On archways he carved

scaly sea monsters, on columns, beak-nosed gargoyles, while from every niche and shadow leered the grotesque beings whom Clews labeled gods, jinns, ogs and wogs. Over them all, at the entrance to the castle, he chiseled the motto "Once Upon a Time." In 1937 Henry Clews died, but his widow continued the restoration of La Napoule. Last spring, with the project almost finished, Mrs. Clews announced that the castle had been chartered by New York State as a museum and art center where tourists and artists could wander, work—and perhaps shiver—among the carved chimeras of Henry Clews.



LA NAPOULE, destroyed three times since 1400, was rebuilt by Clews to look like original fortress.



No three words ever meant so
much to so many people...

I Want You

...SOON FROM SAMUEL GOLDWYN

NEW
Self-winding '331'

DRAMATICALLY THIN
AUTOMATICALLY MOVADO

For the first time, an unusually thin, unusually smart self-winding watch . . . with all the accuracy and dependability that have made Movado famous throughout the world.

14K gold, 17 jewels from \$200.
14K gold filled, 17 jewels \$95.
14K gold, 17 jewels from \$150.
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MOVADO

WINNERS OF 168 OBSERVATORY AWARDS
SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD

Corp. 1931 Movado Watch Agency, Inc., 619 Fifth Ave., N. Y. • 44 King St. W., Toronto, Can.



ROMANTIC BUST of sculptor's wife shows her as a swan-necked princess.



RELIGIOUS GROUP, exhibited beneath candles in dining room, represents Christ holding head of a blind girl who is able to see him with eyes of her soul.



REALISTIC BUST was Clews's tribute to his friend, mayor of Mandelieu.

CONTINUED ON PAGE 123

Fall in with CORBY'S PARROT
for good whiskey taste
that's sweeping the country



Take its fine quality, add pleasing taste, and you see why Corby's is sweeping the country. No wonder it has whisked to a top spot among the nation's whiskey brands. Why don't you try it? Just look for Corby's Parrot and . . . say Corby's.

Say **CORBY'S**

A grand old name since 1859

LOOK FOR THE
PARROT ON EVERY
CORBY'S BOTTLE



RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.



Nothin' Friskier!

Fire-Chief gives your car instant starts, instant-smooth
get-a-ways . . . and lofts it over hills like a leaf in the breeze!

And, best of all, it's *regular priced.*

No, there's nothing friskier than Fire-Chief —
the gasoline with emergency power. So fill up at
your Texaco Dealer. *He's the best friend your car ever had.*

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America



**TEXACO
FIRE-CHIEF
GASOLINE**



TUNE IN: On television—the TEXACO STAR THEATER starring MILTON BERLE—every Tuesday night. See newspaper for time and station.



THE CAT-WOMAN is Clews's grotesque denunciation of women who first attract men with sexual charms, then trap them within their taloned grasp.

CONTINUED ON NEXT PAGE



HOW OVALTINE INVITES
Safe Sleep
 WITHOUT DRUGS!

- 1. Helps you Relax**

When you can relax, you can go to sleep more quickly. Ovaltine, taken hot at bedtime, helps to break down nervous tensions built up during the day—induces natural relaxation—prepares the way for peaceful sleep. Ovaltine does this *without drugs*—thus invites *safe sleep naturally*.
- 2. Easily Digested Even as you Sleep**

Ovaltine is processed so that its important food elements are readily digested and absorbed—even as you enjoy peaceful slumber.
- 3. Helps Rebuild for the Day Ahead**

While you are sleeping, Ovaltine gives you food elements to repair worn-out body and nerve cells and to restore vitality for the day ahead. So invite safe, restful and restoring sleep—beginning tonight. Give Ovaltine a few nights trial—see for yourself.

OVALTINE
 THE SAFE NIGHT CAP

*"I see them
at the smartest
Cocktail Parties"*



Igor Cassini says: "I see fewer butlers nowadays—and more Heublein's!"

"Heublein's ready-mixed cocktails are the pet of the smart set. They couldn't be better—and there are no long stage waits between drinks!"

Served in
America's
finest homes

Whether you are entertaining two or twenty you'll be pleased if you serve Heublein's superb ready-mixed Cocktails. Your guests will compliment you on their excellence—and you'll be able to relax and enjoy yourself. Just add ice—or pour over ice cubes and serve "on the rocks."

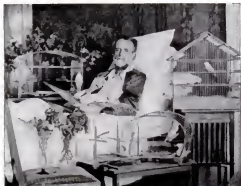
EIGHT KINDS

MANHATTAN, 65 proof DAIQUIRI, 60 proof
EXTRA DRY MARTINI, 65 proof SIDE CAR, 60 proof
OLD FASHIONED, 70 proof WHISKEY SOUR, 60 proof
GIBSON, very, very dry Martini, 75 proof STINGER, 60 proof

G. F. Heublein & Bro., Inc., Hartford, Conn.



Heublein's
Ready-to-serve
Club **COCKTAILS**



CLEWIS'S COMPANIONS shortly before his death were these canaries and parrots clustered around his bed. In the castle courtyard he kept a flock of doves with flutes tied to their wings so that they would make music when they flew.



CLEWIS'S CUSTODIANS, charged with the completion and maintenance of his strange project, are his wife (right) and secretary, who are shown seated at the circular stone table in the huge vaulted dining hall of La Napoule. They share 50-room castle with a pet whipper (center) and a handful of retainers.

General Electric announces:

The only vacuum cleaner in the world to bring you "Reach-easy" Cleaning!



Its amazing swivel-top lets you clean the average living room without once moving the cleaner!

(Model AVC-815 complete with caddy and 10 attachments)

YOU'LL BE PROUD to own this great new General Electric Cleaner. And you'll agree that with its complete set of versatile "non-scratch" attachments (some of which are shown in use below) . . . it is one of the handsomest appliances ever to wear the G-E monogram!



Happy day! Here is a completely new kind of vacuum cleaner that gets everything double-clean . . . double-quick! Look:

- 1. Clean a whole room without moving the cleaner!** You simply place the cleaner in the center of the room, then—since the unique swivel-top rotates—you reach every corner without the usual tug-of-war! That's "Reach-easy" Cleaning!
- 2. Dirt-getting ability maintained as bag fills!** G-E engineering and gravity work together to keep the suction head free of dirt—hence this cleaner, unlike other cleaners, doesn't lose its cleaning ability as the bag fills.
- 3. Larger disposable bag than any other cleaner!** No bag or can to empty . . . just throw the dirt away, bag and all. And because the G-E "Throw-Away" bag is extra-large—it has to be replaced only a few times a year!
- 4. At last here's a cleaner with a soft, gentle air exhaust.** Its air-cooled motor is mounted in live rubber and cushioned with everlasting spun glass. And there's no troublesome radio or television interference, either!

What a difference! With this revolutionary new General Electric Cleaner in the middle of the average living room, you can clean every corner *without once moving the cleaner!* And it is easily moved from room to room . . . glides smoothly over the door sills. So convenient to carry upstairs or downstairs, too!

- What more could you want? Nothing . . . except a demonstration and question-answer session in your own home or at your local General Electric dealer's. Get in touch with him . . . quick! General Electric Company, Bridgeport 2, Connecticut.

Specifications subject to change without notice.

See The New G-E Garry Moore TV program Monday, Wednesday, and Friday Afternoons, CBS-TV.

GENERAL  ELECTRIC

CLEM MCCARTHY, too,
has graduated to Carling's—the **LIGHT-HEARTED ALE!**



*Clem McCarthy,
Outstanding
Turf Authority and
Commentator*

CANADA'S
GREAT ALE
IS NOW BREWED
IN U. S. A. !



CARLING'S *Red Cap* ALE

Brewed 'light in the U. S. A. to suit American tastes . . . Carling's Red Cap Ale has lost none of the gusto and heart of its proud Canadian heritage. And bright, clear, *light-hearted* Carling's—
so uniquely *right* for light-hearted moments
—costs no more than fine premium beer!



Why don't you graduate to light-hearted Carling's ... today?





WITH HER FACE COVERED BY A DISH TOWEL TO PROTECT IT FROM FLYING GREASE, KAREN HOFFMAN FRIES A BATCH OF EGGS FOR HER FATHER'S BREAKFAST

MANGLED EGGS

Eager 8-year-old-girl surprises
loving, stout-stomached father

Early one morning several weeks ago 8-year-old Karen Hoffman woke her father, LIFE Photographer Bernard Hoffman, and handed him a surprise breakfast. It was a plate of something which looked like fried eggs but which had a big hole in the middle. "I couldn't disappoint the kid," says Hoffman, "what with it being her first attempt at cooking, so I feigned delight." The breakfast turned out to be eggs all right, as Hoffman discovered from the shells. Not wanting to

hurt Karen's feelings, he chewed up the shells and never said a word. But every morning for two weeks after that, he continued to get surprise breakfasts, all of them looking like big, deflated doughnuts. Hoffman ate the shells stoically but he couldn't help wondering about the big hole that always appeared with the eggs. Finally he decided to get up one morning with his daughter and find out. What he discovered is shown above and on the following pages.

This Westclox exclusive

*calls you
silently*



MOONBEAM ELECTRIC ALARM

First he blinks... then he rings



Enjoy this new, modern way to wake up! The Westclox Moonbeam is a completely different electric "alarm" which calls two ways... with a light for light sleepers; a sound for sound sleepers. His first call is *silent*... a blinking light that disturbs neither the baby nor other members of the family. But if you ignore the light, and fail to shut it off within a few minutes, Moonbeam adds to the light a cheerful, audible alarm. \$9.95. With luminous dial Moonbeam is a dollar more.



MELODY ELECTRIC WALL CLOCK
Everything you've ever wanted in a wall clock! Removable case ring comes in a variety of colors. To change color, simply flip out ring and flop it over. Or paint ring to suit, or remove entirely so wall color shows through. \$6.95.

Prices do not include tax and are subject to change.

WESTCLOX

Electric Clocks

Made by the Makers of Big Ben

PRODUCTS OF



CORPORATION



BUTTER IS PLACED in the center of frying pan as first step. Karen always uses generous portion. She works on a chair because she has difficulty in reaching over stove.



EGGS ARE DROPPED into pan whole because Karen discovered yoke broke anyway when she cracked eggs on the side of pan in usual way. Towel protects her from the splash.



SHELLS ARE REMOVED with tweezers which Karen uses to feed ant eggs to her pet turtle. She usually spends about five minutes on shells, then gives up.

RELIEVES PAIN OF
HEADACHE · NEURALGIA
NEURITIS

FAST

The way
thousands of
physicians and
dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

MISERABLE FEELING OF

STUFFY



Just a
WHIFF
does
it!

NOSE

... anywhere... any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.

GOES!



Use as often as needed!



AFTER SHAVE
AFTER SHOWER

... the best thing
that could
happen to a
man's skin

**PINAUD'S
LILAC VEGETAL**



FAVORITE OF 4 GENERATIONS



STAYS BAND-BOX FRESH. Suits and dresses of acetate stay fresh-looking longer because acetate fibers are naturally resilient. They shed wrinkles, so lots less pressing is needed. You'll find suits in hundreds of patterns and colors.

WHAT ACETATE IS. Acetate is the chemically made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America. Better fabrics of every description, at a wide range of prices, are made with this modern fiber.



FEELS SO GOOD. Fabrics that are made of acetate fiber feel soft and wonderful next to the skin—any season of the year. Acetate fiber makes fabrics that drape and flow more gracefully.



EASY TO LAUNDRER. In washing, dirt and soil just glide off acetate fabrics. Simply suds, rinse, pat dry in a towel—your clothes are sparkling clean. If needed, press with a moderate iron.



IS ACETATE LIKE ANY OTHER FIBER? No. Acetate has a unique combination of qualities. It feels and drapes like silk. Dries quickly like nylon. Is often blended with other man-made fibers in such fabrics as suitings, crepes and shirtings in order to add its special qualities of softness and beauty.

There's a new word in Fashion . . . it's Acetate, the beauty fiber

Five ways Acetate is important to you—

- Looks lovely—feels wonderful
- Drapes gracefully
- Springs back from wrinkling
- Launders easily—dries quickly
- Dry cleans perfectly

Next time you shop look for the tag . . .

Celanese

CORPORATION OF AMERICA
180 Madison Avenue, New York 16

WRITE FOR FREE BOOKLET ON "ACETATE, THE BEAUTY FIBER"



FLEISCHMANN'S GIN



*Makes America's
Most Delicious Gin
Drinks*



Because

...It's the Gin that gives you all 4

- ☆ QUALITY
- ☆ SMOOTHNESS
- ☆ TASTE
- ☆ MIXABILITY

*FIRST GIN DISTILLED IN AMERICA - DISTILLED FROM AMERICAN GRAIN - 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

Mangled Eggs CONTINUED



PROUD DAUGHTER shows off finished product. The hole is caused by the cold blob of butter which forces the eggs to run around it before it finally melts.



LOYAL FATHER eats eggs. He is somewhat worried because a doctor has warned him that shells are a potential danger to stomach, like ground glass.



Newly-wed or not . . . enjoy
Trousseau Luxury

Pamper yourself with a new Fieldcrest. Brides aren't the only ones entitled to those magical electric blankets that automatically keep you cozy all night long. Young Love has no exclusive claim on those deep-piled bath towels, those satin-soft sheets and fabulous bedspreads by Fieldcrest. Their long-lasting luxury is meant for everyday and priced accordingly.

Fieldcrest electric blankets automatically adjust as room temperature varies. In rose, blue, Pompey Red, yellow, leaf green. New all-lucette dial.



Twin or full size with single control. Full size also with dual control.

Fieldcrest
ELECTRIC BLANKETS



Sheets • Towels • Blankets • Bedspreads
 Electric Blankets • Karastan Rugs • Lace
 Tablecloths • Curtains • Hosiery • Rayons

NEW! FROM KRAFT!

**The most
for homemade**



Its lighter body is perfect for

Basic French Dressing

¾ cup Kraft Salad

Oil

¼ cup vinegar

1 teaspoon salt

1 teaspoon sugar

½ teaspoon paprika

¼ teaspoon dry

mustard

Dash of freshly

ground pepper

Combine all the ingredients in a glass jar with a tight fitting cover. Shake until thoroughly blended. (This takes less time than you'd expect because

Kraft Salad Oil is so light-bodied!) Chill. Shake well each time before using. Yield: 1 cup.

In a shallow salad bowl arrange, separately, assorted greens—leaf and Bibb lettuce, radish roses, scored unpeeled cucumber slices and tomato wedges. Garnish with watercress. Serve with Basic French Dressing.



Cranberry French Dressing

1 cup Basic French
Dressing

½ cup jellied
cranberry sauce

Gradually blend the Basic French Dressing into the cranberry sauce which has first been beaten until smooth with a rotary beater.

For each portion, place a slice of pineapple on leaf lettuce on a salad plate. Top with a mound of cottage cheese. Serve with Cranberry French Dressing.

wonderful oil ever created salad dressings and baking!

Superfined!

Its lighter body
blends better
with other
ingredients



Chili-Relish French Dressing

- | | |
|-----------------------------------|---------------------------------|
| 1 cup Basic French Dressing | 2 tablespoons chili sauce |
| 2 tablespoons sweet pickle relish | ½ teaspoon Worcestershire sauce |

Combine all ingredients and blend thoroughly.

For each serving place an assortment of greens in an individual salad bowl with several shrimps arranged on the top. Serve with Chili-Relish French Dressing.

Wonderful news from Salad Dressing Headquarters!

Kraft has created a new salad oil with exactly the qualities needed for perfect homemade salad dressings and for finer baking!

New Kraft Salad Oil is lighter-bodied so it blends better and more readily with other ingredients.

Superfining makes the difference!

This special process was developed by Kraft. It brings you an oil that gives superior results in any salad dressing and in any recipe that calls for liquid shortening. Once you use it, you'll never be satisfied with ordinary all-purpose cooking oils.

Get Kraft Salad Oil at your grocer's today. It costs no more!

Banana Nut Bread!

made with Kraft Salad Oil



- 2 cups sifted flour
- 2 teaspoons baking powder
- ½ teaspoon soda
- ¼ teaspoon salt
- ½ cup sugar

- 1 cup chopped nuts
- 1 egg, beaten
- ¼ cup Kraft Salad Oil
- 1 cup mashed bananas
- 1 tablespoon lemon juice

Sift together the dry ingredients. Add ¼ cup of the nuts. Combine the remaining ingredients and add to the dry ingredients. Stir only until the flour is moistened. Pour into a greased 9 x 5-inch loaf pan. Sprinkle the remaining nuts over the top of the loaf. Bake in a moderate oven 350° for 1 hour.

Kraft Salad Oil

superfined especially for salads and baking



Sign of a Good Host



*Jockey hitching posts that invited guests to tarry
are another old Kentucky tradition—
another sign of a good host.*



When you treat your guests to the smooth, mellow perfection of OLD TAYLOR, you distinguish yourself as a master in the art of good living. For OLD TAYLOR is a bottled-in-bond bourbon that does honor to the traditions of old Kentucky. It's the richer, more flavorful bourbon that millions accept as the *sign of a good host*. Pour OLD TAYLOR with pride. Let its bright yellow label serve as the hallmark of hospitality in your home.

The Old Taylor Distillery Company, Frankfort, Kentucky

Signed, Sealed and Delicious

Old Taylor

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF

Mary Goes to College

A Wellesley freshman gets through a hazy, fluttery opening week

PHOTOGRAPHED FOR LIFE BY LISA LARSEN

Although Mary Lloyd-Rees knew that going away to college would be the most important thing she ever did in her 18 years, she didn't expect her arrival at Wellesley last month to strike her just the way it did. Four years at boarding school in Virginia had accustomed her to being away from home. But when she entered Wellesley's lovely spacious campus she was suddenly scared. "I feel fluttery in the stomach. It was like going to the doctor's."

Mary had looked forward to her arrival at Wellesley for more than a year. Unlike many girls who play safe by applying to several colleges, she had aimed only at Wellesley. She liked its size (1,700 students). She liked its location near Boston—and several men's colleges. And as much as anything she admired Wellesley's solid academic reputation and scholarly standards. Her parents (Mr. Lloyd-Rees manages a sugar plantation in Cuba) had happily gone along with her choice.

But all Mary's careful thoughts and anticipations were lost in the confusion of getting ready for her first class (*left*). Luckily, most of the other 497 freshmen shared her bewilderment at the 400-acre campus and its busy activity. College authorities had already assured all the freshmen that for a few days at least, some "haziness" would be expected of them.



GOODBY HUG is given Mary's father on dormitory porch. Mary's parents, who also had to deliver a younger daughter to school near Wellesley, drove the two girls from their summer home in Christmas Cove.

←FRESHMAN MARY on campus wears the stock clothes and perplexed look of the college newcomer.





SPEECH TEST, a nerve-racking occasion in a big empty room, was heard by Miss Jeannette Lane of

speech department. By good reading of selection from *Mary of Scotland*, Mary got out of speech clinic.



TRYING BED, Mary looks around at bleakness of her room. The college equips each girl with bed, blankets, wooden chair, bureau and desk. The girl is expected to buy a metal wastebasket and two ash

trays. Then she may provide bedspreads, curtains, rug and easy chair if she can afford them. In her lap is Mary's stuffed Harvard bull, gift from her brother. Most girls brought stuffed animals with them.

WELLESLEY CONTINUED



ENTERING DORMITORY, Mary meets head of Eliot House, Mrs. Gamwell, who put her at ease by saying, "So you're David's sister." Mary's brother David went to Harvard, knew many Wellesley girls.



BEING EXAMINED, she winces as the college physician, Dr. Elizabeth Brosles, applies cold stethoscope. Dressed in an "angry robe," Mary has already been weighed and received a hemoglobin test.

No time to

The fluttery feeling which Mary had felt as she arrived at Wellesley vanished quickly in the interminable tests, tours and meetings planned for Freshman Week. Upperclassmen carefully explained to her the college's *Gray Book*—the official student publication which sets forth in detail Wellesley's honor system and the intricate "late night" and weekend rules, and which would become Mary's bible-like standard of conduct. She bought a small felt freshman cap and an armful of textbooks. Library staff members toured her through the book stacks. Representatives of the campus paper, the dramatic



MEETING ROOMMATE. Louise Donner of Summit, N.J., Mary shifts uneasily as Louise makes conversation. Unsure of each other at first, the girls did not become really good friends until second week.



CHOOSING SPORTS. Mary ponders an athletic schedule. Freshman must take two hours of physical education a week. Mary signed up for field hockey, hoped she would not draw any late Friday times.



FIRST GAB SESSION gets going in room next to Mary's on second night. Mary, standing on scales,

is talking to Hsio-Yen Shih of Formosa, who is also a freshman. On first evenings most girls wrote letters.

be homesick

association, the student radio station and the athletic association all held "open house" to interest freshmen in their organizations, but Mary put off applying for any of them.

In all this Mary had only one minor attack of loneliness and that was on the first night. "Then I put on my Mario Lanza records and felt better. If only he weren't so tubby!" Already the girls were getting to know each other and to feel more at home. At the end of the first day Eliot House even had its own celebrity—a girl who had received three telephone calls from Harvard men her first night at college.



THE FIRST INVASION from Harvard gathers at Eliot House steps examining directory which gives pictures, names and home towns of all the freshmen. Favorite tactic is to ask a girl from Chicago if she

knows so-and-so in Chicago. Even if she does not, it is a way to start a conversation. The boys had no luck at Eliot. So they tried Nonnet House across the street, promptly reappeared with four girls.



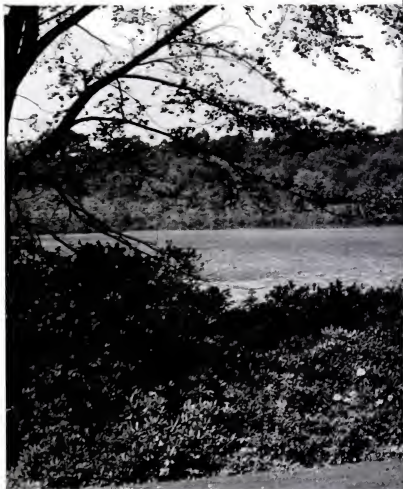
CHAPEL WINDOW loomed over Mary during frequent services. "God Is Love" has been the theme of first Sunday's sermon ever since minister once gave hell-fire talk and dissolved homesick girls in tears.



FRENCH TEACHER Jean-Maurice Cantier seemed to Mary like the personification of Gallic charm. But she did not get into any of his classes.



DEAN OF INSTRUCTION Ella Keats Whiting impressed Mary by her serious talk to freshmen about Wellesley's academic program and aims.



STROLLING on campus, girls walk from Tupelo Point (out of picture), where by tradition girl may dunk boy if after three dates there he has not proposed. ↑

NEW FRIENDS pose with Mary (right) on house-porch. Left to right are Elsa Morgan ("she likes sports"), Mary Beard ("a good bridge partner"), Sally Needles ("we had fun playing bullfighting"). →





SPANISH PROFESSOR Anita Oyarzabal fascinated Mary who already speaks it well. "She's so dramatic—throws Spanish at you rat-a-tat-tat."



PRESIDENT Margaret Clapp, who has headed college two years, was the "best speaker we've heard—the only one who didn't talk down to us at all."



DEAN OF FRESHMEN Jeannette McPherrin recognized Mary from her picture. The first time she saw her she said, "Now you're Lloyd-Rees."



NIGHT WATCHMAN Ralph Harris will be important in Mary's life. When she is late, only he can let her in. He likes girls to call him "Uncle."



New faces and places

Through the haziness of the first week, certain people and places stood out for Mary—the excitant way her Spanish teacher talked, President Clapp's calm way of telling them "the business of growing is your business," the way college buildings looked across Lake Waban (above). After a school existence dominated by women teachers, she thought it was "rather nice" that the college had more male instructors. On the bicycle she had brought along she rode for hours around the rolling campus, even though this made her legs sore, and from almost everywhere she could see the tower on Green Hall (above), a sight which filled her with vague but immensely satisfying feelings of "different things, but important things."

CONTINUED ON NEXT PAGE

BICYCLING around campus, Mary stoops to put books in basket. She must pedal more than three miles a day since her dormitory is half mile off the campus. ↓





IMITATING A TEACHER, Mary pronounces French vowel sounds. First (top, left) she says "oo" as in French word *sous*. Then she pinches lips for "eu" sound as in *sur* (top, right). Edges of mouth are drawn apart for "oc" as in *rire* (center, left). After trying "ah" (center, right) and "eh" (bottom, left) she smiles triumphantly (bottom, right).



BROAD-MINDEDNESS is exhibited by Mary as she hangs both Yale and Harvard banners. Room now has bedspreads, rugs, curtains and turns out to be a good deal, with best closet space in house.

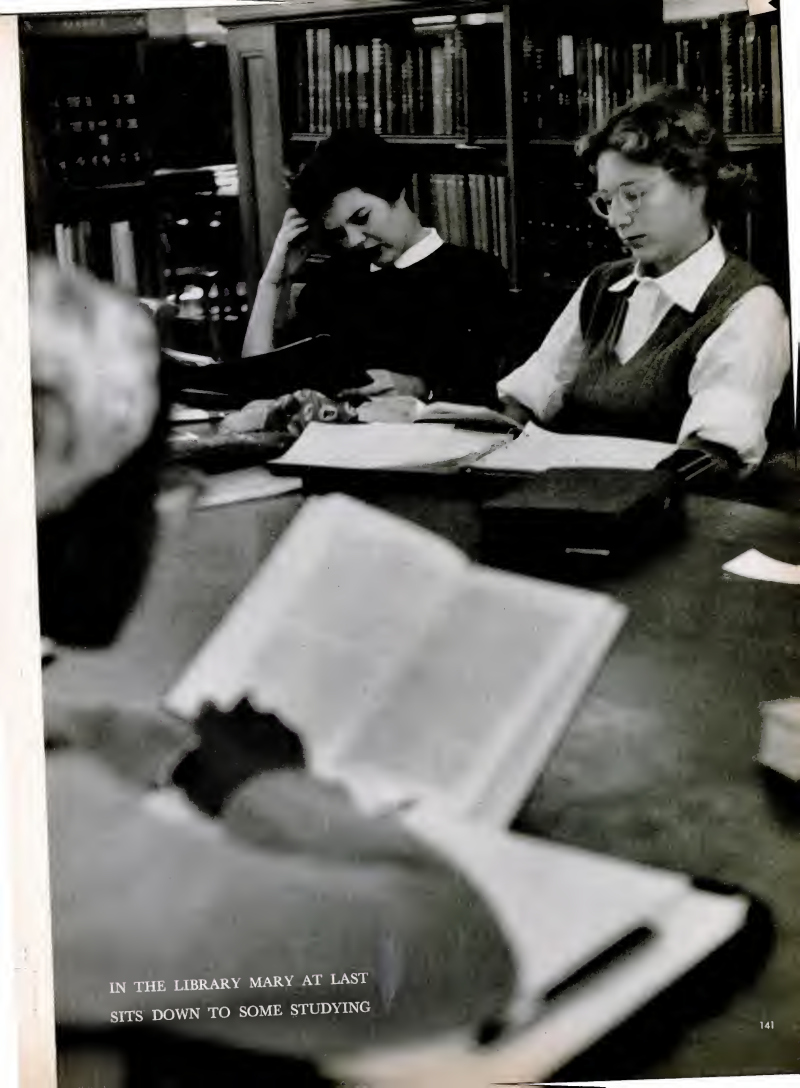
Now the hard part

By the end of the second week Mary began to feel really at home at Wellesley. Her room was more presentable, she had had her first date, and classes had begun in earnest. Happily she swapped college slang expressions with her friends—"out to lunch" (balmy, distracted), "play it cool" (act blasé), "in the valise" (dead drunk), "nice" date (a really dull boy) and "does he have a message?" (does he really send you?).

Sometimes it was so much fun that Mary almost forgot why she had come to college in the first place. But when homework began to pile up, she found herself facing the new responsibility of having to plan her own study time. Wellesley expected her to act like an adult and to think for herself. So Mary opened up her library books and, knitting her brow, took stock of the hard work that lay ahead of her in the next four years.



HER FIRST DATE walks with Mary on lawn. He is Ted Buck, who roomed with Mary's brother, is now at Harvard Law School. He came over for the afternoon and the two spent most of the time ambling around the campus. Mary hopes to confine such sociability to weekends, leave her week nights for study.



IN THE LIBRARY MARY AT LAST
SITS DOWN TO SOME STUDYING



YES, they sure do add up . . . sinkful after sinkful, stack upon greasy stack! Ever stopped to figure just how many dirty dishes face you in a year?

Most American families have to wash more than 18,615 of them (an average of 17 per meal), according to recent surveys. Just think of it!

Then think of this! You need never hand-wash or dry those piles of dishes again . . . if you bring in the new General Electric Automatic Dishwasher as your faithful kitchen helper.

Don't delay another day. Vote yourself a bonus of at least 200 hours of precious extra leisure every year. Drop in today at your G-E dealer's and let him show you how easily the great new General Electric can take dishwashing right out of your life!

General Electric Company, Bridgeport 2, Conn.

Here's how the new G-E AUTOMATIC DISHWASHER goes to work for you!

So Easy to Load. All G-E Dishwashers load the easy way—from the top! No bending or stooping. Loading is done in a jiffy.

One Simple Control. At a turn of the handle, the G-E Dishwasher goes right to it . . . completes the job . . . then switches itself off.

Automatic Action. It double-washes, double-rinses and dries dishes, silver, glasses and pans—*automatically*. What you put in soiled and greasy . . . comes out sparkling clean.

No Loss of Heat. The G-E Calrod® heating unit keeps the hot water hot . . . and heats air currents that circulate through all the racks, insuring the quickest and best drying job you ever saw.

Lasting Dependability. Your original outlay seems amazingly small when you consider the years of dependable service this wonderful appliance will give you. Operating costs are only a few cents daily!



Only G. E. gives you a choice of types—to fit your kitchen! The new front-opener fits under your present counter space. The famous top-opener is available in

combination sink model. Either model can be had as a unit that stands alone.

Trim and specifications subject to change without notice.

You can put your confidence in—

GENERAL  ELECTRIC

RING KING Norris checks crowd at the Robinson-Turpin fight staged by International Boxing Club.

THE NEW "MISTER BIG" OF BOXING

"WHAT'S A GUY WITH ALL THOSE COCONUTS DOING HERE?" ASKS THE FIGHT GAME OF JIM NORRIS

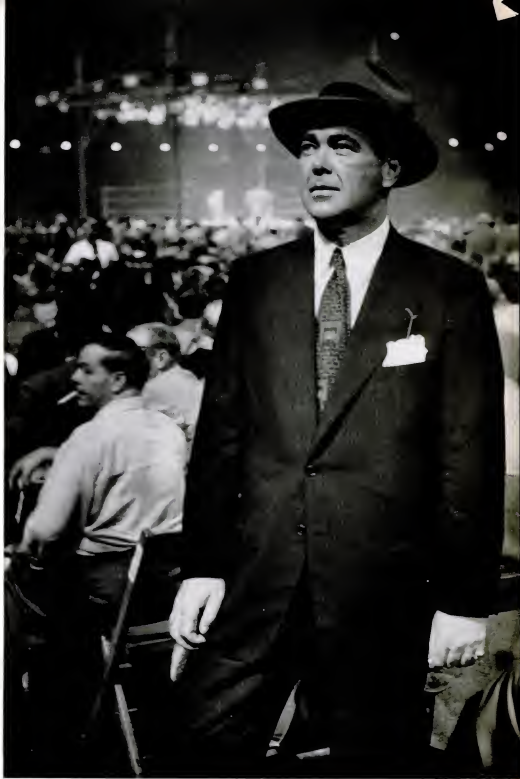
by MARSHALL SMITH

FOLKS in the prizefighting business, who are impressed by nothing less spectacular than a punch on the nose, stand slightly in awe of James Douglas Norris. It is not because of his punch, although he is over 6 feet tall and weighs 210, nor is it because he is president of the International Boxing Club, with more control over boxing than any man since the Marquess of Queensberry laid down the rules 84 years ago. Their awe is inspired by the fact that Jim Norris is worth so many millions of dollars that just standing in the

same room with him makes them jumpy. In the trade, where everybody is busy minding everybody else's business, the slightly exaggerated claim is that Jim Norris is worth a million for every year he has spent on earth—and he is 44 years old. If he wanted to he could be boss of the Chicago, Rock Island and Pacific Railroad (which his father controls) or command a fleet of 40 freighters on the Great Lakes (which his father owns) or run the Norris Cattle Co. (which operates three of the largest cattle ranches in

the U.S.). That he does none of these things causes no loss of sleep in the fight game. But what everybody keeps asking in wonder and amazement is: "What's a guy with all those coconuts doing here in this racket?"

Jim Norris is not sure of all the reasons himself, although some of them are fairly obvious. The son of an athlete who struck it rich in Chicago's grain pit a half-century ago, he shared from childhood his father's rowdy fascination with sports and the sporting crowd. As he grew older, he found that



*It's written
in the Stars!*



DON'T BE
VAGUE

DON'T BE
VAGUE

DON'T BE
VAGUE

DON'T BE
VAGUE

DON'T BE
VAGUE



...say

FIVE STAR
Haig & Haig

BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.



FIGHT IS MADE in Norris' office when Joe Louis and Rocky Marciano sign for 10-round battle. Norris (center) had tried for almost a year to arrange bout.

BOXING'S "MISTER BIG" CONTINUED

sportsmen came tougher, sharper and more fascinating in the fight business than anywhere else. He became a close friend of W. L. ("Young") Stripling, the fighter, and soon got into the game himself by buying "pieces" of several heavyweights. Although none of Norris' fighters paid off, his interest did not wane. It merely moved up several levels. With his father, he began acquiring ownership of sporting arenas. Two and a half years ago he got an opportunity to move in on Mike Jacobs' crumbling prizefight monopoly. Norris grabbed it—for love and money.

While boxing, thus far, has not added greatly to the enormous Norris fortune, it has supplied Jim with exactly the kind of atmosphere he likes. He gets more of a kick sitting around swapping lies with people like Doc Kearns, Dempsey's old manager, than rubbing elbows with the country-club set. He wears his wealth very gracefully in an atmosphere of scheming and scrapping for coffee-and-cake money. The day one of the boys got fresh and blurted out, "I wish I had your dough," Jim looked at him with a sad expression and said, "If you had my money then I wouldn't have any."

Norris supervises his new boxing empire from the International Boxing Club headquarters on the second floor of New York's Madison Square Garden. It sprawls over a third of the nation and is divided into four parts—the I.B.C. of New York, I.B.C. of Illinois, I.B.C. of Missouri and I.B.C. of Michigan. If a prizefighter wants to fight where the big crowds and big money are—in New York, Detroit and Chicago—Jim Norris is the man his manager has to see. He not only controls the arenas, but most of the big fighters as well, through contracts and working agreements. There has not been a big bout in the U.S. in two years, including the last Robinson-Turpin fight, which drew 61,370 people, that Jim Norris has not run.

Promoting fights, as Jim Norris has learned, is not all down hill. It frequently requires guile and time to coax two able fighters into the same ring. Joe Louis held out for almost a year before consenting to fight young Rocky Marciano. Like a lot of other fighters, old Joe has come to subscribe to the ring's curious code of not fighting other fighters he doesn't like. "Why should I let that kid make money outa me?" he kept saying.

Managers are even more troublesome. To maintain face, a manager must be able to feel (and to boast) that he has put something over on somebody, even if it involves financial loss for himself and his fighter. Money is often less important than the satisfaction of strutting across the street, pockets empty, and telling the boys, "I told them what they could do with their eight grand!"

The Robinson-Turpin fight is a good example of the rewards and perils of promoting. After Robinson shocked the world by losing his middleweight title in London, transatlantic telephone lines hummed between I.B.C. in New York and Lew Burston, its foreign representative in London. Norris was concerned lest Turpin, the new champion, find some excuse for backing out of his return match with Robinson in New York. His fears were groundless, even though the champion had to be persuaded to take less (25% of the gross) than the challenger, who was to receive 30%.

There were other pricght decisions to be made—Norris had to decide whether to take \$225,000 offered by R.K.O. for film rights or dicker with a sponsor for radio and TV. He decided against the latter, and in so doing sharply stimulated the advance ticket sale. The demand for choice ringside seats (in the first 10 rows) was so

CONTINUED ON PAGE 146



DOROTHY GREEN AND WAYNE BAIR GET CAUGHT IN TRAFFIC JAM BEHIND CAR WHOSE OWNER DIDN'T FOLLOW TWO SIMPLE RULES

TWO WAYS TO REDUCE U.S. TRAFFIC TIE-UPS



RULE NO. 1: Take your car to your car dealer's for frequent checkups—at least every 2,000 miles. The men in his service department are factory trained experts and have the finest equipment available. They will keep your motor tuned to perfection.



RULE NO. 2: Use the best motor oil you can buy. Car makers specify heavy-duty type oils. The finest of these heavy-duty oils is Royal Triton—the famous purple oil, recommended by leading car dealers. Royal Triton gives the greatest possible protection for today's precision-built engines.

More often than not, traffic tie-ups are caused by someone whose car is stalled because he didn't follow two simple rules. To avoid getting into this predicament yourself, you need to do just two things:

First, take your car to your car dealer's for frequent checkups—at least every 2,000 miles.

Second, use the finest heavy-duty* motor oil money can buy.

*The classification *heavy duty* has nothing to do with weight. Heavy-duty oils are specially compounded to give the best possible lubrication under severe driving conditions.



Royal Triton is available at leading car dealers' in many areas throughout the United States.

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 CHICAGO, 1612 Bankers Bldg. • HOUSTON, 1134 Commerce Bldg.

remember
last winter?

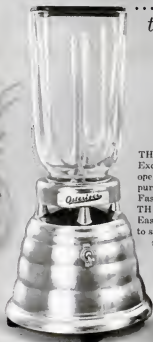


Bad weather calls for these wonderful shoes: stout-hearted *Walk-Over Mudhounds*. Double-oiled soles. Husky without being heavy-footed. Tailored as beautifully inside as outside. The Broadmoor

MUDHOUNDS by **Walk-Over**

Walk-Over prices from \$15.95—Hisher West Co. E. Keith Company, Brockton 62, Mass.

KITCHEN MATES
... perfect
together



THE OSTERIZER, original liquefier-blender. Exclusive! Removable lines; container opens both ends. Leakproof. Grinds, purées, frappés, even churns! Fast, healthful. \$39.95

THE OSTERETT portable electric mixer. Easy to handle, easy to clean. Small enough to store in a drawer. Very light, yet so other mixer has comparable power per pound.

Eight-foot cord, plus convenient wall bracket. Complete, \$16.95
(Prices subject to change.)



Oster

John Oster Mfg. Co., Racine, Wisconsin Electric Appliances in the pattern of modern living

heavy that Norris put in four "extra" rows among the first 10, numbering them Row 4A, 6A, etc. It was a cute trick but for trying it the New York State Athletic Commission fined Norris \$5,000. It was a bearable loss—the fight grossed over \$1 million.

After the fighters had taken their cut (\$455,000), the Polo Grounds its rental (\$75,000), the state and federal governments their taxes (\$206,000) and other expenses were deducted, I.B.C.'s net profit was more than \$150,000. Following two and a half years of heavy organizational expenses and an absence of "million-dollar gates," it put I.B.C. into the black for the first time.

Merely making a profit, an old story in the family, did not solve all of Norris' promotional problems. Soon after the Robinson-Turpin fight, the Department of Justice decided to investigate to see whether I.B.C. should be investigated still further as a monopoly. And in Albany, Governor Thomas E. Dewey turned a cold eye on the boxing business and accepted the resignation of Eddie Eagan, head of the state athletic commission. There had been too many deaths in the ring (nine in the last 21 months), the governor implied, and too many people in the business who could not stand public scrutiny. Dewey was not referring to Norris, but to some of the company boxing kings.

Although New York has a rule that anyone participating in boxing without a license is guilty of a misdemeanor, there are some underworld characters who secretly control "pieces" of prominent pugilists. It has been reported in the trade that Frankie Carbo, a New York hoodlum, has more than a sportsman's interest in Jake LaMotta. Eddie Coco, a convicted murderer out on appeal, is believed to have an interest in Rocky Graziano. Of these reports, Norris says only, "I do not do business with those people. I deal only with the manager of record." Since a number of "managers of record" are generally regarded as errand boys for reticent backers, Governor Dewey may consider Norris' answer something less than responsive.

Life with father

ALTHOUGH Norris has many friends and companions in the boxing business and in sports generally, his most intimate friendship is reserved for his father. During the summer he spends nearly all of his weekends at a summer cottage on Peconic Bay on Long Island, only four miles from the senior Norris' more pretentious summer home at Mattituck. The relationship between father and son is warm, close and violent. Until a year ago, when they both suffered heart attacks, they played a great deal of tennis and argued viciously over every point. Now the family imbroglios swirl around backgammon (the old man usually wins) and chess.

At 72, old Jim Norris likes to up-anchor when the mood takes him and put to sea for a week or a month aboard his 107-foot ocean-going yacht *Oseola*. On such cruises the old man directs his \$200 million business colossus—including everything from a rice plantation to a big-league hockey club—by ship-to-shore telephone. The son of a Montreal grain dealer, the senior Norris founded the Norris Grain Co. in a Chicago bustling with bowler hats and empire builders. Its grain pit reeked not only with speculative opportunity but with the smell of armies. Fighters like Tommy Ryan spent their afternoons thumping punching bags and sparring partners in a gym in the old Board of Trade Building. It was a gathering place before fights of sports from all over the Loop, and Jim Norris was as big and tough as any of them, spectators and prizefighters alike. A former hockey player for the Montreal Victorias, he stood 6 feet 2 inches and weighed 240 pounds and he went about buying and selling grain the way he played hockey. Once he had this business booming, Old Jim took time to return to Canada and marry Ethel Carlisle Dougan of St. Catharines, Ont., and bring her back to Chicago.

It was there in 1906 that young James Dougan Norris was born. He inherited his mother's looks and his father's firm resolve never to get beat at anything. His mother died when he was 5 years old, and young Jim went to public school and lost no time getting to be as rowdy as any kid in his class. When he got caught shying rocks through windows the complaints were forwarded to his father. Although these resulted in hearings in the parlor, the relationship between father and son was one of tolerant indulgence. The pair of them got along best when they were watching or playing or talking about sports. The senior Norris, a tough competitor at anything he tried, was squash racquets champion at the Chicago Athletic Club and he saw to it that his son got a comprehensive education in sports. Together they went to Comiskey Park to marvel at the rise and fall of the infamous "Black Sox." They were at Evanston and saw Notre Dame's great George Gipp play his last game of

PROM'S wonderful promise to you - This easier, lovelier home permanent needs no neutralizer-*takes every time!*

HERE'S THE NEW EASY METHOD. Just one simple operation; 30 minutes after applying Prom's wonderful new lotion discovery, rinse with water - your wave neutralizes itself automatically as it dries!

No chance for "bad luck" because PROM offers you the "just right" lotion for your own type of hair.

Now yours - the loveliest wave in the world - even if ordinary permanents have failed. For new PROM is the *only* home permanent with a special lotion for your type of hair; it is *guaranteed* to "take" every time, and to last 4 months or more. And new PROM is far easier to use. It's easy to apply the lotion. It's easy to rinse your hair with water 30 minutes later. That's all you do. Only PROM brings you this new waving discovery. There's no neutralizer to mess with. And no guesswork, because neutralizing is automatic with PROM. When your hair dries naturally, your beautiful PROM wave is *in to stay!* PROM's automatic neutralizing leaves your hair in better condition, and it holds sets better, too. There are 3 types of PROM to choose from, and one's "just right" for you. For a lovely, easy-to-manage wave with the soft, silky look of naturally-curly hair, promise yourself a PROM today!

Wonderful for children, too!

Surprisingly, children's hair is hard-to-wave. But SUPER PROM "takes" beautifully, even if ordinary permanents failed. Special directions are easy... children don't have to sit still as you dab and drip neutralizer. And PROM's so pretty... soft, natural-looking curls that last for months!



The only home permanent with a special lotion for your type of hair. **VERY GENTLE PROM** is for easy-to-wave hair, and for bleached, dyed or tinted hair, as special directions show. **REGULAR PROM** is for normal-to-wave hair; leaves it soft, easy-to-manage. **SUPER PROM** is for hard-to-wave hair, or a "curlier" permanent, and for children's hair, too.

PROMISE YOURSELF A PROM TODAY!

FOR AN EASIER WAVE - PROM keeps its promise!
No neutralizer to mess with; no sitting and waiting. PROM neutralizes itself automatically, for the easiest wave ever!

FOR A LOVELIER WAVE - PROM keeps its promise!
The special PROM lotion for your type of hair insures the softer wave, the natural-looking curls you've always wanted. Leaves hair in better condition.

FOR A LONGER-LASTING WAVE - PROM keeps its promise!
PROM's automatic neutralizing is safe, sure, complete. Gives the strongest end curl of any waving method... a wave guaranteed to last 4 months or more.

FOR A FAIL-PROOF WAVE - PROM keeps its promise!
PROM guarantees a lovelier, more natural-looking wave, even when other permanents fail. You'll find PROM perfect for children's resistant hair.

USE ANY PLASTIC CURLERS

*Prom's
Guarantee*

PROM Home Permanent will take every time, give you an easier, soft, natural-looking wave that lasts 4 months or more, or your money back. That's PROM's promise. If you don't agree, write a letter telling your reasons, and mail it with a package top to PROM Cosmetics, 4th Floor, Merchandise Mart, Chicago 54, and the full purchase price will be refunded.

How to make your family

COOK THEM "NO-WATER"

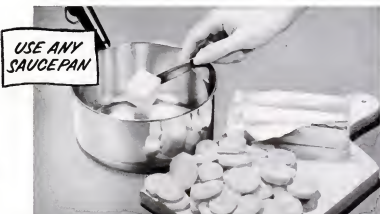


**New easy method from the
Best Foods Kitchens makes amazing
difference in fresh vegetables**

Vegetable-haters, young or old, change completely when they taste fresh vegetables cooked the wonderful "No-water Way" with Nucoa. It's really a revelation! Vegetables not only taste so much fresher, they have a brighter color and a lovely glaze, too. There's not a chance of their getting mushy or "water-logged." They retain more of their healthful vitamins and minerals. Just try this easy method once. You'll never go back to old-fashioned boiling. The famous Best Foods Kitchens developed the "No-water Way" specifically for Nucoa . . . so be sure you use Nucoa.

Get a pound of New Springtime-Flavor Nucoa today. Try the wonderful "No-water Way" to cook fresh vegetables. Enjoy sweet, fresh Nucoa margarine also as a spread for bread, as a seasoning and in all cooking. It's so thrifty . . . so wholesome!

Now America's Most Delicious Spread



1 USE NUCOA INSTEAD OF WATER . . . use 1 lbs. Nucoa for every serving of vegetables. ($\frac{1}{2}$ pint for 2 persons, $\frac{1}{4}$ pint for 4.) Put Nucoa in bottom of *any* saucepan. Add prepared vegetables, salt, a pinch of sugar.



2 COVER WITH WET LETTUCE LEAVES . . . place wet leaves over vegetables. Put lid on saucepan. Cook over low heat till tender. Allow about the same time as you would to boil a vegetable.

Another flavor triumph made with

love fresh vegetables

NUCOA'S WONDERFUL

WAY"!

*Fresher Flavor! Brighter Color!
More Vitamins and Minerals!*



Fresh as a daisy
Sweet as a song
Springtime-Flavor
All year long!

In those 8 states where
the sale of yellow margarine
is still prohibited, get fresh, rich
Nucos in the handy
Measure-Pak.



New Springtime-Flavor NUCOA

"NUCOA" REG.
U. S. PAT. OFF.

scene stealer

★
Prim
nylons

win second glances



Their clinging fit rounds, veils sheerness smooths, and PRIM magnificent shades glorify your every curve. Small wonder PRIM nylons are Scene Stealer nylons.

\$1.25 to \$1.95

66, 60, 51, 45 gauge full-fashioned and high style seam-free nylons.

PRIM HOSIERY, Chester, Ill.



JIM AS A BOY (left) was photographed with mother, who died before his 6th birthday. He was 6 or 7 when picture at right was made with father, who was then expanding the Norris fortune in the fabulous "grain pit" of Chicago.

BOXING'S "MISTER BIG" CONTINUED

football a few days before he died. One sizzling Fourth of July, Jim sat beside his father in Toledo and watched 187-pound Jack Dempsey cut down 245-pound Jess Willard and win the world's heavyweight championship. When his father married again and bought a big home in Lake Forest there was an outdoor hockey rink on the estate and every male servant that worked there had to be able to do one thing—skate. The chauffeur played goalie and the butler filled at defense. The gardener and the gatekeeper were regulars and had to suit up when the call came.

Young Jim's formal education was more of a problem. With the old man grooming him to take over his grain business, he insisted on regarding colleges as good places to get thrown out of and he was ousted from some of the best of them. He claims he can't remember which ones, but he does recall that his father had to appoint a keeper to help him get through Colgate. His apathy to book learning was heightened by the fact that, at 19, he had secretly bought a stable of race horses and was far too busy studying the *Daily Racing Form* to bother about Shakespeare. Before long he even had his keeper betting and making an occasional flying trip to Belmont Park.

After college Norris made some passes at hard work—when it did not interfere with campaigning his racing stable.

He went through the motions of being groomed to take over the grain business, but as a floor trader in the grain pit his mind was more occupied with buying oats for his racers than wheat for his father's elevators. At Hawthorne and Washington Park he called jockeys by their first names and could not walk 100 yards through the stable area without being touched for a fin or a saw-buck. He was good-natured, free with his money and he separated the human race into just two categories—right guys and wrong guys. He never refused a friend a loan. He would peel off a hundred or two from a big roll without asking any questions, although a month or two later he might inquire, "What did you want it for?"

Two things helped to fashion young Norris' future: the 1929

CONTINUED ON PAGE 132



JIM GREW UP to be a star prep-school football player and an ardent devotee of all sports. At the right he is shown at the Hawthorne race track in 1933.

I'M IN THE MOOD FOR CHEWING FOOD!



Crunchy MILK-BONE DOG BISCUIT gives him the *cheering exercise* that helps keep teeth and gums sound. *Thrifty, too*, because so much nourishment is concentrated in each tasty biscuit. Baked for purity and easier digestion, MILK-BONE DOG BISCUIT is packed in lined containers. Feed it daily!

MILK-BONE DOG BISCUIT contains *nutritious dog needs*: Vitamins A, B, B₂, D, and E... *Meat Meal*... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



BAKED BY NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. LM-10
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448 E. 10th St., New York 2, N. Y.

Send me free MILK-BONE DOG BISCUIT. Also **FREE SAMPLE** booklet: "How to Care for your Dog and Cat." (Gift coupon on puppy packages if you wish.)

Name _____
Address _____
City and State _____

This offer good in United States only



I'm a roarin', tootin' cowboy
And I'm ridin' hard and fast
To make it to the candy store
While the JUJYFRUITS still last



HENRY HEIDE, INC. NEW YORK, N. Y.

The Toast of the Town



No other Bond can match
that Kentucky Tavern taste

Distilled and Bottled in Bond Under Supervision of the U. S. Government—©Glenmore Distilleries Company, Louisville, Kentucky

Dinner's ready in a hurry (and golly, is it good!)

Watch Minute Rice do special, speedy tricks no other rice can do!



FISH-NIGHT FANCY... IN 15 MINUTES

Tuna Supreme. Prepare 1½ cups (5-oz. package) Minute Rice as directed on package. Add 2 tablespoons butter. No work for you—and it always turns out perfect! Cook 1 package Birds Eye Mixed Vegetables as directed; add 2 tablespoons butter and pinch of mayonnaise. Mix 1 can condensed celery soup, ¼ cup milk, and 1 can tuna fish. Heat. Arrange on platter. Serves 4 or 5—and serves 'em a treat!



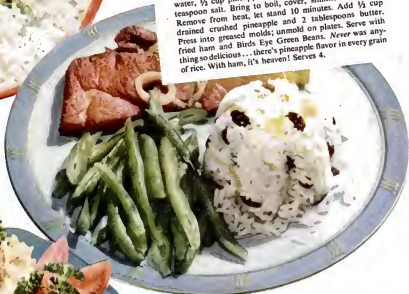
MINUTE RICE TAKES ON FLAVOR AND COLOR IN AN AMAZING WAY!



MINUTE RICE PREPARES ITSELF—JUST BRING TO A BOIL!

GALA-FOR-GUESTS... IN 18 MINUTES

Glamour Rice and Ham. A prize dish for special company—but so easy, you can serve it any time! Combine in saucepan: 1½ cups (5-oz. package) Minute Rice, 1 cup water, ¼ cup pineapple juice, ¼ cup seedless raisins, ½ teaspoon salt. Bring to boil, cover, simmer 3 minutes. Remove from heat, let stand 10 minutes. Add ½ cup drained crushed pineapple and 2 tablespoons butter. Press into greased mold; unmold on plates. Serve with fried ham and Birds Eye Green Beans. Never was anything so delicious... there's pineapple flavor in every grain of rice. With ham, it's heaven! Serves 4.



THRIFTY FIFTY... IN 20 MINUTES

Drumstick Surprise. A pound of hamburger does the trick—and what a glorious trick it is! (It's a budget-blessing from Minute Rice!) Prepare 1½ cups (5-oz. package) Minute Rice as directed on package, adding 1 teaspoon chili powder. Combine 1 lb. ground beef, 2 tablespoons ¼ teaspoon sage. Shape into 8 drumsticks, brown in fat. Place toothpick with parsley in small end of each drumstick. Serve with rice and sauce made by heating can of mushroom soup with ½ cup milk. Serves 4 or 5.

BETTER GET THE TRIPLE ECONOMY SIZE!



Minute Rice now comes in 2 sizes. It's smart shopping to get the big 15-oz. box of this fancy, long-grained, pre-cooked rice! Be ready to turn out glamour rice dishes in a hurry!



* NO WASHING! * NO RINSING! * NO DRAINING! * NO STEAMING!

For perfect rice without the work
*** pre-cooked

MINUTE RICE BRAND RICE



A Product of General Foods



"OLD JIM" NORRIS, as full of fire and fury as ever, protests a decision against the Detroit Red Wing hockey team. Jim Jr. sits quietly at his right.

BOXING'S "MISTER BIG" CONTINUED

stock-market crash and Old Jim's passion for owning a big-league hockey club. In the early 1930s, with real estate selling at about 10¢ on the dollar, his father stepped in and began buying. He acquired thousands of acres of land in Indiana, the Upper Lakes and St. Lawrence Transportation Co., Ltd., in Toronto, more grain elevators, a large interest in the Chicago Furniture Mart, a sports arena in Detroit called the Olympia—and the Red Wings hockey team.

Meanwhile Junior had added a breeding farm in Kentucky to his racing stable and was getting interested in starting a stable of fighters. He had visions of someday owning the world's heavyweight title and his first candidate was one Lorenzo Pack, a heavy-be pugilist who was tossed out of the ring after his first few fights. The others were Billy Treest, Harry Thomas and Lem Franklin—none of whom brought Norris appreciably closer to his goal.

Young Jim also traveled with the hockey club, with the title of vice president. His principal job was to call his father long-distance the moment a game was over and give him a blow-by-blow description. He was also willing to help keep his father's hockey players occupied by sitting in with them at poker. He liked "action," the dyed-in-the-wool bettor's term for gambling. He and Cooney Weiland, the Wings' famous center, would pitch quarters into a hat for hours at a time, as grimly as if the fate of the world depended on every toss. In 1936 the Norrises finally made hockey pay off. The Red Wings won the Stanley Cup play-off against Montreal and "Pop," who would fine a player \$50 for looking at a beer ad, threw a champagne party.

His interest in hockey had got old man Norris into the arena business. When the \$6.5 million Chicago Stadium, sometimes known as the "white elephant of West Madison Street," went bankrupt, he bought it up for a fraction of its original cost. He bought or leased other arenas in Omaha, Indianapolis, St. Louis—and was on the way to becoming the largest single stockholder in Madison Square Garden. To protect this investment it became essential that Norris keep his arena lights burning and the seats filled. He had to have other attractions besides hockey, so with Arthur Wirtz, a Chicago real-estate man, handling the details, the Norrises expanded further. They helped organize Sonja Henie's Hollywood Ice Revue and, along with Hopalong Cassidy, bought the Cole Bros. Circus, second largest in the world.

One of the few arena attractions in which the Norrises had no say was big-time boxing. That was controlled by New York's Mike Jacobs and his 20th Century Sporting Club. Jacobs had contracts with the champions in practically all divisions, headed by Heavyweight Champion Joe Louis. This meant that the champions and other big-name fighters could not take a bout without first getting Jacobs' O.K. and getting his approval for terms of return matches. But occasionally he loaned out his boys to independent promoters in cities like Philadelphia, Miami and Los Angeles. The 20th Century Club itself operated principally in New York City, with the big indoor fights being staged at Madison Square Garden and the outdoor shows at Yankee Stadium. But in 1949 Jacobs' health began to fail and Joe Louis thought he was getting too old to keep

CONTINUED ON NEXT PAGE

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on defending his crown. A clever boxing publicist named Harry Mendel went to Louis and showed him a way to give up his title and still make money out of it as promoter.

The deal required getting contracts with the four top contenders—Jersey Joe Walcott, Ezzard Charles, Lee Savold and Gus Lesnevich—and get them to fight a round robin to decide who would be Louis' successor. With the package tied up, Mendel went looking for a moneymen to back the venture—and there was no more logical man to approach than Young Jim Norris. Norris jumped at it.



I.B.C. SECRETARY Truman Gibson works in Chicago.

Since then I.B.C. has punched its way steadily forward through almost 300 fights. With the heavyweight title under control, the rest of the crowns could be picked off easily. Within six months I.B.C. bought out two rival clubs, the Tournament of Champions and 20th Century, for a total of \$350,000. When Joe Louis got tired of promoting and went back to fighting, his 20% interest was absorbed for an additional \$150,000. That left Wirtz and Norris as partners. With Wirtz more concerned with ice shows than fights, Norris automatically became the Mister Big of boxing in the U.S.

As Mister Big, Norris functions with a surprising mixture of humility and fine grandiloquence. He presents a whole assortment of gymnasium characters to loiter around I.B.C.'s foyer in Madison Square Garden, and he greets many of them by name when he strides briskly in to begin the day's chores. Once in his office, Norris almost immediately reaches for a telephone. He has the telephone habit so badly he hardly knows what to do with his hands when he is not holding one. A member of the New York Stock Exchange, he phones to check the market opening. He calls his office in the Produce Exchange Building to inquire about grain futures and weather at various points. Weather is a fetish with Norris, and for good reason—it can mean the difference between his buying or not buying \$100,000 of "Baltimore barley," betting or not betting \$1,000 on the first race at Arlington Park, postponing or not postponing an outdoor fight at the Polo Grounds.

Sometimes he talks on two phones at once, saying to a TV sponsor in one breath, "No, I won't kick 200 (thousand, that is) out the window," and telling a friend in the next breath, "Yeah, you got two tickets, good location." He sees nothing unusual in talking long-distances between New York and Chicago for three hours—but when he has to drop dimes in a pay phone outside the office he is apt to become annoyed and snap, "This damn machine will break me yet!" All the while Norris is keeping his office telephones busy, a steady stream of people cbs in and out—"Mushy" McGee, the handyman, to bring sandwiches and iced tea; Brig. General John Reed Kilpatrick, long-time head of the Garden, on sterner business—"Just for a minute . . . something terribly important"; fighters and their managers who drift in to sign papers, discuss future bouts, haggle over terms, or just say "hello." Marshall Miles, the manager of Joe Louis, his hat and cigar forming sharp angles to an angular face, arrives and departs swiftly. Sugar Ray Robinson swaggers in a brightly checked sport coat. Somebody else comes in for a loan. At Norris' elbow almost constantly



I.B.C. PARTNER, Arthur Wirtz, promotes ice shows.

on defending his crown. A clever boxing publicist named Harry Mendel went to Louis and showed him a way to give up his title and still make money out of it as promoter. The deal required getting contracts with the four top contenders—Jersey Joe Walcott, Ezzard Charles, Lee Savold and Gus Lesnevich—and get them to fight a round robin to decide who would be Louis' successor. With the package tied up, Mendel went looking for a moneymen to back the venture—and there was no more logical man to approach than Young Jim Norris. Norris jumped at it. The International Boxing Club was conceived in young Norris' home at Coral Gables, Fla. and born in a room at Chicago's Belmont Hotel. The new fathers, and partners in the deal, were Norris, Wirtz and Joe Louis—with Mendel getting a fee for having thought up the whole idea. On June 22, 1949, in Comiskey Park, I.B.C. put on its first boxing show with Ezzard Charles whipping Walcott in 15 rounds.



I.B.C. MATCHMAKER, Al Weill, is veteran of the game.

Buy a **PORTIS**
Get yourself a
year of smartness
for about 2¢ a day



Narrow Brim
new hipped
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AMERICA'S BEST HAT VALUE!

Yes, you can get a quality PORTIS HAT at a price that really makes sense...rich fur felt, style that makes you look your best...new Swan's Down Finish and Swan's back Water Repellent treatment, give your hat a velvety smooth finish.

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See your hatter or write
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Fine Guns Since 1870

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MECHANICAL PENCIL

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Makes the largest
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Phoebe Snow rubbed her eyes !



BACK around 1900, when the Lackawanna Railroad was winding up its first half-century, a lovely character called "Phoebe Snow" made her bow upon the scene of American folklore. In her immaculate white gown and adorned by a dainty corsage of violets, she symbolized the cleanliness of passenger travel on the Lackawanna—"the Road of Anthracite."

Two years ago, the Lackawanna proudly put into service between New York and Buffalo, its new de luxe Diesel-powered streamliner—the PHOEBE SNOW. Aboard, on its inaugural trip, was the living lady of the part...*Phoebe Snow*, herself! Her eyes popped with delight as she went from one end of the train to the

other. Here, indeed, was the last word in modern travel luxury.

It's a far cry from the days of Lackawanna's first little steam engine, the Spitfire, with its old wooden bench coaches, to the comforts and conveniences of the modern PHOEBE SNOW. And it's a far cry, too, from the old-fashioned methods of handling freight to the fast, efficient and dependable service which the Lackawanna Railroad provides for today's shippers.

We, the men and women of the Lackawanna, look back with pride to the accomplishments of the past. Now, as our railroad enters its second century, we pledge ourselves to provide even better transportation service in the years to come.

1851



1951

Lackawanna Centennial

Lackawanna Railroad

THE ROUTE OF PHOEBE SNOW

If... you've "tried them all"... you're fed up on claims of shaving speed and comfort that don't prove true for your face and beard... you want the shave of your life, every shave... here's your razor.



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USE
MENNEN
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- ★ Use Mennen Talcum after every shave and later in day to hide whiskers!
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GIANT SIZE FOR ECONOMY 55¢ LARGE SIZE 29¢

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IN FINE BEDDING AND FURNITURE

Betcha

one sniff recalls
canning-time
back home!

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Chili Sauce



If not yet at your store, send 25¢ for 8 oz. bottle & Recipe Booklet... BENNETT'S, Baltimore 15, Md.

BOXING'S "MISTER BIG" CONTINUED

through these confusing sessions is I.B.C.'s roly-poly matchmaker, Al Weill, managing to look as though he knew where several bodies were buried.

The presence of Weill is one of the question marks in Norris' new career. For the first time in history, boxing is presided over by a man who can afford to put more in than he takes out. Norris has not only power and money but the reputation of being a "right guy." With his tremendous personal fortune backed by the enormous holdings of his father, Norris is hardly amenable to financial pressure. Many prize-ring critics feel that he has, in this enviable situation, a great opportunity to brush some of the crumbs off boxing, if not lauder it completely. A good many also feel that he has not made the most of the opportunity, and their criticism centers on matchmaker Weill.

Weill is about as popular in the trade as a blue-laws preacher, but for somewhat different reasons. In open rebellion a year ago, the Boxing Managers' Guild came to Norris with a blistering demand that Weill be sacked. The Guild presented a bill of particulars. It charged that Weill was the undercover manager of certain fighters and was favoring certain groups. A blast came from the Far West this summer from the manager of light heavyweight Harry Matthews, winner of 71 fights, charging that Weill and I.B.C. were denying his boy a chance to fight for big money in the big tent. And nobody could forget the spectacle of Weill at ringside during the Robinson-LaMotta fight last winter in Chicago, waving his fists and yelling, "Come on Jake, kill him." It was hardly fitting behavior for the unbiased representative of a firm like I.B.C.

Jim Norris was unmoved by the charges. Many of his enthusiasts (and some of them are No. 1 Weill-baters) attribute his attitude to a stubborn sense of loyalty. A few feel that he purposefully closes his eyes to some of Weill's activities, which may or may not be profitable to the I.B.C. In any event Norris' only action on the Guild protest was to ask Weill if the charges were true. Weill said, "No." That ended it. (Some insiders professed to see a parallel to this episode in an incident in Old Jim's life, in which the elder Norris was advised that a manager of one of his ranches was stealing from him. "Well," said Old Jim, "the ranch made a half million last year—maybe I'm not paying him enough.")

As a promoter Norris lacks Mike Jacobs' unique genius at guessing the house and handling crowds. In its first really big outdoor show—the second Robinson-Turpin fight—I.B.C. fell down badly by having too few policemen and too many incompetent ushers for the size of the crowd. He lacks the fighters (and the imaginative showmanship) that drew million-dollar gates for the great Tex Rickard. But he has one quality that neither Jacobs nor Rickard had. He looks upon the cauliflower-eared fighter, who takes the beating, as not only a human being but a friend.

After the disputed Graziano-Janiro fight in Detroit last month Norris hurried, as usual, to Graziano's dressing room to congratulate him on winning. Then he went to the loser's quarters and watched thoughtfully as tears streamed down Janiro's swollen face. "Don't worry, Tony," he said finally. "You'll get another crack at him." Tony looked up, tears still dripping, and mumbled through lips that resembled raw hamburger, "Gee, Mr. Norris, thanks. When?"



AN EMPEROR AT WORK, young Jim telephones orders to functionaries in many enterprises from desk in I.B.C. headquarters at Madison Square Garden.

A vibrant illustration of the Green Giant man, a green-skinned figure with a large straw hat and a colorful striped poncho, smiling and holding a rope attached to a grey donkey. The donkey is carrying two large cans of Niblets Brand Mexican corn. The background is filled with fresh produce like corn cobs, tomatoes, and green peppers.

¡ Venga y tómelo !

(COME AND GET IT!)

New Pack!

If your grocer has his Mexican hat on today, don't be surprised. It's a big fiesta day when the new pack of Niblets Brand Mexican corn hits town. Straight from the hacienda of the jolly Green Giant—tender Niblets Brand Corn mixed with sweet red and green peppers. Gay surprise in eating for tonight!

SEE THE GREEN GIANT TV SHOW, "LIFE WITH (ART) LINKLETTER," ON ABC-TV

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Quickest cooking
hot cereal there is!

It's America's
NO. 1
Hot Whole Wheat
cereal!



Warms you up!
Builds you up!
Costs LESS than
2¢ a serving!

Extra
Natural
protection!



P.S.
Ever try it
with BROWN sugar?
Kids LOVE it!



Foot Mitts

New stockings with split toes make runs rarer and feet barer

For the first time, women who want to wear summer-style thong sandals in winter can find nylons with built-in toe dividers. One style (*below*) has a toe pocket like a mitten thumb; another (*above*) has toes cut out like mitt fingers. On the practical side, both reduce the toe strain that causes runs in most "barefoot" stockings. Visually, they are no stranger than some new shoe shapes (p. 162).

★
Phillips' Does
MORE Than
Lazy Laxatives
 ★



Not only relieves constipation, but
 accompanying acid indigestion, too!



Three tablespoonfuls for constipation and accompanying acid indigestion! If you are bothered by irregularity, you need Phillips' Milk of Magnesia. Here's why: Phillips' does more than lazy laxatives which simply relieve constipation. It also relieves the acid indigestion that frequently accompanies constipation. As a result, you get more complete relief. So gentle for children, so thorough for grownups, Phillips' can be taken without thought of embarrassing urgency.

One tablespoonful for stomach upset alone! For almost instant relief from gas, heartburn, or any of the other distressing symptoms of acid indigestion, take Phillips' Milk of Magnesia as an antacid. Phillips' contains one of the fastest, most effective neutralizers of excess stomach acids known!

LIQUID PHILLIPS' AVAILABLE IN 75c, 50c and 25c BOTTLES
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hours from home...
 and still too hot!



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THERMOS
 THE VACUUM BOTTLE EVERYBODY ASKS FOR



THE VACUUM BOTTLE EVERYBODY ASKS FOR



FOOT MITTS CONTINUED



TOE-HOLD SANDAL is winter high-heeled version (Capezio, \$12.95) of flat thongs once confined to barelegged summer, now worn with stocking (below).



POCKET TOE at left is old in Japan, new in nylon, will cost \$2.50. The cut-out stocking at right is \$1.95 (both, Picturesque). The undertoe reinforcement cannot be seen when stocking is worn.



THONG PUMP in black satin (Delmanette, \$18.95) has closed back, two toe dividers. It is a fine showcase for handsome toes, should be avoided by others.

CONTINUED ON PAGE 102



Charming blonde Marilyn Monroe keeps her hair bright and beautiful with Rayve Shampoo

Young
Hollywood star
MARILYN MONROE
starring in
"LOVE NEST"
a 20th Century-Fox
production

"Such a wonderful shampoo! It leaves my hair so shining soft, so easy to curl!"

"My hair just sparkles with life and light after a Rayve shampoo!" says lovely Marilyn Monroe. "That creamy-rich Rayve lather is so gentle, so wonderfully cleansing, that my hair falls right into the softest, prettiest waves!"

Now—see how lovely your hair can be after your very first Rayve Creme Shampoo!—Gloriously clean, gleaming with light. Soft yet springy—eager to curl! The secret is Rayve's unique balanced formula, combining deep-cleansing lather with rich

curl-conditioning oils. As you brush and towel-fluff your Rayve-clean hair—see the sparkling new-found waves, the soft gleaming curls you never dreamed you had!

"This limp-wave test proves it!" Marilyn Monroe says, "Shampoo with Rayve at the very tag-end of your permanent, when your wave's at its lowest ebb! See how Rayve revives even a limp wave—washes new sparkle into your hair!" Get a tube or jar of Rayve Creme Shampoo today . . . see how it makes even a tired wave want to curl!



MONEY-BACK GUARANTEE! If your Rayve-clean hair isn't shinier . . . softer . . . curlier . . . send Rayve carton or cap-liner with name and address to Rayve, Box 2, 305 Park Avenue, N. Y. Full purchase price refunded immediately!



If you love me like I love you Only Sergeant's care will do!

Did you know there's a safe, fast-acting Sergeant's Dog Care Product for almost every ordinary ill? Worms, for instance, are quickly and easily cleaned out with **SURE-SHOT** (for big dogs) and **Puppy Capsules** (for small dogs). Other Sergeant preparations for fleas, insufficient vitamins, ear troubles, skin irritation. All veterinarian-tested. Trusted for 76 years. **FREE:** Expert, easy-to-follow advice on feeding, care, training in colorful 40-page **Sergeant's Dog Book**. At drug or pet store—or write Sergeant's, Dept. A-27, Richmond 20, Virginia.



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Definitely
made different
Definitely
tastes better



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Never Any
COIL-FEEL
in... **MATTRESSES**
or **FURNITURE**
Built with
PERMA-LATOR
TRADE MARK
WIRE INSULATORS



THIS TAG IS YOUR *Assurance*
PADDING CAN'T LUMP INTO SPRINGS
Insist on stronger, longer lasting Perma-Lator
Wire Insulators when you buy mattresses or upholstered furniture. You avoid "coil-feel," lumping
or sagging... get added years of service!
Write for Booklet!

FLEX-O-LATORS, Inc., Carthage, Mo.
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Your Best WATER & SHOCK RESISTANT
Watch Value is...

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It's also Thinner, Smaller, Anti-magnetic, Strong
and Heedless! A dependable "always on time"
composition for work or play. Luminous Dial.
Swamp second Hand. Unbreakable Crystal.
Leather Strap. Additional Styles from \$4.50 to
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At friendly stores most everywhere.

ONLY
\$11.50*
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GUARANTEED
FOR ONE YEAR



*Slightly higher
Green Mail

FOOT MITTS CONTINUED

SOMETHING NEW IN SHOES



NEEDLE HEEL of futuristic Peruga sandal is four-inch steel sliver held on by three thin rhinestone bands. Now custom-made in Paris, it will be adapted here by I. Miller.



LEFT AND RIGHT PUMPS that fit either foot interchangeably are Dior idea deriving from days when shoemakers did not bother to distinguish. They cost \$23.95 in the U.S. (I. Miller) and should be fine for absent-minded women.



NEEDLE TOE is revived in a classic covered pump, but now does not cramp toes since it is made of soft leather lined with silk to fit the foot like a glove (Capezio, \$12.95).



MINT PATTIES' bittersweet chocolate
...refreshing peppermint cream...
a flavor combination everyone enjoys...

NOW in a new irresistible Nibble-size

Are they good? Just put one in
your mouth. Bite through the s-m-o-o-t-h
dark chocolate and into the
creamy, refreshing peppermint center.
M-m-m! M-m-m! Nibble-size and
are they g-o-o-d!



LARGE
ECONOMY PACK

Also available in
5¢ and 10¢ packages



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A product of the James O. **Welch** Company, Cambridge, Massachusetts

THE EXPANDING UNIVERSE OF STEEL

When you studied geography, did your book tell about the "inexhaustible" store of high grade ore in the Mesabi Range of Minnesota? Millions of tons are still there, but we now know that this store of ore is not "inexhaustible". The enormous growth of the steel companies of America has forced them to develop new iron mines thousands of miles from home.



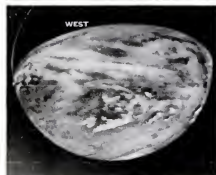
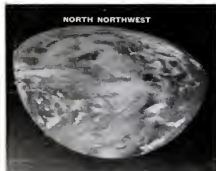
EAST: NATIVE OF LIBERIA casts off mooring lines as first shipload of iron ore leaves for the States. An American steel company built a railroad into the back-country of Africa to serve its new mines.

FINDING ORE, mining it in the wilderness, transporting it thousands of miles is an adventure story, having its source in the growing need of American steel companies for more ore. Behind the struggle of men against geography is the planning and building of tremendous new production capacity. These stories make interesting reading. Write for reprints from *Steelways Magazine*, "Iron Boom in Liberia" and "Case History Of Expansion." Excellent for schools and study groups. American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

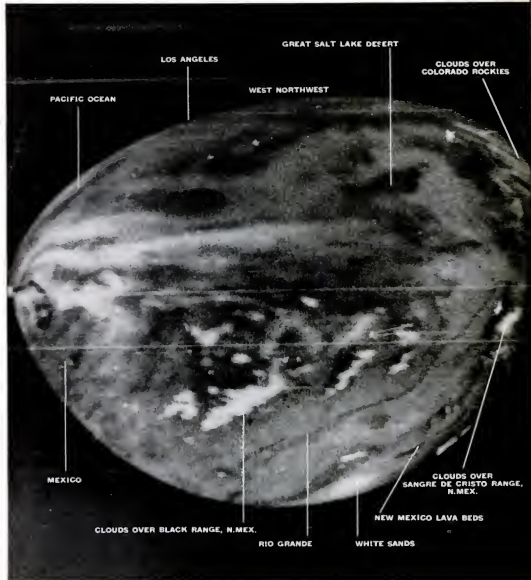
NORTH: WORKMAN WAITS FOR PLANE to fly to Ungava iron ore fields in wilderness of northern Quebec. Several hundred million dollars are being invested in Quebec and Labrador ore fields by American companies. It is estimated that hundreds of millions of tons of high grade ore will be made available by this new development.



SOUTH: THE WHOLE FREE WORLD has been searched by American iron ore prospectors. In South America they turned up a mountain made of high-grade ore, plus other rich deposits. This picture shows road-building in Venezuela, to reach new ore fields being opened up by American steel companies.



ONE-SECOND SEQUENCE taken as rocket revolved reveals variation in horizon's position which proves missile was tilted in flight. Had rocket been vertical, pictures would have had identical shape.



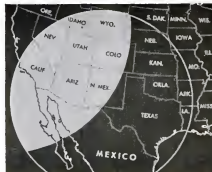
HIGHEST PHOTOGRAPH shows the greatest expanse of land ever contained in a single picture and

reveals curvature of earth (top). Curve at bottom is edge of aperture through which picture was taken.

EARTH FROM 135 MILES UP

Rocket photographs cover an area two thirds the size of the U.S.

This summer, at New Mexico's White Sands Proving Ground, a big Navy rocket called Viking 7 established two records: it reached the highest altitude ever attained by a single-stage rocket—135 miles—and at the same time took the highest aerial photographs in history. The pictures were taken by a wide-angle 16-mm camera mounted in the side of the rocket's head and aimed a little below the horizontal. As the rocket shot almost straight upward it revolved on its axis so that the camera, clicking off five pictures per second, covered the full circle of the horizon and the vast area which it encompassed. At the peak of the flight this area included most of 17 states (right). The highest single picture taken (above) spanned 1,500 miles. Ten minutes after take-off the rocket crashed to earth. Within its battered head (next page) was a complete pictorial record of its flight.



WHAT ROCKET PHOTOGRAPHED is shown by circular area, representing total coverage of pictures taken as the rocket revolved. Shaded section is area encompassed by the peak photograph alone.

THEY'RE IN LOVE... ... HE GIVES HER ALL HIS UNDERWOOD SANDWICHES

TIP
UNDERWOOD'S mixed with mayonnaise makes super sandwiches. Easy on the budget, too!

**UNDERWOOD
DEVILED HAM**

THE ORIGINAL—ALL FINE HAM—ZESTFULLY SEASONED
For 86 years America's favorite spread

**BRIGHTER
SHINES**
WITH
 $\frac{1}{2}$ THE RUBBING

Covers Scuff Marks!
Gives Shoes Richer Color!

Black • Tan • Brown • Dark Tan
Mid Tan • Cordovan • Oxblood
Blue • Mahogany • Neutral

Ask any G.I. about
KIWI
(Kee-Wee) **SHOE POLISH**

KIWI
KIWI BROWN • KIWI
OPEN TIN FIRST COIN IN 50



TAKING OFF, the 48-foot rocket rises slowly from launching scaffold, then accelerates to maximum velocity of more than 4,000 mph. The camera began taking pictures as the rocket left the ground and kept on shooting during the entire four and a half minutes that it took the Viking to travel up to 135 miles.



HEAD OF ROCKET was found lying on the desert some 50 miles north of the launching point and a quarter-mile from rest of rocket. Head was deliberately blown off rocket during descent so that it would fall more slowly. The camera (indicated by arrow) was broken, but film was completely undamaged.

Your Merry Christmas is here!



Look for this display at
better stores everywhere!

Fresh from Santa's favorite workshop to your nearby Gibson dealer's counter, these bright new Christmas card designs are ready for your selection now! You'll be delighted by their convenient new packaging, twenty-five of a single design in a box. Take first choice soon while shopping is easy. At Christmastime, you'll be proud you did... for your friends are sure to recognize the Gibson name and know you've said "Merry Christmas" the very finest way.

Box of 25 alike with envelopes, \$1 (slightly higher in Canada)

GIBSON Christmas Cards

GIBSON ART COMPANY • CINCINNATI, OHIO • Publishers since 1850



Your engine makes this
much *acid* every day

*... And it's Acid Action - not friction
that causes 90% of engine wear!*

NEW alkaline Shell X-100 Motor Oil neutralizes Acid Action

It's not *friction* but *acid action* that causes 90% of engine wear! To neutralize the harmful effect of the pint or more of acid formed in average daily driving, Shell Research has produced an *alkaline* motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it possesses cleansing factors which help prevent deposits that would foul your engine.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.



It's Incomparable!



STIMULATION FOR A DRUMMER, in show's funniest scene, is provided by Jody (Janis Paige) who is trying to persuade her shy boyfriend, Waldo (Jackie

Cooper), to cut loose on the drums. Jody, who wants Waldo to play in band she sings with, has the band's boss listening to the audition over long distance phone.

'REMAINS TO BE SEEN'

Lindsay and Crouse write a mystery-comedy around a drum-playing hero and a twice-killed corpse

For years playgoers have been complaining that nobody writes good mystery plays anymore. Last week two of Broadway's ablest showmen, Howard Lindsay and Russel Crouse, who produced the last good mystery-comedy, *Arsenic and Old Lace*, brought in their cure for the complaints, a play called *Remains To Be Seen*.

The story begins in the living room of the late Travis Revercombe, a New Yorker who had gloated over his vast collection of obscene liter-

ature while posing as a guardian of public morals. Revercombe dies presumably of a heart attack, but before he is carted off to the morgue a carving knife turns up mysteriously between his ribs. The next thing to turn up is the twice-killed man's young niece Jody, who sings with a touring dance band and finds she has inherited the dead man's fortune. Jody tries to advance both the career and the love life of a shy young superintendent of her uncle's apartment house,

who works off his inhibitions by beating the drums, and the plot proceeds amid a highly satisfying display of sliding panels and ghostly intruders. Lead parts are winningly acted by red-headed Janis Paige, a Hollywood starlet making her Broadway debut, and Jackie Cooper, the onetime movie boy wonder. *Remains to be Seen* is admittedly no more than lightweight entertainment, but anyone who sits through its slow first act will find it scary and merry.

Famous Host Ray Milland...



starring in "RHUBARB," a Paramount Picture. Says Mr. Milland, "Lovely silver does for a table what lovely jewels do for a woman. It is the all-important table appointment." His favorite pattern: magnificent King Edward.



You too,
will choose

King Edward ^{EXQUISITE} Silverplate for its timeless beauty

... for its enduring good taste. Each most-used piece has an extra overlay of pure silver at point of greatest wear. Complete services as low as \$34.50, with chest. *No federal tax!* Unlimited Service Guarantee.

For you! a dainty 4 1/4 inch coffee spoon (one to a family). Cut out the pattern of your choice. Mail it with only 10¢ to cover cost of handling, along with your address, to...



NATIONAL SILVER COMPANY Dept. C-1 P.O. Box 153, New York 46, N. Y.

Buy your PLANTABBS in this beautiful, useful FLOWER POT!



Choice of 5 colors—Red, Green, Ivory, Yellow, Copper. Label easily removed

Excellent for raising African Violets and other delicate plants.

Fulton's Plantabbs are complete, balanced plant food with the high analysis of 14% Nitrogen, of 15% phosphoric acid and 20% potash plus Vitamin B₁. Clean, white, odorless, easy to use tablets for indoor and outdoor plants. No waste. May be used in tablet form or dissolved in water to make rich liquid fertilizer. Satisfaction guaranteed or money back.

Buy your Plantabbs in this beautiful plastic flower pot! Complete package of 500 tablets \$2.00. Also sold in 25c, 50c, and \$1.00 boxes at florist, seed, hardware, drug, department and chain stores or postpaid direct from Plantabbs Corporation, Baltimore 1, Md.



GRAVY ALL THAT THE NAME IMPLIES MASTER

P.S. Ladies: Don't be discouraged if you have trouble making real good gravy which even experts acknowledge to be a tricky task. Gravy Master has been designed to overcome your two principal difficulties by combining seasoned vegetable juices for flavor and a little old fashioned cornmeal for color. Just a teaspoonful does it. Try a bottle. For free booklet write Gravymaster Company Inc., Long Island City 3, N. Y.



Sophie Mae Candy Corp., ATLANTA, GA., IRVINGTON, N. J.

"Remains To Be Seen" CONTINUED



A SALACIOUS BOOK from dead man's library is perused appreciatively by two tough detectives and an astonished cop who tries persistently to snatch it.



AN UNDESSING disquiets gentlemanly Waldo, who turns back on Jody. She insists on sleeping on sofa rather than in bedroom where her uncle died.



"I'M DECENT NOW," cries Jody after she has put on her wrapper. Used to traveling with a dance band, she is not given to much formality with men.

CONTINUED ON PAGE 132

Can your make-up pass the "close-up" test?



You're lovely-to-look-at even in close-ups, with **Solitaire**
cake make-up

Your most important moments are in "close-ups" . . . the very times when little skin faults are noticed most. Often, they show right through your make-up, in close-ups. But not if you wear Solitaire.

Solitaire conceals each little skin imperfection. Your complexion looks flawlessly lovely—yet completely natural . . . never "mask-like." No other make-up gives you Solitaire-beauty in close-ups! Try it . . . see the wonderful difference Solitaire makes in *your* complexion!

Make this test: Look in your mirror, close-up. Can you see little skin-faults through your make-up? You won't (be won't!) if you wear Solitaire!

Contains Lanolin



Only clinically tested make-up leading skin specialists confirm will not clog pores. 1.00, 60¢, 30¢

New and Wonderful!
Solitaire Lotion for
all-over skin beauty
—ocean-blue, creamy-
rich, lusciously scented
...only 39¢ and 73¢



new 1952
Waterman's
Ball Pointer
**30-DAY
TRIAL**

*Biggest
Value ever!*

- NEW!**
Metal cap
- NEW!**
Sure-grip clip
- NEW!**
Long-lasting
ink cartridge
- NEW!**
Non-smudge ink



**YOU RISK
NOTHING!**

• Here's one ball point pen that doesn't leak, doesn't scratch, can't "skip," rip or stop! The 1952 Waterman's Ball Pointer is a fine writing instrument in the best Waterman's tradition. Costs only \$1. Buy it on 30 Days Trial of no risk whatever! 5 beautiful colors, 2 convenient sizes. Get a Waterman's 1952 Ball Pointer and forget your writing troubles! At All Dealers.

say
Waterman's



PRACTICING SAMBA, dead man's lawyer (Coauthor Howard Lindsay) warms up for date while Jody looks over list of places where he plans to take her.



CALLING FOR HELP after being gagged by the killer, Jody kicks drums according to prearranged signal to summon Waldo from an apartment upstairs.

*Top Quality
work clothing*



Look for these Advantages

- SANFORIZED FABRICS...wash and iron perfectly
- GRADUATED PATTERNS...to assure correct and comfortable fit
- FIT AND LOOK like dress pants and dress shirts

At your favorite store, or write for name of your nearest dealer
GRISMAN & COMPANY, Main Office: Jefferson City, Mo.
New York Office: Empire State Building, New York 1, N. Y.

**KAST
IRON.**



**WORK PANTS • SHIRTS
MATCHED SETS**
"Wear like the name"

Cools in seconds...



Soothes for hours!



REFRESHING, invigorating — cools in seconds... takes the sting out of the closest shave... soothes your skin for hours. You'll go for its brisk, masculine aroma.

A Great Underarm Deodorant, Too!



A grand idea that starts with Baby

WHEN YOUR BABY is ready for his first solid food, he's ready for Pablum® Cereals...the world's leading precooked vitamin-and-mineral enriched cereals.

And for the same reasons that Pablum Cereals provide such sound nutrition for babies, they're especially good for growing children during those important formative years.

Yes, with Pablum Cereals you can start the day off for all your children with a hot delicious vitamin-and-mineral enriched cereal they'll really love.

And so much easier for you! There's no need for cooking since all Pablum Cereals are precooked. Just add hot water or milk.

Only Pablum Cereals have the "Handy-Pour" spout, which opens and closes with a flick of the finger, makes pouring easy, and keeps cereals fresh and clean.



And good news—there are now four Pablum Cereals. Try them all and alternate them from day to day to provide taste variety.

Pablum is the original precooked vitamin-and-mineral enriched cereal that thousands of doctors have prescribed for millions of babies and growing children for almost twenty years.

MEAD JOHNSON & CO.
EVANSVILLE 21, IND., U. S. A.

A WORD OF COUNSEL

Take your baby *regularly* to the doctor. Let him add his knowledge and skill to your own loving care.

For the most precious person in your life

PABLUM
CEREALS



PABLUM MIXED CEREAL • PABLUM OATMEAL • PABLUM BARLEY CEREAL • PABLUM RICE CEREAL

Feel it! See it!
The Grooming
"PLUS"

you get with Vitalis

Discover the stimulating tingle Vitalis gives your scalp—the neat, well-cared-for look it gives your hair.



FEEL the difference
in your scalp—

50 seconds' brisk massage with stimulating Vitalis and you FEEL the difference in your scalp—prevent dryness, rout embarrassing flaky dandruff. (Vitalis actually kills germs associated with infectious dandruff!)



SEE the difference
in your hair!

Then 10 seconds to comb and you SEE the difference in your hair—far handsomer, healthier-looking, neatly groomed. Get a bottle of Vitalis today.

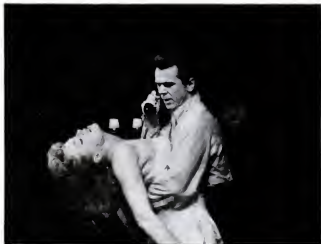
Use
Vitalis
and the
**"60-Second
Workout"**



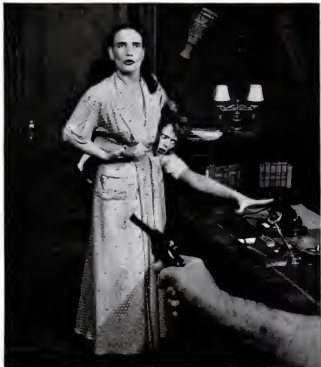
A Product of British-Myers

ALSO VITALIS HAIR CREAM
for Cream Tonic Fans... fighter-bodied than ordinary cream oils. No heavy film, no sticky comb, no messy hands.

"Remains To Be Seen" CONTINUED



JODY FAINTS in Waldo's arms after he has rescued her from killer. Holding this sudden armful of femininity, Waldo realizes how much he loves her.



JODY IS SHIELDED from killer's gun by her dead uncle's mistress. Ignoring peril, she reaches for phone to answer a call from her bandleader in Kansas.



COP IS SAVED from murderer's bullet by the salacious book he had hidden under jacket. At end Waldo gets job, Jody gets Waldo and cop gets the book.



**BITE'S OUT-
PLEASURES IN!**



Get America's favorite—get Prince Albert! It's crimp cut, mild—and it's specially treated by a patented "No-Bite" process to protect you from tongue bite. If you roll your own, you'll like it, too!

*Patented Feb. 10, 1923

**MORE MEN
SMOKE**

PRINCE ALBERT
THAN ANY OTHER
TOBACCO

Men's Jewelry
in
Presentation Quality



Cuff Links \$7.50
Tie Bar \$5.50
plus tax

Cuff Links and Tie Bar in enduring good taste. Hand engine turned...superbly made with an overlay of 14 Karat gold for lasting enjoyment.

Kremontz
FINE QUALITY JEWELRY
since 1866

Brooches • Earrings • Neckties • Bracelets
Evening Jewelry • Cuff Links • Tie Bars • Belt Buckles
Available wherever fine jewelry is sold

1. Which is smoother?

2. Which is mellow?

3. Which is free from bite?

They look alike... but which whiskey really tastes better?

Be your own whiskey expert!

Are you stumped by conflicting claims about whiskey? Why not be your *own* judge? Let your own taste decide by comparing Calvert Reserve with any other whiskey—regardless of price or type.

We're confident you'll switch to *smoother, mellow* Calvert, because it is blended to a taste determined by a "Consumer Jury" of thousands of folks like you. But if you still prefer another brand, then stick with it. *Fair enough?*

MAKE THIS SHOWDOWN WHISKEY TEST!

Just ask a friend or barman to pour ¼ oz. of Calvert into a glass, and the same amount of any other whiskey into another—*without telling you*

which is which. Compare each one for smoothness, flavor and freedom from bite, burn or sting. Then pick the whiskey that *really* tastes better to you.

It's smart
to switch to
Calvert



Calvert Challenges Comparison

with any whiskey... at any price!



The Roy Millards at home with their magnificent Magnavox American Traditional AM-FM radio-phonograph with 20" TV.

A priceless heritage for your children with *Magnavox*

TRUE appreciation for great music and entertainment usually comes early in life—or not at all. The child who grows up in a Magnavox home meets the masterworks at their glorious best...magnificent reproductions with the breath-taking realism of the living performance! Keen eyes delight to the

finer detail, improved contrast and sturdier images delivered by the exclusive Magnascope Big-Picture System. Magnavox owners, including many of the entertainment world's best judges, boast of the richer timbre, fuller range and superb, concert-hall tone of famed Magnavox sound. You'll find perfect

styling, the right wood and finish for your home in the wide range of heirloom-quality cabinetry offered by Magnavox. And Magnavox values are without equal! Only America's finest stores are selected to sell Magnavox. See your classified telephone directory. The Magnavox Company, Fort Wayne 4, Ind.



THE AMERICAN TRADITIONAL (also shown above). AM-FM radio-phonograph accommodates Magnavox twenty-inch TV now or later. Rich mahogany finish.

the magnificent
Magnavox
 televisions - radio - phonograph

BETTER SIGHT... BETTER SOUND... BETTER BUY



THE TULIP, MOST POPULAR SPRING FLOWER, COMES IN ALL COLORS BUT REAL BLUE. PLANT IN SUN, IN WELL-DRAINED SOIL, 6 INCHES DEEP, 6 INCHES APART

BEST TIME TO PLANT BULBS

For spring flowers, here are seven popular and hardy varieties to put in before the ground freezes

No flowers are less trouble to grow than those that bloom early in the spring from bulbs planted in the fall. Although they may be planted until the ground freezes, this is the best time to put them in. To the weekend, puttering or non-serious gardener they offer sure success. Unlike many perennials, which get winterkilled, and annuals, which often need cold-frame pampering, these bulbs pretty well take care of themselves. The only real danger is from groundhogs or field mice, and if they menace the garden the bulbs they like can be safeguarded by planting in a wire basket. Some bulbs naturalize themselves, which means they multiply underground

and give bigger and bigger returns each year. Some of the best bulbs to plant are shown on these pages and the best way to plant them is shown below. When buying bulbs select large ones for large blooms. Never let manure touch a bulb. Instead, use bone meal. Plant the bulbs in a well-drained area. In the spring, when leaves show above ground, loosen the earth around the bulbs and water them to encourage luxurious blooms. When cutting flowers, leave some foliage on, and when seed pods appear after flowering, take them off. With this care this fall's bulbs will ripen again and provide beautiful blooms, unattended, in the spring of 1953.



SPREAD bone meal liberally on top of the ground. Use one-half pound to a square yard of bulb planting area.



FORK bed over deeply, mixing fertilizer thoroughly with the soil. Then tramp bed firm, rake it fine and level.



ARRANGE bulbs on the surface for effect desired. Some are best in clumps but others need scattered planting.



DIG HOLES with trowel. Draw soil upward, out toward self. Place bulb root down firmly in bottom of hole.

a mind of her own



... so she bought her first Tampax without asking a soul. No advice. No check-up. No hearsay. There's nothing like first-hand experience!

She had read about Tampax but it did seem so different from the kind of sanitary protection her mother and aunts always used.... Still, progress is progress. Why continue with the harness of belts and pins supporting bulky external-absorbent pads? Doctor-invented Tampax (small and dainty) requires no support; it is worn internally.

A whole month's supply of Tampax may be carried in your purse, including the slender individual applicators. Each Tampax is made of highly absorbent cotton, easily disposable. With Tampax there is no odor or chafing. In fact, you cannot even feel it when in place—and that takes a lot of strain off your mind. Also there is the sure knowledge that Tampax cannot possibly "show through" in the form of ridges or edge-lines.

Investigate Tampax thoroughly. After all, millions of other women have switched to this modern method during "those discouraging days." Tampax brings new comfort and poise. Sold at drug and notion counters in 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association
TAMPAX INCORPORATED L.F. 15-101-V
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR
Name _____
Address _____
City _____ State _____

BULBS CONTINUED

SIX EARLY-BLOOMING BULBS



GRAPE HYACINTH →

Most are blue, some white. • Where to plant: in perennial border, rock garden, beneath shrubbery. Medium soil is best for them. • How: root 4 inches below surface, 2 to 3 inches apart. They will bloom from February to May and they naturalize well. Practically no care is required.



CROCUS →

They come in all colors except red or pink, bloom early in spring. • Where to plant: good to naturalize in grass, among shrubbery and in perennial borders. They thrive in sun or light shade. • How: root 3 inches deep and about 4 inches apart. Lift and replant only if they are too crowded.



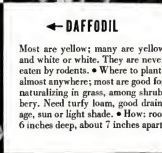
SNOWDROP →

These are white only, bloom early, may form beds when which thousands of blossoms can be picked. • Where to plant: naturalize beneath shrubbery, in perennial border, rock gardens, in light shade. • How: root 3 inches deep, about 3 inches apart. Easy and permanent. Need no care.



← HYACINTH

There are more than 50 varieties of hyacinths in four usual colors: pink, white, blue, yellow. They are hardy, very fragrant. • Where to plant: in formal beds and borders, in the full sun, in rich, well-drained soil. • How: root 6 inches below surface, about 6 inches apart. They bloom in April.



← DAFFODIL

Most are yellow; many are yellow and white or white. They are never eaten by rodents. • Where to plant: almost anywhere; most are good for naturalizing in grass, among shrubbery. Need turfy loam, good drainage, sun or light shade. • How: root 6 inches deep, about 7 inches apart.



← IRIS

Hardest bulbous varieties are the Dutch and Spanish iris. English is delicate. The iris is showy, comes in all colors except red, pink. • Where to plant: group in beds or borders in full sun. • How: root 5 inches below and about 4 inches apart. After the ground freezes, cover with mulch.



Keep Bromo-Seltzer handy for fast, effective headache help!

For best results, use cold water. Follow the label, avoid excessive use. Bromo-Seltzer is a product of Emerson Drug Company.



Wonderfully warm "North Bay" Coat

A favorite with men who want real comfort in a coat. Long-wearing gabardine, Cravenette weather-proofed, Big mooney dyed lamb collar, white lamb lining. Red wool bottom facing. Men's and boys'. See your Lakeland dealer or write for his name, Lakeland Mfg. Co., Sheboygan, Wisconsin

Lakeland SPORTSWEAR
protects you handsomely

Never before . . . a washer so easy to use or so easy on clothes!

NEW NORGE AUTOMATIC WASHER with the marvelous Time-Line Control



Model AW-422



Never before—An Automatic as simple to operate. There's not even a dial to set—for the new Norge Time Line is an easy-to-read, easy-to-use straight line. Press the button and Norge automatically fills with just the right amount of water for any size load. Fully automatic from start to finish—but you can skip or repeat any part of the cycle if you choose.

Never before—A deluxe model that actually costs less. No matter what you spend, you can't buy a finer automatic . . . yet Norge years-ahead design saves you money. Costs less to buy . . . less to use. Gets clothes cleaner by test than any other automatic . . . with a minimum of hot water and soap. Free-floating construction . . . runs whisper-quiet with no bolting. Life-long finish . . . stain and alkali-resistant porcelain top, solid porcelain tub. Permanently sealed-in-oil transmission . . . Borg-Warner engineered to last. Toe-recessed, flush-to-wall design. See this remarkable new Norge Automatic now . . . at your Norge dealer's.



Never before—Hot or warm washing in aerated water. Set the Temperature Switch and a foamy stream of air-soft water quickly saturates every fiber of the clothes. Soap or detergent dissolves instantly . . . goes to work even before washing action begins.



Never before—An Agitator that gets clothes so clean. New, larger double 4-vane agitator creates surface and undertow action that keeps clothes moving constantly, freely. Norge gets clothes cleaner by actual test. Yet it's so gentle it actually prolongs the normal life of fabrics!



Never before—5 warm rinses without wasted water. Norge not only uses less water than most automatics, but provides 2 Spray Rinses, 2 Overflow Rinses (one is agitated), plus an agitated Deep Rinse. Soil is flushed over and down the drain—never back through the clothes.



Never before—Spin-dried clothes with no tangles. Towels come out fluffy, even dainty lingerie spins dry without bunching or tangling or heavy wrinkles that have to be pressed out. Yet Norge's gentle Super-Spin is so efficient that most things are almost ironing-dry!

You won't know what you're missing if you don't see

NORGE

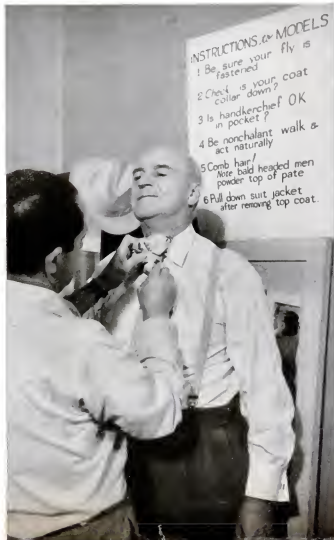
NORGE—a Division of Borg Warner
In Canada: Addison Industries, Ltd., Toronto

REFRIGERATORS • GAS AND ELECTRIC RANGES
WASHERS • HOME FREEZERS • WATER HEATERS



INFORMAL FASHIONS were displayed by (left to right) insurance man Ed O'Brien in handstitched gabardine sport shirt and brown sheen gabardine slacks.

advertising man George Bakewell in tartan housecoat with grosgrain collar and cuffs, and plumbing executive Stewart White in French sport shirt, flannel slacks.



INSTRUCTIONS FOR MODELS
 1 Be sure your fly is fastened
 2 Check is your coat collar down?
 3 Is handkerchief OK in pocket?
 4 Be nonchalant walk & act naturally
 5 Comb hair / like bald headed men powder top of pate
 6 Pull down suit jacket after removing top coat.

Life Attends a Men's Fashion Show

DENVER LIONS SEE NEW FINERY

Trying desperately to concoct a new luncheon program for the Denver, Colo. Lions Club, Henry L. Neuschaefer got an idea, confided it to Myron Neusteter, Denver clothing store head. "No," said Neusteter, "you'll never get a bunch of men to sit still for 30 minutes watching a male fashion show." Then they began improving on the idea. The result last month was a Lion-roaring success which not only had Denver businessmen solemnly (sometimes hamfully) modeling men's fashions but included pretty store models in feminine styles (right) and even the store janitor (p. 182).



FORTY-FOOT RUNWAY was built for fashion show, is here occupied by State Senator Don Dunklee, modeling a double-breasted town coat with a belted back.

← ED DUNKLEE GETS HIS TIE TIED BENEATH INSTRUCTION LIST



DRESSIER FASHIONS were shown by (from left) attorney Ed Dunklee in a cashmere sport jacket, gabardine vest, flannels; insurance man Lyman Baldwin,

three-button patch pocket suit and suede vest; and Bob Bier, president of a hearing aid company, in cashmere polo coat, and "one of the new narrower brim hats."



EVENING AT HOME, modeled by Ed O'Brien and Gladys Body, showed crepe negligee, silk robe.



EVENING OUT portrayed O'Brien carrying \$695 vicuña polo coat, his companion in a cashmere coat.



EVENING ON TOWN by Pat Macaluso and Lyman Baldwin exhibited net gown, dark blue Tuxedo.

America's largest selling brandy

CORONET brandy

makes the lighter highball...

makes your

favorite cocktail



Write today for Coronet's free recipe booklet, "29 ways to use Coronet V. S. Q." Brandy Dist. Corp., N. Y. 1, N. Y. California Grape Brandy 84 proof.



"\$100 OUTFIT" modeled by Neusteter store janitor Clarence Paulin, here with store model Darlene Johns, proved a \$90 outfit. Paulin forgot the \$10 hat.



SHORTS SHOW was put on by 5-foot, 5-inch druggist Louis Albi in glaring red and 6-foot, 6-inch attorney Harold Wagner in smart candy-striped silk.

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

LE COULTRE

Invention, precision, initiative, and the highest order of craftsmanship, are the guiding traditions that have made LeCoultre watches and clocks "The Most Exceptional in All the World". Today's LeCoultre products are outstanding examples of more than a century of significant achievement. For any gift occasion, the "most exceptional" gift you can give is a LeCoultre timepiece.



LE COULTRE ATMOS Perpetual Motion Clock

- no hand-winding
- no electricity
- powered alone by the unflinching daily changes in the temperature of the air.

ATMOS, created by LeCoultre, is the dream of ages come true—virtual perpetual motion. Atmos runs silently and accurately, powered alone by even the slightest changes in the temperature of the atmosphere. Atmos, in its case of crystal and gilt, makes a handsome decorative note in living room or library. Measures 9 1/4" x 8 1/4" x 6 1/4". The perfect gift clock. \$175.



LE COULTRE FUTUREMATIC 100% Automatic Watch

- cannot run down
- cannot overwind
- engineered to be the most accurate self-winding watch in the world today.

Exclusive Reserve Power Indicator

BAGU Setting Stone
Can be set to the 3-convd.
There is no winding stem.

LE COULTRE FUTUREMATIC is the first entirely new conception in watches in generations. It is 100% self-winding; there is no winding stem. It is always fully powered; it cannot run down; it cannot overwind. The LeCoultre Futurematic is engineered to be the most accurate watch in the world today. In trim, hand-finished, gold-filled case. \$99.50.



LE COULTRE FLAIR. A boon to time-cramped executives. On your wrist, the tiny, discreet bell alerts and reminds you of important appointments; at your bedside, acts as a morning alarm. Thin and modern in design, handsome two-tone dial, sweep hand, gold-filled. . . \$99.50

THE THINNEST WATCH in the world has been made by LeCoultre since 1903. A work of unbelievable precision and delicacy of execution, with a movement only .0531 inches in thickness. Silhouette of side view accompanies photograph above. Exquisitely cased in platinum. . . \$190.



LE COULTRE FLAIR. An exquisite piece of jewelry for the wrist, and modern from its curved crystal to its lively abstract design. In 14K yellow or white gold. \$125.

LE COULTRE HOBART. The impressive, rectangular case is complemented by the unusual curved ends and textured dial. Craftsmanship at its best. 14K gold. \$120.



LE COULTRE WESTMINSTER. A watch of commanding character, executed in masculine fashion and lavishly hand-finished. Handsome in 14K yellow gold. \$150.

LE COULTRE CAPRICE. Definitely Paris-inspired is the design of this charming watch in its setting of flowing gold. Hand-finished to the last detail. 14K gold. \$125.



LE COULTRE men's watches bear the unmistakable stamp of distinction; left to right: "Automatic D" in gold-filled case, \$71.50; "Calendar-Moonphase", tells hour, day, month, date and phase of moon, gold-filled, \$99.50; "Conrad", gold-filled, \$71.50.



LE COULTRE for the unusual in exclusive, highly-styled ladies' watches. Examples, left to right: "Beaux Arts", gold-filled, \$71.50; "Aristocrat" in wedge-shaped, gold-filled case, \$71.50; "Orchid" in delicate, gold-filled case. \$71.50.

VACHERON & CONSTANTIN-LE COULTRE

DIVISION OF LONGINES-WITTMANER WATCH CO., INC. All Prices Include Federal Tax



from LIFE, September 2, 1946, by John D. Collins

WHAT'S IN A PICTURE . . .

Men have always used their arts to hold their lives still and look at them—to stop the everlasting flowing away of the world.

A great poem can hold and fix the most evanescent of all things, the experience of the emotions, as a flash of lightning in the night stops the sliding of a river.

Here is a column of cars moving through the August heat and haze of Elwood, Indiana: Wendell Willkie on his way to accept the Republican nomination for the presidency.

But here too is something more.

Look at the tension of that rigid figure balancing awkwardly on the spring cushions of the car-seat. Look at that serious, determined, anxious face.

Look at the outstretched hand, the wide-swept hat.

And look now at the men and women on the sidewalks and in the street, their bodies relaxed, their faces smiling and friendly but thoughtful and appraising too.

What are you looking at?

The masses and their leader?

Or a sovereign people and the candidate who asks their suffrages?

We speak often enough of the sovereign people, half believing what we say. Here you have their faces, their attitudes, themselves. The camera has arrested the vast, complex, shifting life of the Republic at a moment of its history.

by Archibald MacLeish

LIFE

David Niven says—
 “Enjoy that
 rich Schenley taste...
 it's matchless!”

“TENNIS is my game
 because it gives me the
 most enjoyment,” says
 screen star David Niven.
 “And that's why Schen-
 ley is my favorite whis-
 key, too. It is always
 more enjoyable.”



For an Enchanted Evening enjoy
SCHENLEY
 SCHENLEY

*A Mark of Merit Whiskey
 from Schenley,
 the House of Rare Whiskies*

BLENDING WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. ©1951 SCHENLEY DISTRIBUTORS, INC., N. Y. C.



A PERFECT SET-UP for perfect enjoyment—ice cubes, sparkling
 soda, and smooth, sociable Schenley! “After a sizzling match,
 there's nothing like a tall, cool highball made with Schenley,” says
 David Niven. “It's so welcome and refreshing.”



LIKE ALL GOOD HOSTS, when David Niven entertains at
 home, he does it in style. “I want the best—for myself and guests,”
 says David Niven. “And the best is Schenley. It tastes mild and
 good... and wonderfully satisfying.”

Bring Coke into play



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Play calls for a pause
... the pause that refreshes
with ice-cold Coca-Cola.

"COKE" IS A REGISTERED TRADE MARK.