

LIFE



VEIL
HATS

20 CENTS

FEBRUARY 12, 1951

CIRCULATION OVER

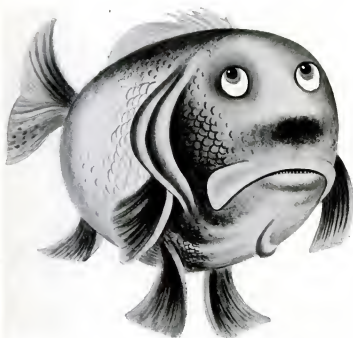
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QUALITY
CRAFTSMANSHIP
STYLE

Forstmann
100% VIRGIN WOOL

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

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



There's a big difference between a

bass...and a...basset

—and there is a powerful difference, too,
between gasoline and “ETHYL” gasoline!



On a trip to the country ...



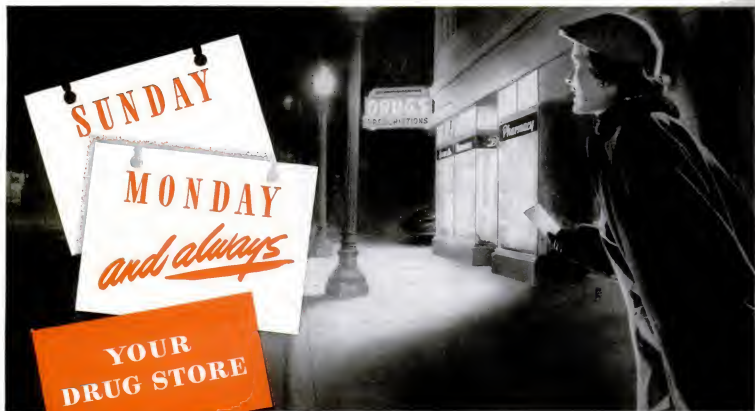
... or around the town ... you'll appreciate



the extra power of “ETHYL” gasoline

When you see the familiar yellow-and-black “Ethyl” emblem on a pump, you know you are getting this better gasoline. “Ethyl” antiknock fluid is the famous ingredient that steps up power and performance. *Ethyl Corporation, New York 17, N. Y.*

Other products sold under the “Ethyl” trade-mark: salt cats...ethylene dichloride...sodium (metallic)...chlorine (liquid)...oil soluble dye...benzene hexachloride (technical)



...gives untiring service that never lets you down!

WHAT A WONDERFUL REASSURANCE—that friendly light, glowing from the windows of your drug store! How comforting to know that the products and the special services so vital to all the family are accessible *Sunday, Monday and always.*

Here are literally hundreds of proven top-name brands at your finger tips. And only at your drug store can you find these

professionally selected products—in quantities, types and sizes exactly fitted to your needs.

Featured on this page are four nationally preferred products typical of the high quality found at your drug store. Shop here with convenience—and confidence. You'll be welcomed with old-fashioned courtesy, *Sunday, Monday and always!*

Be sure of the best—rely on
**NATIONALLY
 PREFERRED
 PRODUCTS**
 —at your drug store!



This Drug Store Features
**NATIONALLY
 PREFERRED
 PRODUCTS** **LIFE**

"LOOK FOR THIS SIGN

This is the sign that tells you my store proudly features these Nationally Preferred Products this week and every week!"



ANAHIST stops cold symptoms in many cases in a *single day!* At the first sign of a cold or upon exposure, take ANAHIST. Famous ANAHIST Tablets—and the New ANAHIST Atomizer for nasal congestion. Buy both today and be prepared.



ACE HARD RUBBER COMBS... comb smoother, last much longer! Won't tear hair—scratch scalp—or lose teeth easily, or curl up and collapse. Many types to choose from; always ask for Ace Combs. Packed in individual sanitary boxes!



WILDROOT CREAM-OIL HAIR TONIC—Grooms hair naturally, relieves dryness, removes loose dandruff. Non-alcoholic—contains soothing lanolin. Get the nation's leading hair tonic today for as little as 29¢, in bottles and handy tubes.



LAVORIS Mouthwash and Gargle. You'll like the distinctive cleansing action that *detaches* and *removes* offensive, germ-harboring film from mouth and throat... the refreshing, invigorating after-effect and the assurance of a fresh, pleasant breath.

This advertisement sponsored for the Drugists of America and leading drug manufacturers by

McKESSEON & ROBBINS

INCORPORATED

and in Canada by National Drug and Chemical Co., of Canada, Ltd.



Career girl, 1965

Little Miss Telephone herself. Thirty-five members of her family have worked for the telephone company.

That's Karen Terry — She's just three and cute as a button. Already she's decided to be a telephone operator when she grows up.

There are many reasons for her choice. For Karen is related to an interesting telephone family in California. Thirty-five members of this family have worked for the telephone company in the past sixty-five years. Many still do.

Lots to Talk About — When Karen's Aunt Ella was asked what the dinner conversation is like when they get together, she said — "Why we talk shop, of course. All about the telephone company and our friends there."

It's that way with thousands of other families throughout the country. One Bell Telephone Company found that 2800, or ten per cent, of its employees had members of their families in telephone work.

Stepping Ahead — A young man doesn't follow his Dad in a job unless Dad says, "Come along, son — you'll find it as good a place as I did." You won't find sister following sister, and brother following brother into telephone work without reason. They like the work and the company.

Good people in good jobs help to give this country the best telephone service in the world at low cost.

BELL TELEPHONE SYSTEM



This One



YEUS-300-SRTF



PURPLE MOTOR OIL CONTAINS AMAZING ANTI-WEAR INGREDIENT

Alkaline reserve agent counteracts acid action under all driving conditions

Laboratory tests show that the biting action of acids on metal surfaces can cause up to 80% of engine wear. Union Oil Company has now developed an agent with an amazing ability to neutralize engine acids. This ingredient is unique in Royal Triton.

In standard laboratory tests, two leading Pennsylvania-type oils and three leading compounded oils in the U.S. were compared with Royal Triton on their ability to neutralize acid. Royal Triton neutralized far more acid than any of the other oils tested—many times more than ever encountered in normal driving.



THE NOW FAMOUS 30,000-mile road test—in which four new cars were run the entire distance without an oil drain—proved Royal Triton's amazing ability to neutralize acids. At the end of the run, the engines showed no measurable wear. The oil was still not acid after being run a distance equivalent to three years' normal driving!



ROYAL TRITON'S amazing anti-acid characteristics were further proved when the world's endurance flight record was set by the *City of Yuma*. The plane's engine was lubricated with Royal Triton.* Though the *City of Yuma* stayed aloft 46 days and flew 90,000 miles, the oil was never completely changed. Engine wear was negligible. *Designated to the aviation field as TSX Aero Oil.



THIS GREAT PURPLE OIL is available in many areas throughout the U.S. If your dealer doesn't carry Royal Triton, ask him to stock it.

UNION OIL COMPANY
Los Angeles • New York • Chicago • Houston



Where she is, there is home

You MUST TRY to see her as they do who have crossed an ocean to find her: rising from the sea and tall against the sky.

Then you will know why it is not strange to love, with an ardor beyond words, a two-hundred-ton woman of copper, a woman named Liberty.

There are other statues in the world—there are the marble women of the museums—and many are made with greater art. But when have you ever seen in any museum an old man with the whip-scars of tyranny on his back, looking at a statue with tears in his eyes and his head bowed in thanksgiving?

When have you seen another statue which the kids from their schoolrooms come to visit, clampering wide-eyed through the vast open heart of her, learning the shape and comeliness of this shining thing they own named Liberty?

Where can you find another country where Liberty stands bright and pleasant at the door, saying: "If you believe in me, come in and be one of us?"

Long before the people of France gave us her image

in metal, she was here in spirit, her light already in the door. She had come in storm-tossed vessels like the *Mayflower*, in sailing packets heavy with ice, in iron steamers caked with rust. Sometimes by first-class and sometimes by steerage she came, sometimes in silks, sometimes in rags. But always she came in the hearts of the bold and hardy ones in every land, those who dared to choose freedom, those who could leave their settled ways and say: "Where she is, there is my home."

Yes, you must see her as they do who have crossed an ocean to find her. Then you will know how young and fine she is, how rare in the world, how hard to win.

And you will know why we must always act in such a way as to make her feel at home with us . . . this spirit of liberty so precious to us all.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

YOUR CROSLLEY NEVER FORGETS TO DEFROST!



MODEL CAC-11

Yes! Your Shelvador® Refrigerator defrosts itself—and in 2 to 10 minutes!

"Care-Free" Automatic Defrosting—nothing to turn on or off—nothing to watch—nothing to empty. No muss—no fuss—no bother! High-speed—defrosts itself in from 2 to 10 minutes! Available in a wide range of models.

Crosley Work-saver Design—gives you *twice* as much food where you want it—in front, in sight, in reach. All space at the "convenience level."

New Beauty—you have a happy choice of "soft-clo" Interior Styling with gold-colored trim, or classic white with chrome.


Full-Width Freezer—holds up to fifty pounds of frozen foods... loads of ice cubes—at temperatures so low that even ice cream stays hard!

ButterSafe—automatically keeps your butter or margarine at exactly the spreading or creaming consistency you like best—keeps it safe from "picking up" other food flavors.

Electrosaver Unit—Crosley engineered, famous for quiet, long-life, economical operation—backed by five-year warranty.

Now on display at your dealer's

Better Products for Happier Living

Crosley Division  Continental 25, Ohio

Shelvador® Refrigerators • Freezers • Electric Ranges • Steel Kitchen Cabinets
Sinks • Garbage Disposers • Electric Water Heaters • Radios • Televisions

Only
CROSLLEY
gives you the
SHELVADOR
Designed from the Woman's Angle

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLLEY!

Each day is a new adventure in

Canada

THERE'S SPARKLE IN THE AIR, BEAUTY ALL AROUND YOU AS YOU RELAX NEXT TO NATURE IN CANADA



Drive through so forgettable scenery, see awe-inspiring glaciers, mirror lakes in Canada's Rockies.

Add "foreign" zest to your travels. "Take in" local festivals, special sporting and cultural events.



See new sights, greet old friends. Go shopping for prize items — woollens, china, handicrafts.

Lakes, rivers, hundreds of miles of scenic coasts... enjoy a cruising vacation in Canadian waters.



CANADA RAISES the curtain on a new kind of vacation. Everywhere you go, you've got a "front row seat for scenery" . . . from breath-taking mountains to wooded lakes, from sea-cooled coasts to game-filled National Parks. And you'll find so many things to do—fishing, hunting, swimming, sailing, riding, golfing, exploring inland waterways and forest trailways. Get away to Canada's scenic spaces—stop at cabin colonies or top resorts. Write now for information or use the handy coupon below.

For a welcome change, a friendly welcome . . .
CANADA—VACATIONS UNLIMITED



CANADIAN GOVERNMENT TRAVEL BUREAU
 Ottawa, Canada D. Leo Dolan, Director

Please send your illustrated book—
 "CANADA, VACATIONS UNLIMITED"

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 (Please print)

Address.....

Town..... State.....

91-1-01-21-01



THE CONTEMPORARY AM-FM radio and 3-speed record changer. Your choice of superb finishes, traditional mahogany or oak. Add big-picture Magnavox TV later.

How *Magnavox* helps make the world go round



IF love is what keeps this old world going, then give some of the credit to Magnavox; for sweet music—Cupid's Girl Friday—has no truer friend nor abler representative than full-range Magnavox sound. Clearly, melodiously and with infinite variety, music comes dancing through

Magnavox instruments on unerring toes . . . with never a rumble, chatter or "wow" to break the magic of the mood. Exclusive new Magnavox changer clean and plays records of all three speeds. Plays all sizes automatically—10- and 12-inch records intermixed. Magnavox radio-phonographs are handsome to see as well as magnificent to hear, and many models are engineered to accommodate the Magnascope

Big-Picture TV System now or later. Only scores known for their ability to serve you well are selected to handle the Magnavox line. Those in your community are listed in the radio section of your classified telephone directory. The Magnavox Company, Fort Wayne 4, Indiana.



Left: THE COSMOPOLITAN. Open its full-length doors for life-sized pictures and full-range sound. Big 17-inch screen, 12-inch speaker. Choose between mahogany and white oak finishes.



Right: THE PLAYHOUSE with exclusive Magnascope Big-Picture System, 17-inch rectangular tube, built-in filter and instant tuning. Beautifully finished in rich mahogany or oak.



Handy place for television, too!

Better sight, better sound, better buy . . .

the magnificent
Magnavox
radio-phonograph-television

KNOW WHAT WE KNOW?...

GRO-PUP's got everything!



3 times as much nourishment as in canned dog foods

The big difference! Gro-Pup Ribbon is solid, complete food—not $\frac{1}{2}$ moisture. Pound for pound, 3 times as much nourishment as in moist canned dog foods!

Complete balanced nutrition. Gro-Pup gives all the factors scientists now find dogs need... combines solid body-building protein with minerals, carbohydrates, fats, vitamins.

Feed your dog right. Depend completely upon Gro-Pup, using table scraps as extras!

Dry or moistened—Gro-Pup packs real "sniff appeal." Great to build good bones and teeth... sparkling eyes and coat... and bounce! Great for cats, too!



Only dry dog food with this veterinary seal of approval as a complete food.

BIG NEWS FOR MEAL USERS!

Easiest fixing, fastest mixing
— now try Gro-Pup Meal.
Takes up liquids in an instant-mix! No soaking, no waiting. Thriftily! Gives same "complete dinner" nourishment as good Gro-Pup Ribbon.
Dogs love both!



Build a bouncy dog with "COMPLETE DINNER" Gro-Pup!

Today, try **NEW** Vaseline Cream Hair Tonic
and join the men who say:-

**"MY CHOICE
from now on!"**

Because no other hair tonic contains new wonder-
working **Viratol***...assuring natural looking hair
and natural feeling hair that stays neat all day long!

**REALLY
GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

**GOOD-LOOKING
HAIR
ALWAYS MAKES
A HIT
WITH ME!**

**THIS IS FOR ME!
IT'S GOT
ALL THE OTHERS BEAT
A MILE!**

**Special compound VIRATOL (with Lanolin) in Vaseline Cream Hair Tonic helps keep hair in place without stiffness... gives it the natural lustre that men envy and women admire.*

VASELINE is the registered trade mark of the Chasebrough Mfg. Co., Cos.'s

LETTERS TO THE EDITORS

"THIS WAY TO SUICIDE"

Sirs:

The sooner the political leaders of this country recognize the truth of your editorial, "This Way to Suicide" (LITZ, Jan. 22), the sooner we can destroy the Soviet menace.

Those responsible for the security of the U.S. should ask themselves this question: Will Soviet Russia try to knock us out as soon as she thinks she can do so without too great cost? If the answer be "yes," then we should equip ourselves to knock her out first.

JAMES E. WOOD

Edenton, N.C.

Sirs:

If we had a Dillinger haled up thinking over whether to wait and let things quiet down (giving us a chance to arm a big posse) or to come out shooting now, editorial saying "he must be shot, he will never reform" would be the surest way to make him break out shooting to kill.

O. S. READING

Washington, D.C.

Sirs:

I rise to protest . . .
Never in history has any one idea, nor any one government, ruled the world. Every time any nation has tried to do it, failure has resulted. Imperial Rome was not able to destroy Christianity. Neither could Charlemagne, with his Holy Roman Empire, impose it on the world. Mohammedanism spread like a prairie fire until it was stopped by brave Christians, but Christians could not destroy Mohammedanism. That Communism is a similar historic force would be foolish to deny.

Communism will not be destroyed by destroying the present regime in Russia. What will take its place will be a Russian regime, most of whose personalities know nothing but Communism. . . . The total exhaustion of Western Europe would create the very "revolutionary situation" where organized Communists could seize power. Certainly it will mean the end of democracy.

You are calling for more political capacity than exists in America or anywhere in the world. . . . Whether we like it or not, America and organized Communism are going to coexist for many decades, if not generations, to come. . . .

WILLIAM R. MATHEWS
Editor and Publisher

Tucson, Ariz.

The Arizona Daily Star

Sirs:

A classic example of the ineptitude of such methods and principles as the Truman-Acheson ones may be found in the conduct of the kings and politicians of Europe in 1792 when the French Jacobins began their aggressions. They undertook limited measures aimed at "building situations of strength" and at "containing" revolutionary France. Unable or unwilling to recognize the nature of their enemy, they fancied that a defensive alliance of the other states of Europe would persuade the French revolutionists to abandon their purposes and live in peace with governments whose overthrow and destruction the revolutionists were determined to achieve. Nothing could better have served the revolutionary purpose than this political strategy. The French broke up

Fast, Effective Help for HEADACHE Upset Stomach - Jumpy Nerves

**BROMO-SELZER
EFFERVESCES
INSTANTLY...READY
TO GO TO WORK
FASTER THAN ANY
TABLET PRODUCT
YOU'VE EVER TRIED**

Fight Headache 3 ways fast with Bromo-Seltzer and get really effective pain relief!

1. Relieves headache pain.
2. Neutralizes excess stomach acidity.
3. Quietes jittery, jumpy nerves.

For best results, use cold water. Follow the label-avoid excessive use. You must be satisfied or your money back. Get Bromo-Seltzer at your druggist's today. A product of Emerson Drug Co.

BROMO-SELZER



"We'll just have to get a bigger dog - now that we have U.S. Rug Underlay!"

**Air Filled
Sponge Rubber**

U.S. RUBBER

Costs in exact rug also
Rugs Year Long

AT FURNITURE AND
DEPARTMENT STORES

Also ask to see U.S. Non-Slip that anchors slippy
page flat and neat. Inexpensive by the yard.

UNITED STATES RUBBER COMPANY

Here's why owners call it the
WORLD'S MOST USEFUL RADIO!



**CLOCK-
RADIO**

★ No more worry about falling asleep and leaving the radio and light on...no more waking to jangling alarms...no more getting out of a cozy bed to turn the radio on or off. Not with the famous General Electric Clock-Radio. It's the world's most useful radio, ideal for everyone, every room. So popular it outsells all other makes *combined!* Of course it's a fine-tuned G-E radio—plus a G-E electric clock that tells time even in the dark. In four stunning colors, all at the same low price! Get yours today!

General Electric Company, Electronics Park, Syracuse, N. Y.

CHOICE OF COLORS

ALABASTER IVORY
 CONGO BROWN
 PERSIAN RED
 PORCELAIN WHITE

ONE LOW
 PRICE..

\$34.95*



Deluxe model has an extra tube—brings in distant stations. In Congo Brown, Model 535 \$39.95*

Wake-up-to-music! Clock-Radio. In Alabaster Ivory or Congo Brown, Model 510 \$29.95*



Model 510 shown.

**Slightly higher Watt and South, subject to change without notice.*

You can put your confidence in—

GENERAL



ELECTRIC

© 1951, General Electric Co., Syracuse, N. Y.

In **FATIMA** *the Difference is* **QUALITY!**

FATIMA—the *Quality King-size* cigarette...the finest Turkish and domestic tobaccos—**EXTRA MILD**... gives you a much different, much better flavor and aroma than any other long cigarette.



*Smokers
Everywhere
Agree*



RITA DAIGLE
Famous Cover Girl

JACK WEBB
Star of "DRAGNET"



"BAB" BECKWITH
Flight Instructor

LEE SILVER
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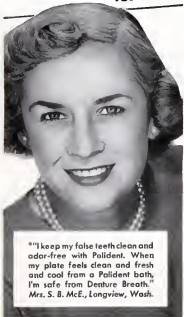


MRS. DEEMS TAYLOR
Theatrical Designer

FATIMA — **BEST** of All Long Cigarettes

I WEAR FALSE TEETH

yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH"
for me*



"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath." Mrs. S. B. McE., Longview, Wash.

You know what Mrs. McE. means—it's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Remember, dental plates need the special care of a special denture cleanser. Don't brush, soak them in Polident (only about a cent a day) to keep them sparkling clean, free from Denture Breath. Get Polident tomorrow.

NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.



POLIDENT

RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?

Amazing New Cream Holds Tighter. Longer than anything you've ever tried or double your money back



POLI-GRIP
Made and guaranteed by POLIDENT

LETTERS TO THE EDITORS

CONTINUED

three coalitions animated by this principle and conquered Europe from Madrid to Moscow. Not until they grasped the positive ideal of liberating peoples from French imperialism and saving the French themselves from the tyranny of Bonaparte did the peoples and princes of Europe succeed in their effort to overcome their enemy.

ROSS J. S. HOFFMAN

Rye, N.Y.

DUFY AND BASEBALL

Sirs:

Any Boston baseball fan could tell you that Raoul Dufy's painting of the ball game in your story, "Raoul Dufy in America" (LIFE, Jan. 22), was done not at Fenway Park but at Braves Field. Braves Field is noted for its new super scoreboard, so well represented in the sketch.

BETTY HALL

Belmont, Mass.

● Artist Dufy says his painting does indeed show Braves Field. Even though it is titled *Fenway Park*. Dufy admits, "I don't understand baseball," but adds, "Americans are too literal in looking at paintings. Only the painting itself is important. The subject is nothing."—ED.



NOT FENWAY

AIR DEFENSE

Sirs:

We don't want folks to think that the only civic service Mrs. James A. Walsh Jr. ("Air Defense of the U.S.," LIFE, Jan. 22) performs well in air-warding work. She is also one of the most dynamic raisers of funds for the cancer cause in the state of Connecticut, serving as chairman for her town's April cancer drive and as a member of the Connecticut Cancer Society's state campaign-planning committee.

ARTHUR SLATSKY

New Haven, Conn.

Sirs:

You say the Air Force is alarmed at the lack of volunteer aircraft spotters and workers in filter centers.

I think the Air Force, like the Civilian Defense organizations, should stop moaning and begin to realize that they have done a terribly poor job of publicizing their needs. Most Americans still don't know what they can volunteer for, or where and when they can sign up for plane spotting, wardening or other similar jobs.

SHIRLEY WIND

New Brunswick, N.J.

● To sign up, volunteers should get in touch with their city, county or state Director of Civil Defense. The local newspaper can tell you who he is.—ED.

CONTINUED ON NEXT PAGE



They live
dangerously

But so do YOU...
every time you drive your car



...that's why you need the

Good Hands of Allstate

The powerline worker's job is a hazardous one. A single careless move may mean sudden death. But think a moment. You face that same danger whenever you drive your car. Without warning, in a split second, an accident can strike—can maim, disable, kill... can cost you a lifetime of savings to pay a judgment for injuries or death.

That's why you need the kind of auto insurance that Allstate offers. Their dependability, speed, and absolute fairness in handling claims have proved to car owners everywhere that "You're in good hands with Allstate!"

Make your own comparison. See how much you can save. Prove to yourself the greater value of Allstate protection and service. Get your free copy of the *Buyers' Guide to Better Auto Insurance*. See your Allstate Agent today—or write direct to Allstate Insurance Company, 3241 W. Arthington Street, Chicago 7.



You're in Good Hands with

ALLSTATE

INSURANCE COMPANY

Specialists in Auto Insurance... Founded by Sears
Agents' offices maintained in Sears stores in principal cities.

A wholly-owned subsidiary of Sears, Roebuck and Co., with assets and liabilities distinct and separate from the parent company. Home Office—Chicago.

DRIVE SAFELY...

ONE OF THE LIVES YOU SAVE MAY BE YOUR OWN

©1951 A.L.C.O.

only the revolutionary
Van Heusen CENTURY Shirt
 has the patented soft collar that

won't
 wrinkle
 ever!



Valentine's Day
 is February 14th

Secret behind Van Heusen Century Collar is woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay... can't be ironed wrong.

In white, wide-spread or regular collars, single or French cuffs — in two weaves of fine broadcloth, \$3.95, \$4.95
 In blue, tan or grey, wide-spread (French cuffs) or regular collar (single cuffs), \$4.50
 Tie shown: Van Heusen Wicker Weave Print, \$1.50



Perspiration won't wilt it! Soft collar needs no starch or stays to keep neat day and night. Has Van Heusen "Comfort Contour" collar styling.



Laundering won't hurt it! Easy to launder—just can't even iron-in wrinkles. No starch, less ironing means more comfort, more wear.



Patented one-piece collar! Has no lining—just can't wrinkle. Feels as soft as fine linen. Only Van Heusen Century has this collar.

Van Heusen
 CENTURY shirts

A new shirt from 17 years Van Heusen shrinks out of size! \$3.95 and \$4.95
 Phillips-Van Heusen Corp., N. Y., N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Palmans • Handkerchiefs • Collars

LETTERS
 TO THE EDITORS

CONTINUED
 FOREIGN LEGION

Sirs:
 The two French soldiers in your "New Broom in Indo-China" (LIFE, Jan. 22), captioned respectively "Senegales" and "Moroccan" legionnaires, are not legionnaires at all. The Senegalese is wearing on his cap the anchor badge of the Infanterie Coloniale, while the Mohammedan may be either a *trouillieur* or a Spahi Marocain. Neither is a soldier of the Legion Etrangere.

R. ERNEST DUPUY
 Colonel, U.S.A., Ret.
 West Point, N.Y.

• LIFE's thanks to Colonel Dupuy, who is correct. The Mohammedan is a *trouillieur*.—ED.



SENEGALISE AND MOROCCAN
 SINCLAIR LEWIS

In listing the novels for which Sinclair Lewis was best known ("Sinclair Lewis Dies in Italy," LIFE, Jan. 22) you omitted his own personal favorite, *Arrowsmith*. *Arrowsmith* is now used in New York high schools as a textbook. It will become the best known of Lewis' works.

RUTH JOHNSON
 Hempstead, N.Y.

Sirs:
 In your story you say that Lewis "once walked unannounced into Yale University luggage by his Nobel Prize medal and tried to give it to an employee, who failed to understand his gesture and referred him to the sixth storey. (He flew into a rage and later presented the medal to the Vermont State Museum.)"

Actually, Lewis only lent the medal to the Vermont museum. Later, in a cooler moment, he retrieved it and sent it home.

CONTINUED ON PAGE 18
 Address the Editors
 at 9 Rockefeller Plaza
 New York 20, N. Y.

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Perfect Gravy
 every time...
 SMOOTH... BROWN... DELICIOUS!
 ANY TIME!



Brown hamburgers well. Remove from pan. Heat Franco-American Beef Gravy in same pan and pour over hamburgers and potatoes.
MENU FOR HAMBURGER DINNERS
 Hamburgers on Buns Washed Potatoes
 Caviar Bishes
 (celery, carrot sticks, radishes)
 Apple Pie with Cheese
 Coffee or cream
 Milk for children

Just heat
 and serve!

No more gravy failures! Make perfect gravy every time... any time... with Franco-American Beef Gravy. Made from fine, selected beef. Has that real, roast beef flavor. All ready to serve—just heat. At your grocer's now!

Franco-American
 BEEF GRAVY... READY TO SERVE!



Only America's
 Finest Pipe Tobacco comes
 in a Real Pouch

- The Edgeworth pouch fits snug in your pocket. It's comfortable—convenient.
 - Preserves that famous Edgeworth Extra High Grade quality and flavor.
- MAKE YOUR PIPE DREAMS COME TRUE.
 ENJOY TODAY'S SUPER-MILD EDGEWORTH



Large tilling—15¢
 Cigar tilling—15¢

Will you look as young as Gloria Swanson at 51?

When Gloria Swanson was filming "Sunset Boulevard", make-up men had to *paint wrinkles on her face* to make her look middle-aged.

Yet Gloria Swanson is 51!

What is her secret? How has she managed to keep looking years younger than she really is?

Of course, she has chosen a hair-style, make-up and color schemes that soften her face and cast a youthful, glowing light about her. "But most important for any woman who wants to take years off her age," Gloria Swanson said, "is to keep a youthful-looking skin."

And yet, she has no expensive beauty ritual. The astonishing fact is, she keeps only one cream on her dressing table—Jergens All-Purpose Cream!

Gloria Swanson says: "Here is the one cream that serves every beauty need of the woman seeking the secrets of a youthful-looking skin."

Jergens Cream is a cleanser... with superfine oils that float dirt, dust and stale make-up out of your pores. It cleans your skin to a sparkling radiance.

It's a lubricant, too, enriched with a precious substance called VITONE. It lubricates thirsty skin cells

... helps smooth out age-revealing dry lines and gives your skin a firmer, younger look. For Vitone supplements the natural oils you lose with age.

And Vitone continues to smooth your skin when you use Jergens Cream as a powder base. It gives a flattering dewy-softness to your make-up, and your powder clings more smoothly than ever before.

Use this complete beauty cream. Be one of the lovely women—who looks years younger than she is!



JERGENS ALL-PURPOSE CREAM enriched with precious VITONE...
for complexions that refuse to look old

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New Streamlined General Electric Automatic Toaster
pops up toast, or keeps it down till you're ready for it!

Toast—when you want it!



Now—without any "timing" on your part you can have your eggs and toast ready at the same time! With the new General Electric Toaster, you can keep toast ready and waiting inside! For the prompt members of the family, just set it to pop up toast for immediate use.

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This General Electric Toaster toasts every slice to taste—light, medium or dark. Just set the control, it won't matter if you toast one slice or twenty. You get every slice exactly the way you want it. "Every munchy slice so wonderful to bite into!"

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This new, shimmer, streamlined General Electric has a Snap-In Crumb Tray for quick, easy cleaning. It won't take you a minute to snap it out, clean it, and snap it in again.

*Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL ELECTRIC

**LETTERS
TO THE EDITORS**

CONTINUED

It as a gift to the Yale University Library. It is on exhibition here now.

JAMES T. BARR
Librarian

Yale University Library
New Haven, Conn.

CINDERELLA

Sirs:

I thought perhaps LIFE would like to see a picture of a Cinderella and her pumpkin arriving safely at the ball. I enclose a picture (*below*) of Henry Grady High School's Cinderella, Miss Mary Jane Lewis, as she stepped from her horse-drawn pumpkin. The pretty Cinderella was transported in her pumpkin without such a mishap as befell Miss Sally Ann Hoves in your story, "Cinderella Never Had It So Bad" (*LIFE*, Jan. 22).

JOTCE BROWN

Atlanta, Ga.



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this time!**

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HOW A MAN OR WOMAN CAN RETIRE WITH \$250 A MONTH.

"Life looks mighty good to me to-
day. I'm driving to Florida,
maybe Mexico. I'm free to do the
things I've always dreamed of doing—
fish, swim, lake around a beach some-
where. For, you see, I'm retired now—
with a check for \$250 a month, every
month, as long as I live.

"Strangely, I owe my luck to the
crash and the depression. When the
bottom dropped out of the market, I
still had a good job, but my savings
were wiped out.

"Up till then, I'd looked forward
to having enough to retire on some
day. But in '29, I was nearly forty.
With almost half my working years
gone, I'd have to start over again.

"And suppose I could save enough,
how would I invest it? I'd already
learned how little I knew about stocks.

"About that time, Jim Fisher, who
worked in our office, announced he
was retiring. I told him how I envied
him—and how hopeless it seemed for
me to ever afford to retire.

"But Jim said something that sur-
prised me. You know, you're luckier
than I am. You can retire—easier than
I did. You can plan now to get a guar-
anteed income, with no investment
worryes, when you're, say, 60. For men
in their forties—or younger—there's
a modern answer to the retirement
problem. You needn't be rich. You
needn't have a lot of money saved."

"I asked him what the answer was.
He said, 'It's called the Phoenix Mut-
ual Retirement Income Plan. It's
a way you can make part of your
salary now buy you a retirement in-
come later. There's only one secret—
starting in your forties—or sooner!'"

"I jotted the name on my calendar
pad, and after Jim left, I wrote to
Phoenix Mutual. Back came a booklet
telling all about Retirement Income
Plans. This was the answer for me!

"Not long after that, I realized for
a Phoenix Mutual Plan. And what a
feeling of security it gave me. It guar-
anteed \$250 a month, every month,
starting in 20 years. Meanwhile, till
I reached retirement age, it protected
my family with life insurance.

"Those twenty years rushed by. A
while ago, I got
my first Phoenix



Mutual check and retired! With a steady income, I'm taking it easy."

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This story is typical. Assuming you
start at a young enough age, you can
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60, 65 or older. Send the coupon and
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SPEAKING OF PICTURES . . .

...Ice cleaners put on a squeegee ballet

Among the busiest and the most gawked-at skaters in the world are the attendants at New York's Rockefeller Center rink. Their skating is functional, not fancy, since their job is to give lessons and clean the surface of the ice. Six times a day the attendants spray the ice with water, then scrape off the shavings and excess moisture with long-handled squeegees. Struck by their balletlike grace during this operation, Photographer Ray Shorr recently asked them to skate through the simple formations shown on these pages. When he finished taking the pictures an hour later, the attendants reluctantly laid aside their squeegees and went back to the job of teaching children and elderly ladies not to skate in sitting positions.





Through the years, more and more men have turned to Florsheims in their search for shoe satisfaction.

The fact that today more men wear Florsheim Shoes than all other quality makes combined in proof that it is performance, as well as reputation, that gives Florsheim Shoes their leadership. Quality to Florsheim simply means finer shoes—shoes that will look better, wear longer, and thus cost less in the long run.



Florsheim Shoes



The KENMORE, S. J. 101 popular U-wing tip.

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LIFE

Vol. 30, No. 7

REG. U.S. PAT. OFF.

February 12, 1951

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NOTICE TO LIFE'S READERS

Because of the embargoes on rail shipments as a result of the switchmen's walkout, some readers may be late in receiving their copies of this issue.

LIFE'S COVER

On this week's cover Model Lillian Marcuson wears a Lilly Daché hat called "Flower in Flight," made entirely of starched white velveting trimmed with black velvet ribbon and an upright rose (\$39.50). It represents the trend to veil hats, which is the big news in spring millinery (pp. 67, 68). Miss Marcuson appeared once before on a *LIFE* cover (Nov. 14, 1949), wearing another Daché hat. This appearance got her home town of Hartford, Conn., so excited that when she was married a week later the police had to be called to keep hundreds of curious but uninvited guests out of the church.

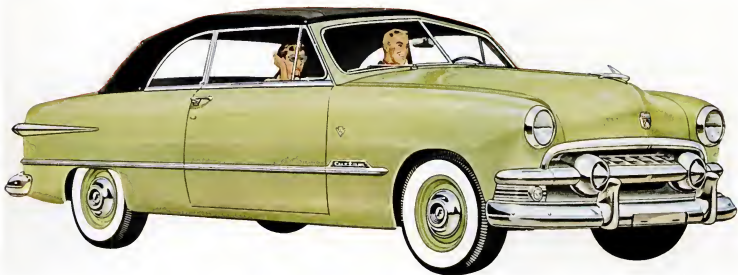


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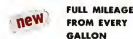
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Cottage Cheese

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LOOK DOWN FROM FOURTH BOMB EXPLODED IN NEVADA SILHOUETTES SPIRES OF ST. JOSEPH'S CHURCH IN DOWNTOWN LOS ANGELES, OVER 200 MILES FROM BLAST

ATOMIC TESTS LIGHT UP FOUR STATES

Last fortnight, early on four mornings, the pre-dawn blackness over southern Nevada was seared by gigantic bursts of flame. On its new secret proving grounds the Atomic Energy Commission was testing its newest batch of A-bombs, the first set off in the U.S. since the original Alamogordo explosion in 1945. But this time, forewarned of the tests, U.S. citizens for hundreds of miles around caught their first direct glimpse of that awesome spectacle. The explosions lit up a half million square miles in four western states, could be seen in Arizona, Utah and even in San Francisco, 400 miles off. Watching from the edge of the test area, the *New York Times's* Gladwin Hill described the third blast: "The surrounding mountains and sky were brilliantly illuminated for a fraction of a second by a strange . . . gray-green light of infinite coldness. . . . In its momentary glare, the mountains looked in the silence like the weird and lifeless peaks of a dead planet. . . . An eerie silence persisted. . . . Then the explosion began reverberating, first in many directions among the nearby mountains, then in the distance. . . . The desert returned to silence."

LIFE Photographer J. R. Eyerman recorded the same explosion in the exclusive pictures on the following pages. The next day he shot the sun with the same exposure, found the A-bomb many times brighter.

What was the AEC up to? Clearly something urgent was in the wind, for otherwise the tests


would have been held at the distant Pacific testing ground rather than in the U.S. itself, where unwanted observers could see some results. Were these preliminary tests for a hydrogen bomb? They did not seem potent enough for that. One feature of all previous atomic explosions was lacking: the mammoth, telltale mushroom cloud. The first three bombs left only thin wisps of smoke. The fourth alone had enough kick to churn up the Nevada desert into something faintly resembling the clouds seen over Hiroshima and Nagasaki. All four, then, were probably "little" A-bombs, the tactical weapons which have been discussed for the past year. These

would be bombs which could be fired by artillery or carried by fighter planes against troop concentrations rather than whole cities. The AEC, quite properly, refused to comment on whether or not it had made small A-bombs. Nor would it say how the bombs were carried and detonated. But at week's end it did say, in its own laconic fashion, that it was "very satisfied" with its recent activity.

The residents of nearby Las Vegas, however, found the tests unsettling. The opening shot startled them from sleep and scared many right out of bed. A motel operator thought someone was trying to tear his roof off. A deputy sheriff's frightened dog jumped into bed with him. And in one of the all-night gambling casinos a craps-shooter's dice, which were teetering toward a natural, suddenly jarred to snake eyes instead.



BROKEN WINDOW of the Jerry Davis store in Las Vegas is measured by owners for replacement.



.032 SECOND AFTER BLAST



.04 SECOND



.05 SECOND

ATOMIC EXPLOSION, the third of this series, was photographed by LIFE's J.R. Eyerman with rapid-fire aerial cameras set up near Highway 95, 35 miles

southeast of the blast. When the bomb went off at 5:46 a.m. Feb. 1, its flash triggered a photocell and started the cameras which were stopped down to $1/32$ and



.07 SECOND



.09 SECOND



15 MINUTES

set at $1/300$ second. At .032 second after the explosion (*top, left*) the flash illuminated a wide expanse of landscape. At .04 second it flared higher, then began to

die out. By .09 second it was virtually all over (*right, center*). When dawn came (*bottom, right*), a thin wisp of smoke could be seen drifting over the Nevada hills.



EISENHOWER SPEAKS to members of both houses in Library of Congress. At left end of third

row is Mrs. Eisenhower, seated behind three congresswomen. In fourth row back, with hand cupped

to ear, is Representative Doughton, of North Carolina, head of Ways and Means Committee. At left of



PRO-SOVIET HUDDLE in U.N. took place the afternoon before the vote on the U.S. resolution.

Facing the camera is Russian delegate Tsarapkin who has taken over for Russians while Malik is sick.



OVER THE HURDLE after U.N. political committee passed resolution 41-7, U.S.'s Gross (left).

THE AIR CLEARS—A LITTLE

When last week began, the familiar feeling of argument and confusion hung in the air. But by the time it was ended one argument had been settled and the news from Europe became somewhat more encouraging.

At Lake Success, reluctantly but finally, the U.N. had officially branded Red China an aggressor. The U.S. had insisted on this despite the hesitance of Western European nations who felt that any real decisive action in the Far East would divert assistance from their own frontiers. But the passage of the resolution was not an unmitigated triumph for the U.S. The resolution was watered down and by the time it came to vote the door for compromise had been left open. Indeed Secretary Acheson and his aides were much less emphatic in pressing U.S. policy than were the House and Senate, which forthrightly voted that Red China be named aggressor. In order to speed the resolution, the State Department had assured the reluctant British and others that any economic or military sanctions invoked against the Chinese would be limited. While this assurance carried the day, it left its own bad taste—particularly with those countries who felt their votes had been lined up merely to push through the U.S. resolution.

From Europe, while the U.N. was adopting the U.S. motion, came René Pleven, the premier of France, to confer with Truman and other high Washington officials. Too much attention, he said, had been paid to the talk of "neutralists" in France. France was not a fair-weather friend and had, in fact, contracted to supply 10 equipped divisions in Europe by the end of 1951, 20 by 1953. Pleven let slip an additional bit of news. Under the terms of the Brussels conference, he said, one fifth of the North Atlantic troops could be made up of Germans.



FRANCE WILL FIGHT: PLEVEN

As Pleven departed, the main attraction of the week in Washington appeared. General Eisenhower, back from a tour of Europe's defenses, reported to Congress and the U.S. people. He was more casual than Pleven on the subject of German rearmament, which had been a dangerous challenge to the Russians and anathema to the French. The Germans, said Eisenhower, were not yet even ready to be armed. Until the Germans had achieved a political platform and had earned equality they should not be included in any U.N. army. Fur-

thermore, he regarded U.S. equipment sent to Europe as more important than U.S. troops sent to Europe, but he earnestly urged Congress not to place a fixed limit on the number of troops that could be sent abroad.

In his public speeches Ike covered familiar ground and added few additional facts. But in later secret session before the Senate Foreign Relations and Armed Services Committees he proved he was able to come up with ready and specific answers to questions from his critics as well as to questions from his friends. In his talk he struck a fresh and new note when he reminded the country that the really important thing was to rebuild Europe's morale and its self-respect.

The effect of Ike's over-all performance was as much a tribute to his personal persuasiveness as to his analysis of the situation. Although the Great Debate on military policy in Europe was not over, it was evident that in Eisenhower, the Administration has successfully dealt its major card against the Taft-Hoover-Kennedy school of opposition. His speech, like the U.N. vote and the assurance of French support, did not in itself mark a spectacular gain. But some of the underbrush had been cleared away from the path to decisive action.



SEND ARMS TO EUROPE: IKE



front row, hands clasped on laps, are Senators Mundt, South Dakota; Welker, Idaho; Fullbright, Arkansas.



Britain's Jebb and Warren Austin feel fine. Vote made it appear likely measure would pass Assembly.



FINAL VOTE in General Assembly brands Red China aggressor but provides for negotiation before

sanctions can be applied. With their hands raised are Austin and Jebb. At the right is Russia's Tsarapkin.



FEARLESS FAGAN FINDS A HOME

Soldier at last gets sanctuary for the lion who talks with a man

Last month a warrant officer at Fort Ord, Calif. had an apoplectic experience. A private came in and asked for a 14-day emergency furlough so he could take care of his cat. Then Pvt. Floyd C. Humeston explained.

When he was 7 his grandfather gave him a lion cub as a pet and thereby set the course of his life. Humeston, now 24, became devoted to animals, accumulating, among other things, an alligator, falcon, boa constrictor and a total of seven lions. Naturally he wound up in a circus. Last fall, when he was drafted, Humeston sold six lions, but the seventh, Fearless Fagan, he could not part with. He had brought up Fagan from a cub, had daily brushed his teeth and combed his hair, drunk with him from the same milk bottle, taught him a commercially profitable wrestling act and evolved an English-German

gibberish that Fagan not only understands but answers with growls and gurgles which his master understands. On cold nights they even slept together in the trailer where Humeston and his mother lived. Now Fagan, temporarily housed 265 miles away in a Venice, Calif. park, and his drafted master were as lonesome and irritable as parted lovers. Besides, Humeston feared Fagan's wrestling technique would get rusty.

Numbly the warrant officer approved the furlough for Humeston, who began a round of circuses and zoos (below) in an effort to find a good home for Fagan. All admired Fagan but were full. Finally the Humane Society at Monterey agreed to take him. Humeston was overjoyed. Monterey is only seven miles from Fort Ord, so now he and Fagan can get together often to a wrestle and a good heart-to-heart talk.



FLOYD HUMESTON TAKES HIS CAT OUT FOR WALK



FAGAN ARRIVED in Humeston menage when Floyd was 21. He slept in a basket in living room.



GROWING UP, Fagan adjusted easily to trailer life, was trained by affection only, never by whip.



A TRUE WRESTLER, Fagan learned how to fake fighting master, tore breakaway parts for circus act.



TURNED AWAY by Los Angeles zoo which has 7 lions, 400-pound Fagan seeks solace in master's lap.



REBUFFED by the Beverly Amusement Park in Los Angeles, Fagan and Humeston are desperate.



BOUND FOR A HOME at last, Fagan motors to Humane Society after greeting by local Lions Club.

← MAN AND BEAST SLEPT TOGETHER DESPITE FAGAN'S GAMY SMELL, SHEET-STAINING SKIN OILS



U.S. PLATOON LEADING ADVANCE HITS ROAD BLOCK MADE OF FELLED TREES



TWO MEN WITH MINE DETECTORS (LEFT) LEAD PLATOON PAST ROAD BLOCK



MEN HIT DITCH (AHEAD OF BLOCK) AS TWO RED MACHINE GUNS OPEN FIRE



PUFFING RIFLEMAN DASHES UP HILL TO TAKE COVER FROM ENEMY FIRE.

THE INEVITABLE ROAD BLOCK

A U.S. platoon runs into trouble on road to Seoul

In Korea the Eighth Army was advancing cautiously northward as General Matthew Ridgway tried to discover what had become of the main Chinese armies. Sometimes U.N. forces found Reds in company or battalion strength and, attacking after heavy use of artillery and airpower, blasted them out of the way, at times inflicting severe casualties. Everywhere they went the U.N. ran into a favorite Red defensive device—the road block. The road block is a barricade, usually built of logs and branches, set



BEHIND HIM, RADIO OPERATOR AND LIEUTENANT GET READY TO FOLLOW

between steep banks or in a marshy area so that vehicles cannot get around it. A well-planned block will lead advancing troops into a minefield or a spot which can be effectively swept by enemy fire. LIFE Photographer John Dominis was with a U.S. platoon when it came to a block on a road to Seoul. Men with detectors went ahead and, finding no mines, called the platoon to follow. The leading squad was around the block and moving down the road when two Red machine guns and some riflemen opened up



PLATOON COMMANDER LIEUT. JAMES JONES IS LAST TO DASH FOR SAFETY



MEN RETURN ENEMY FIRE BUT FIND TOO MANY REDS FOR THEM TO HANDLE



HALF-TRACK CANNOT PUSH THROUGH AND PLATOON BEGINS TO WITHDRAW

on them from the next hill. The outnumbered platoon pulled back and that night, following what has become standard procedure in Korea, the U.S. artillery gave the whole area a thorough going over. This knocked the defending Reds out of the hills and next day the platoon came up, pushed the road block aside with bulldozers and went on—to the next road block. By last weekend the Eighth Army was only seven miles from Seoul, still moving cautiously and still wondering what the Chinese were up to.





NEW PRESIDENT receives sash of office from outgoing President Dutra (center), who puts it on Vargas' shoulder.

BRAZIL'S "LITTLE ONE" RETURNS

Ex-dictator Vargas, reinstated in a free election, is inaugurated

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

It was like old times in Rio. "The Little One," dynamic 5-foot 2-inch Getulio Vargas—dictator of Brazil from 1930 to 1945—was in power again, at the age of 67. Again the streets rang with the locomotive cheer, "Jeh—TOO—lio, Jeh—TOO—lio!" Again his supporters—the working classes and the discontented—pelted him with rose petals, and he smiled and bowed until his pink cheeks glistened with sweat.

But there was a difference this time. The old dictator, who had held power for 15 years by denying free elections before being unseated by an army coup in October 1945, had come back by means of a landslide vote in a democratic

election last fall. He was probably the first unseated dictator in history to get back into office through the use of democratic processes. Now as a constitutional president he professed humility in his inaugural speech: "My thoughts," he said, "at this moment are with the Brazilian people, who never forgot me." Facing a crowd of 100,000 crammed into a sun-scorched square, he never mentioned his rosy campaign promises of lower food prices, but spoke realistically: "I have not come here to sow illusions and you must not expect miracles from me. . . . I do not want to fool you with ambitious projects or great, imagined but unachievable programs."



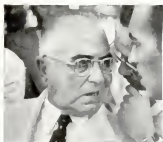
SENTIMENTAL FOLLOWER brings out old picture commemorating Vargas' rise by revolt in 1930.



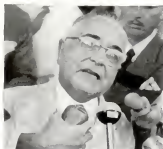
← **A SATISFIED MAN**, Getulio Vargas makes a memorable portrait of a successful politician as he puffs his cigar at rich friend's house, waiting for inauguration.

HAPPY PEOPLE cheer in the street outside Supreme Electoral Court building while President-elect Vargas, inside, accepts official diploma certifying victory.

Vargas CONTINUED



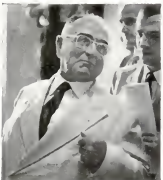
WRYLY, Vargas talks with two of the 300 newsmen and photographers at his first press conference before inaugural.



VIGOROUSLY, he employs a battery of microphones to answer—or to dodge—reporters' questions at conference.



COCKILY, the pear-shaped president struts among local admirers who call to pay their respects before the inaugural.



CRAFTILY, he spars with callers who came hoping to hear about his plans. He saw scores of them every day in Rio.



ROSE PETALS shower Vargas' ear. Beside him is Vice President Café Filho, civilian in foreground is Lourival Fontes, chief presidential aide and censor.

SHOWERS OF PETALS, SHOW OF PERSONALITY

As Vargas took office and began to put on his lively personality act (left), Brazil moved into its yearly carnival week. Not until this carefree fete ended would most Brazilians worry much about what might happen next under the Strong Man. They noted with surprise that he had appointed a conservative group to his cabinet but, on the basis of past performance, they were not sure this foretold a different Vargas. As dictator he had reorganized the courts to equalize the justice which had favored the rich. He had reduced workingmen's hours, raised their wages, created vacations with pay and pensions; but he had forbidden any attempt to strike. He had also abolished Congress and set up an "authoritative democracy," the *Estado Novo*. He had censored the whole press and suppressed opposition newspapers, set up his own elite guard and run a police state considerably milder than many, but a police state nonetheless. He issued bales of inflationary paper money that is still inflating Brazil's economy.

But he became the friend and useful ally of F.D.R. and provided the U.S. with strategic materials and air bases, as well as troops that fought in Italy. He is still the staunch ally of the U.S. And many of Brazil's voters wanted him back, it seemed, because the government of Eurico Dutra was woefully dull by comparison.

UPPER CRUST for most part shunned celebrations. These at banker's country home also avoided heat. Duan Peiro, pretender to throne, puffs cigar.





VARGAS' DAUGHTER, Dona Alzira Vargas de Amaral Peixoto, wife of new governor of state of Rio de Janeiro and one of her father's closest confidants, watches festivities from Catete Palace, Brazil's White House.



POWERFUL ALLY of Vargas, Governor Adhemar de Barros (dark suit) of the rich state of São Paulo, helps dedicate new road just before inauguration. His support assured Vargas of election over two other candidates.



LADY SHOPPER concentrates on new dresses. Some women brought as many as six new gowns for various official affairs, including garden parties and receptions.



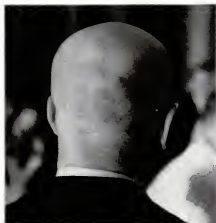
TOPPER SHOPPER stops in at a local store before the ceremony to buy proper headgear.



VISITING V.I.P.s from the U.S. included Nelson Rockefeller (left), wearing a Brazilian medal, and Senator Russell Long.



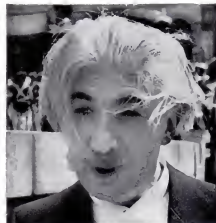
FORMAL FRENCHMAN, Minister Lapie, pulls on gloves to complete his ministerial attire.



BALD BRAZILIAN, a government protocol chief, perspires profusely during the formal proceedings.

TOP HATS AND TOOTERS

Vargas' return prompted the greatest round of activity Rio de Janeiro's top-hatted diplomatic corps had ever known. For most of last week, ambassadors and delegations from 51 nations were kept busy celebrating the event. First the diplomats had a final audience with officials of the outgoing regime. There was the inauguration itself, then a presentation to the new president and new officials and a great reception where 6,000 guests sipped champagne and viewed the municipal ballet across a swan-lake-decked pool. Nowhere, however, was there a livelier celebration for Vargas than at the dance where the sweltering musicians shown on opposite page played. There, in an old hotel where walls were papered with pictures of their hero, shirt-sleeved followers of the Little One sambaed the night away at their own victory ball.



TOUSLED TURK, Ambassador Carim, attracted attention for casual hairdress which draped over face.



AMERICAN Ambassador Herschel Johnson attends reception day after dining with Vargas.



BRITISH AND SPANISH ambassadors appear comfortable in their heavily-braided uniforms despite the humid 100° heat.



EGYPTIAN ambassador, holding his official invitation, walks to the inaugural chamber.



A JOB FOR CONGRESS

A STANDARD OF JUDGMENT

In the columns at the right several aspects of the present rush toward government controls are discussed. Good men and good methods are applauded. A couple of bad tendencies are deplored. The net impression is bound to be that controls in themselves are "good"; that if good men use good judgment the end effect of controls will be "good."

Here is an old dilemma. LIFE disbelieves in the whole principle of controls as the term is used here. Given a fair choice between a controlled economy and an economy left to find its own solutions, we'll buy the free kind every time. But there come times—and this is one of them—when there is no possibility of a fair choice. A bald resistance to any and all controls is merely obstructive. So we see nothing to do but to dust off an emergency standard of judgment in such matters.

For some purposes—the procurement and allocation of raw materials, for instance—emergency controls are necessary. No system of control can be expected to work really well. Many of the faults must be attributed, not to the men devising and applying the controls, but to the inherent difficulties of making any controls work at all. The only good purpose of controls is to get through a bad time and on to a better time when the country can be itself and do without them again.

HE'S A JOLLY GOOD FELLOW

The banks of Eire, you may be surprised to learn, have been closed since Christmas, when 4,000 clerks, cashiers and managers went on strike. At first everything went smoothly. Pub owners and shopkeepers, stuck with their receipts, were happy to cash checks. Money seemed to circulate as easily as before. For some citizens there was even a windfall. Mortgage and loan payments were automatically stopped and the banks no longer hounded depositors who had overdrawn their accounts. Now the fun is over. The government has had to suspend its interest payments, since these are normally made through the Bank of Ireland. Rubber checks are bouncing about. Irish exporters, unable to arrange letters of credit, have had to close up shop. The banker, a villain by definition, has come into new esteem. The Irish are learning that the flint-eyed, steel-jawed gentlemen who make money their business are very useful fellows.

The spirit of reform is deadlier than ever in Congress. When the Hoover Commission made its suggestions for administrative reorganization two years ago, Congress was at least willing if not enthusiastic. By September of last year some 50% of the Hoover proposals had been given effect. But the will to do any more seems to have gone with the 81st Congress.

Administrative reform at this juncture is no idle, academic issue. Mobilization is vastly increasing both the duties and the number of Federal employes. Where red tape, sloppy organization and duplication of services were wasteful yesterday, they are doubly so today. The Citizens Committee for the Hoover Report is pushing half a dozen

reform measures, several of which bear directly on the national emergency. High on the list is unification of the various Federal hospital systems in order to prevent competition for scarce medical manpower. Other reorganization plans relate to the Civil Service system, the Veterans' Administration and the Post Office, Interior and Agriculture Departments.

Responsibility for getting the job done rests squarely with Congress. By heeding the call for early action on the Hoover proposals, Congress can perform an exceptional service. By heeding instead the cries of bureaucrats and self-seeking constituents, Congress can commit gross negligence. The choice lies on Capitol Hill.

PRICES AND POLITICS

There is a big fuss about politicking in the new price control setup. Price Stabilizer Michael DiSalle says nothing wrong is being done, but working Democrats continue to turn up in the paying jobs. The odor of patronage is all over the place.

This development is to be regretted, but it should not astonish anyone. Ours is still a political system, and politics is taking its normal course below the level of Charles Wilson and his top command. Even so, Harry Truman and those who handle his politics for him will be wise if they remember just

one thing. Every householder and housewife in the country is going to know it if the politicians play politics with emergency controls. The best way to lose the next elections will be to let Grocer Zilch chisel because he votes right, or to wink at the under-the-counter dealings of the ward leader's cousin. Undue kowtowing to group interests—the farmers, for instance—will also rebound in the long run. The American public wants to be serious about this business. Any politicians who fiddle with the welfare and security of this country will be asking for trouble.

HOW TO GET ROOKED

Everybody has heard of "raw materials," but almost nobody wants to think about them. Who wants to worry about chrome, copper, tungsten, iron ore, tin? Well, somebody has to worry about them. For there is a shortage of raw materials—a shortage so acute that it could impair the U.S. defense program and bring to nothing all the talk and effort aimed at rearming Western Europe.

In part it is an absolute shortage, a plain lack of enough to go around. In part it is also an artificial shortage, a case of too many people and governments trying to buy too much of the same stuff at a time when the normal processes of competition are defeated by abnormal pressures. The result is a first-class foul-up in the world's markets, with practically everybody getting rooked.

At last a real effort is being made in Washington to untangle the snarls. Stuart Symington, chairman of the National Security Resources Board, got the ball rolling. Mobilizer Charles Wilson is now behind the effort. General Lucius D. Clay is directing the spadework. ECA Administrator William C. Foster (Paul Hoffman's able successor) is the head of a government committee which is supposed to work out top policy and find

the most sensible way of applying it. And there is the rub. The logical agency to rationalize and manage U.S. buying of vital materials in world markets is the ECA, with its experienced staff and well-set channels of communication with the European governments principally concerned. Unfortunately for logic, many other agencies and departments—Defense, State, Interior, etc.—have a legitimate interest in the problem, and in the usual bureaucratic fashion too many of them want to be No. 1. No one proposes to exclude them entirely. But it is essential that the primary responsibility for executing policy be concentrated in one agency, and this takes a lot of doing.

The problem is not simply a matter of getting enough materials for U.S. production. It is also a matter of sharing with other countries, in such a way that their economies will not be starved. Rich America could do much harm and defeat many of its purposes by keeping all of its own raw materials to itself, and by using its wealth to hog world supplies. Such men as Wilson, Symington, Clay and Foster are well aware of all this. They are doing their best. They deserve public support and the cooperation of everyone concerned in Washington.

Any time! Any place!

CLAM CHOWDER

you'll all go for!



AHOY,
FOLKS!...

Shiver my timbers! Blow me down!
No cook was ever prouder!
I'm telling everyone in town
About this grand clam chowder!



Hearty and smacking good is this famous "soup of the sea", made of choice clams and vegetables!

No matter where you live... Chicago, Illinois, or Tip Top, Tennessee... you can enjoy this savory sea-side soup as often as you like, simply by dropping in at your grocer's! For Campbell's brings to all America the zesty seafood dish that is a real favorite with folks along both seaboards... If you've never tasted Campbell's Clam Chowder, you have a treat in store for you. Selected bay clams, tomatoes, potatoes and spices are blended according to a wonderful old recipe. For an extra-nourishing chowder, simply add milk instead of water. Either way, it's grand good eating... Why not try it—today!



In bays and inlets along the seacoast, choice clams are gathered and shipped to Campbell's Kitchens to make America's favorite clam chowder.



Campbell's CLAM CHOWDER

Pillsbu

(as you



Pillsbury Cake

Milk is all you add - no eggs, flavoring,

ry
(can see)

Here's a chance to really enjoy an ad. You can sit easy-like right there in your chair. All you are asked to do is to look head-on into the fine, even, luscious texture of these two wonderful cakes. Don't they make easy reading? Now the beauty about this whole thing is that they are almost as easy to make as they are to read about. All you have to remember is that these cakes were made with Pillsbury Cake Mixes. (Milk is all you add.) Pillsbury. (In the neat blue-and-white packages.) Pillsbury. As you can see.



Remember—
You and Ann Pillsbury
can make a great team



Mixes

*WHITE AND
CHOCOLATE
FUDGE*

r extras of any kind required. These are complete mixes.





THOUGHTS TO TAKE ALONG

- ✓ Four Roses is a whiskey of the very finest flavor and quality.
- ✓ Its reputation is unsurpassed by any other brand on the market—even brands costing considerably more than Four Roses.
- ✓ No wonder Four Roses outsells every other brand at or above its price—and most other brands at any price.

Wouldn't you rather drink
FOUR ROSES?

DR. SEAGRAVE GOES TO JAIL

Burma court rules him a traitor

For Dr. Gordon S. Seagrave, Rangoon was both the beginning and the end of his own Burma Road. Last month, not far from the rambling teakwood house where 53 years ago he was born, the Baptist medical missionary walked into Rangoon's Central Jail (right) to serve six years at hard labor. After a trial of three months, a Rangoon court had found the Burma surgeon guilty of treason against the very people he had served all his life. The court dismissed the charge that Seagrave had given aid and comfort to Rebel Leader Naw Seng by taking tea with him and allowing him to take up a defense position on the hill where Seagrave's hospital stands. But the judges accepted evidence that the missionary had given medical supplies to the rebels, despite his protests he had done this only to save the hospital from being overrun. And nationalistic pride had been offended by an angry letter Seagrave had written to silence a gossipy nurse. The girl had spread a rumor that Naw Seng was sending men out to arrest the government commissioner in the area. Afraid the rumor might panic other nurses and disrupt the hospital's work, Seagrave had written, "If you say one single word . . . about the Hsenwi Saw-lwa's arrest by Naw Seng to anybody, I will turn you over to Naw Seng as a spy immediately. This is an ultimatum order. I mean what I say." In any court the letter probably would have seemed highhanded, and in this former colonial outland exercising its new independence it helped create the atmosphere in which Dr. Seagrave was convicted.

Not all of Dr. Seagrave's Burmese friends turned against him: two nurses who had testified for him were shaken to tears by the verdict, and U Kyaw Myint, a former supreme court justice who served without charge as his chief attorney, immediately filed an appeal to the high court. But whatever the ultimate decision, Dr. Seagrave knew that he was an outcast in the land of his birth, and the best he could hope for, even if the sentence were lifted, was exile.



NURSE PANSY PO WEEPS QUIETLY AT VERDICT

ENTERING PRISON. Dr. Seagrave steps through a small opening in large, ball-studded wooden gates.





"We couldn't do a thing with this one ... 'Sanforized,' do you think?"



Colman

"He says, 'Let it rain.' He's got a 'Sanforized' label..."



"This'll make him talk. That shirt ain't got no 'Sanforized' label."



MISTER! Whoever you are. To avoid cotton garments that shrink out of fit, ALWAYS look for, demand, and you buy!

Seeing is believing! Make even your favorite salesman show you "Sanforized" on the label. P. S. Tell your missus, too.

•SANFORIZED•
MADE IN U.S.A.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



TWENTY-NINE FLAT CARS, LOADED WITH 51 ARMY TRUCKS TICKETED FOR JAPAN AND KOREA WAIT IN HAMMOND, IND. YARDS FOR "WILDCAT" STRIKE TO END

"SICK" SWITCHMEN—SICK ECONOMY

Last week some 10,000 switchmen members of the Brotherhood of Railroad Trainmen announced that they were "sick," and stayed at home. Almost immediately U.S. transportation sickened. Train travel slowed to a crawl. But more serious was the effect the strike had on the national economy and on national defense. Steel production fell off so sharply that it threatened continued operation of defense plants. This was a strange strike because as recently as Dec. 21 union leaders signed—and the

rank and file repudiated—agreements granting hourly wage increases of 25¢ and other substantial benefits. Ever since then union leaders have been sitting around Washington waiting to negotiate with the government—which now operates the railroads—for even more benefits. When the White House issued a strong statement warning the men that the country could not tolerate the situation some "sick" switchmen did report. The union leaders then sat down with the carriers for a new attempt at mediation.



STRANDED TANKS are lightly powdered with snow near Gary, Ind. In foreground is a dead switch.

GENUINE REGISTERED
Keepsake
 DIAMOND RINGS



When dreams are in the making

Bright as your hopes for the future . . . shining as the dreams you share is love's eternal symbol . . . your Keepsake Diamond Ring.

For this important lifetime choice, select a Keepsake — the ring of guaranteed high quality in color, cut and clarity. True value is assured by the Keepsake Certificate signed by your jeweler and Keepsake.

Ask your trusted Keepsake Jeweler to show you Keepsake — awarded the coveted Fashion Academy Award for the second consecutive year. To avoid the disappointment of an unwise choice, look for the name, Keepsake, in the ring and the words "guaranteed registered perfect gem" on the tag. In a wide range of styles, at prices from \$100 to \$10,000.



A. CASALOMA Ring \$300. Also 127. Wedding Ring 75. B. WALDEN Ring \$675. Also 273 to 2472. Wedding Ring 150. *Man's Diamond Ring \$400. Available at 75 to 250 to match all engagement rings. C. RIVANDE Ring \$150. Also 250. Wedding Ring 75. All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings colored to show details.

For the name of your nearest Keepsake Jeweler, call Western Union by number and ask for Operator 23.

Keepsake Diamond Rings, A. H. Pond Co., Inc., 120 East Washington, Section 2, New York

FREE . . . Useful 20-page book, "The Etiquette of the Engagement and Wedding," and the name of my Keepsake Jeweler. — Also gift order of beautiful new 48-page "Bride's Keepsake Book."

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AMSTERDAM • ANTWERP • HOME OFFICE — SYRACUSE, N. Y.

"Sick" Switchmen CONTINUED



PATIENT CROWDS waited more than an hour in New York's Grand Central Station for a train to Albany. Since only one crew was available, the railroad combined three trains, added nine stops. Passengers were two hours late.

WE BET A HAT! LET'S TRY THIS SMART
NEW DERBY ON FOR SIZE —



THIS TOPPER'S BETTER — JUST THE KIND
BEAU BRUMMELL WOULD ADVISE!



IF YOU'D LIKE OLD-TIME DRINKS LIKE THOSE
WE'LL BUY TO TOAST THIS PRIZE —



JUST TELL THE MAN
YOU WANT IMPERIAL!



IMPERIAL is made by Hiram Walker.

And 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.



VALENTINE'S DAY
WEDNESDAY
FEB. 14

It's time to remember the way to Her heart



Whitman's
CHOCOLATES



1 lb. \$2.00
2 lbs. \$4.00

The Beautiful HEART BOX

This sumptuous chocolate assortment, gold-edged and tied with a satin ribbon, will thrill any woman. The box alone is a keepsake.



1 lb. \$2.00
2 lbs. \$4.00

The World-Famous SAMPLER

And here is the world's best-known, best-liked box of candy. It's specially ribbanded and decorated for St. Valentine's Day.

A Woman Never Forgets the Man Who Remembers

© 1951, STEVEN J. WHITMAN & SONS, INC., PHILA.



TWO JAZZ IMMORTALS, LOUIS ARMSTRONG (RIGHT) AND JACK TEAGARDEN, VISIT THEIR HOSPITALIZED OLD FRIEND

NO SAD SONGS FOR PEE WEE

Through the small, ardent world of music lovers who like their jazz hot, original and unfettered by the "paper" arrangements of name bands went sad, long-expected news: cadaverous "Pee Wee" Russell had died in a jazz patriarch at 44, Pee Wee since youth had studiously avoided the relatively healthy, more profitable life of a commercial handsman to spend his nights (the sunlit hours were naturally for sleeping) in a long succession of smoky nightclubs, blowing his heart out on choruses of *High Society* and *Sister Kate*, a bottle of gin and a rapt audience always at hand. It

all caught up with him in San Francisco, where he collapsed of what appeared to be a fatal liver ailment. Friends came around to see him (above), making the supreme sacrifice of getting up early in the afternoon to do it, and straightway arranged a benefit for him (next page). "Tell the newspapers not to write any sad stories about me," begged Pee Wee. At week's end it looked as if they would not have to. Following an operation, the doctors gave frail Pee Wee a good chance of recovery. All over the world people who knew Pee Wee only through his records felt good about that.



AT 16 an angelic-looking Pee Wee was already playing jobs with his alto saxophone and had the tuxedo to go with it.



AT 33 Pee Wee had one of the most original styles in jazz and he fearfully contorted his rubbery face to blow it.

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer... by 19%



2. Cleaner burning... by 16.4%



3. Less tar... by 21.6%

So today...



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steadily, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

CONTINUED ON NEXT PAGE

Entertain the California Way



It's more casual... less fuss... more fun

The secret is to do things simply — but give your entertaining lots of sparkle. Here, for example, the hostess has fixed some quick and easy appetizers. And the host has just cooled and served some wine.

Try it and you'll see how wine, with its bright color, adds the sparkle... gives a flavor-lift to

food... and brings an air of glamor to a simple party!

Then, for dozens of other nice and easy ideas — recipes, menus and party suggestions — write for the new 32-page *California Way* booklet. Send 25¢ in coin to Wine Advisory Board, Box 3135, Rincon Annex, San Francisco 19, Calif.

Sherry — one of the fine wines of California

Ranked among the world's finest, California Sherry is a rich, amber-colored wine — a favorite with appetizers before dinner or served with light refreshments in the afternoon and evening



Costs only a few cents a glass to serve

Pee Wee Russell CONTINUED



SAN FRANCISCO LINED UP FOR ONE HOUR TO JAM PEE WEE'S BENEFIT

EVERYBODY WANTED TO HELP

Pee Wee was born in Okmulgee, Okla. as Charles Ellsworth Russell Jr., a name he changed to Pee Wee as soon as he was old enough to defend himself. As a kid he played drums, violin and saxophone. But after a brief session with education at the University of Missouri, he forsook them for the clarinet and forsook home for the lonely penury and fierce inner pleasure that is a hot-jazzman's life. Pee Wee drifted to St. Louis, New York and then to Chicago when he and the century were both in their turbulent 20s. In Chicago he fell in with other young men with horns — Big Beiderbecke, Frank Teschemaker, Jimmy McPartland and Eddie Condon. All his life he would be mainly a "side man," seldom booking the job or organizing the band but invited often to recording session or nightclub date because other top men appreciated his inspired music. Pee Wee was an unostentatious but emotional man, who kept his feelings bottled inside him until he put a need to his lips. Then, in contrast to the suave glibness of a Benny Goodman, the emotion came eloquently out in rhythmic swirls of low register growls and mercurial high-note figures. Pee Wee never blew a note he did not feel, and he made others feel it too. That is why everyone wanted to help. They packed the San Francisco benefit concert, where jazzmen like Armstrong, Teagarden, Earl Hines and Albert Nicholas played gladly for Pee Wee. His old friend Eddie Condon planned another benefit in New York, and people everywhere took up collections. They all wanted to see him on the bandstand again, the tall, thin figure bobbing and jacking niftily, the face a mask of deep-lined absorption, coming on like nobody else with *The Blues in B Flat*.



IN A PRIVATE ROOM, paid for with benefit receipts of \$1,337, emaciated Pee Wee expresses his appreciation. Surgeon removed a dozen cysts from him.



For free reproduction of this painting, write to Johnson & Johnson, Box 1006, Dept. E, New Brunswick, N. J.

"Mommy always says you're safe when you use Johnson & Johnson"



Sealed in individual envelopes, Red Cross Sterile Gauze Pads are soft, absorbent, absolutely sterile. Ideal for First Aid and Baby Care.



New, exclusive formula: Now Red Cross Adhesive Tape gives better sticking qualities and greater freedom from skin irritations.



Red Cross Cotton comes to you sterile. This long-fibered cotton is the whitest, softest, most absorbent surgical cotton available.



Individually wrapped and sterile, BAND-AID Adhesive Bandages are convenient protection for small cuts, blisters, and abrasions.



New Red Cross Cotton Balls are sterile and convenient. Have 1000 and 1 uses, in the nursery, for first aid, for cosmetics.

This product has no connection whatever with American National Red Cross.

The most trusted name in surgical dressings... Johnson & Johnson





AT FLORIDA TESTING AREA, UNDERWATER TRUCK MOVES INTO RIVER

UNDERWATER TRUCK

With it the Army can cross bottoms of rivers

This month, 11 feet under the clear water of Rainbow Springs, Fla., the U.S. Army exhibited for LIFE its newest gimmick: the snorkel truck. Entirely sealed and waterproofed, the truck can chug along a river bottom at 7 mph. It can function there, if necessary, for several hours at a time, and its 145-hp engine can even be shut off and started again while submerged. In surf or shallow rivers, 7 feet deep or less, the driver can steer with his head protruding above the surface. He can also drive at greater depths, using a breathing mask, and he can park his truck briefly on the bottom while he gets his bearings, as shown in the picture at left.

Out of the water the truck is designed to lug 5,000-pound loads across country or to carry twice that tonnage up 60% slopes, and along highways at 60 mph. At present more than 10,000 of the trucks are being built by Reo Motors, Inc., which collaborated on the designs. With them the Army hopes to step up its mobility by pushing supplies to the front without the delays of following circuitous roads or building bridges across unfordable streams.



EMERGING from river, amphibian sheds water from its sealed engine. On land it can operate in temperatures of 65° below zero to 125° above.

← ON THE RIVER BOTTOM, as ducks and shadowy forms of fish pass by, the driver lets his truck engine idle while he reconnoiters the surface.

CONTINUED ON NEXT PAGE

"We Wouldn't Take A Million For Our ENCYCLOPAEDIA BRITANNICA"



"IT HELPS MY HUSBAND IN BUSINESS. If we weren't able to replace our Britannica, we wouldn't take a million for it because it is one of our most useful and cherished possessions. It has been a wonderful aid to my husband's business success."



"IT HELPS THE CHILDREN IN SCHOOL. Time and again our Britannica has proved its value. The children have at their fingertips the world's greatest authorities for easy reference, to solve a problem and to enhance their knowledge."



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Are they
really
good?



"You
can
bet
they
are,"

says
HUGH
BLINE,
your
Barman
in a
Bottle!



■ Gentlemen, scholars and judges of fine liquor agree that ready-mixed Heublein cocktails are, to be quick about it, *perfect!* Finest quality, masterful blending, and the thorough inter-marriage of ingredients make them *really* smooth. Get the Heublein habit. *Serve better cocktails—with less work.*

Eight kinds, including:
MANHATTANS, 65 proof
EXTRA DRY MARTINIS, 65 proof
OLD FASHIONED, 70 proof
GIBSON, very, very dry Martini, 75 proof

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

HEUBLEIN'S
Club
COCKTAILS

Underwater Truck CONTINUED



DRIVER'S BREATHING DEVICE, with compressed air tanks and mask, was developed by a French diver, Jacques-Yves Cousteau (LIFE, Nov. 27).



TRUCK'S BREATHING DEVICE consists of two pipes which protrude above surface, "snorkel" (right) for air intake to engine, "shorter" for exhaust.



IN WATER truck stirs clouds of bubbles as it moves along. It weighs 6 tons, needs no special preparations, such as a coating of heavy grease, to submerge.



We don't
snow you under
with medical claims...

For a **TREAT** instead of a **TREATMENT**

... smoke **Old Golds**





Cadillac

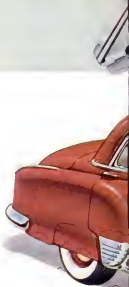


OLDSMOBILE



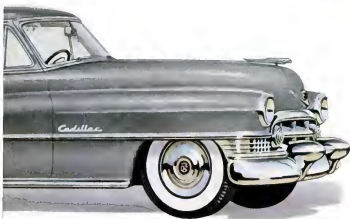
Everybody's looking at the
KEY VALUES FOR 1951

PONTIAC



CHEVROLET





Buick



ALL THE NEW GENERAL MOTORS CARS FOR 1951 are now on display.

The finest models yet produced by Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac—they are centers of attraction everywhere.

You will find each as thrilling to drive as it is to behold — each distinguished by important new advances in styling and ease of handling that have been years in the making.

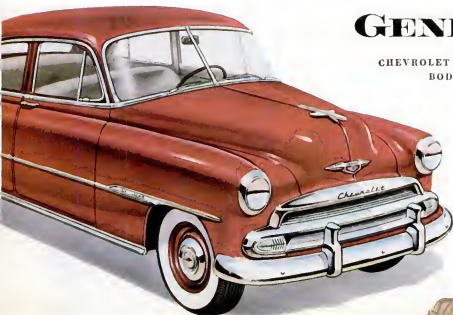
For each has benefited from the continuing program carried on, year after year, by GM's research, engi-

neering and production staffs to develop betterments in materials and construction for use by all General Motors cars.

This exploration is concerned with a multitude of things—from window glass and finishes to metallurgy and the chemistry of fuels. The net result is the richer beauty, finer quality and superb performance that make the new GM cars the key values for 1951.

We believe they will supply the better transportation millions of Americans still need, and invite your critical inspection—at the showrooms of your local GM dealers.

Standard equipment, accessories and trim illustrated are subject to change without notice.



GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • GMC TRUCK & COACH

Your Key to Greater Value

The Key to a



GENERAL MOTORS car





FARMER'S LUNGS are still clean and pink (above) after 39 years of life, most all of it spent in rural parts of U.S. where he breathed no lung-clogging smoke or smog.

NEW YORKER'S LUNGS after 40 years are blackened by carbon. Carbon itself is harmless to body but in city smoke it may be accompanied by harmful chemicals.





LOS ANGELES SMOG CAUSES TEARS

HOW SMOG HURTS LUNGS

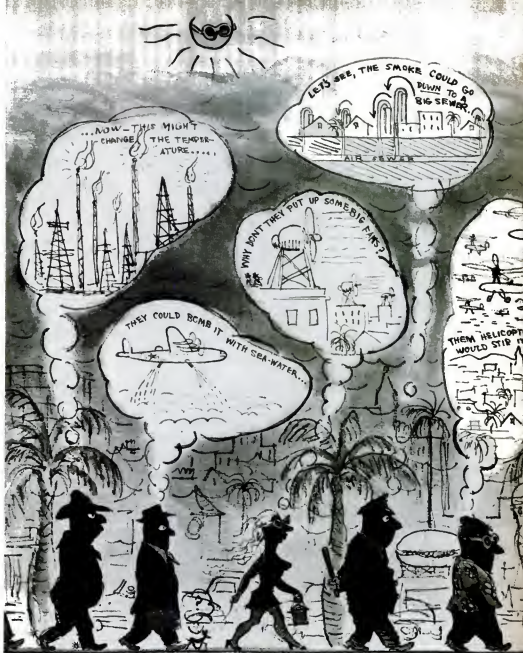
Tests show it can overstrain them

Every time a New Yorker takes a breath he inhales 69,000 particles of grit and dust. His lungs are nearly black (left). Almost everywhere in the U.S. the city dweller lives in a sea of coal grime, sulphuric acid, ammonia and other aerial garbage that—whether or not fog may be involved—is generally called "smog."

The smog problem is an old one. In the 14th Century one Londoner was even executed for burning coal in the city. Over the years there have been many debates about the effects of polluted air. But only during the past two years have comprehensive scientific tests of smog been made. The tests have proved that smog is a definite health hazard. Healthy young persons can nearly always resist the effects of smog, but elderly people, asthmatics and heart disease patients frequently cannot. Smog irritates the mucous membrane lining of their respiratory tracts, causing them to choke up and cough violently. Result: possible heart failure, overstraining of the lungs or partial "drowning" in the body's own oversecretion of fluids.

For many cities the smog problem is aggravated because they are set in natural mountain-rimmed bowls which trap the dirty air. One such city is Donora, Pa., where smog caused 18 deaths and 5,910 illnesses in five days (Apr. 15, 1948). Another is Los Angeles, which was once a quiet mecca for retired elderly people and sun-loving visitors. Now industrialization has caught up with Los Angeles to the extent that its own special brand of smog—less grime but more eye-burning chemicals—is endangering its multimillion-dollar tourist business.

Engineers know how to prevent smog: stop it at the source by using smokeless fuel, collecting smoke in chimneys with ultrasonic, mechanical or electrostatic traps, or by getting more thorough utilization of fuels and raw materials. Some public-spirited manufacturers have applied these methods, and some cities—notably Pittsburgh and St. Louis—have passed good laws that are rapidly eliminating pollution of the air. But it will be a long—and costly—time before the country has complete smog control.



DRAWING ILLUSTRATES FANCIFUL SMOG "CURES" THAT DESPERATE LOS ANGELENOS HAVE PROPOSED



SMOG CHAMBER in Los Angeles produces smog (foreground) so scientists can test its effects on humans and plants and learn how much sun it cuts out.



SMOG TUNNEL in New York is used to study the path of Consolidated Edison smoke as it blows past U.N. buildings which are being built near the plant.

Wake Up Feeling Like a Million



Thousands now enjoy refreshing
NATURAL sleep EVERY NIGHT!

Why toss and turn, when 1 or 2 TUMS can so easily relieve the acid indigestion that keeps you awake? Almost instantly Tums neutralize excess acids; soothe and sweeten your stomach; give the heave-ho to heartburn, gas. And remember, the sleep that follows Tums is sound, *natural* restful sleep. Tums contain no soda. Tums cannot over-alkalize or irritate delicate stomach or intestinal lining. Keep Tums handy always. Eat like candy mints.

**AFTER
BREAKFAST!**

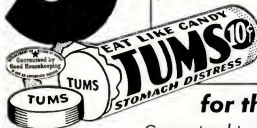
Take one or two Tums to calm your stomach, ward off heartburn, gas. See if you don't feel better.

**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

Smog CONTINUED



LOS ANGELES' FAMOUS SMOG is seen here in views taken from same spot on a fairly clear day and a smoggy day. Los Angeles' smog is so bad police cars get lost, football teams practice at half speed, choice real estate is marked





"smog-free." A one-eyed man who moved to the city had to get a reddened glass eyeball to match his smog-irritated real one. Movie producers have to use "smog-making" machines to keep lighting constant in case of clear weather.



Timely Tips by Little Lulu

HOW DO YOU SCORE ON THESE HELPFUL WAYS TO SAVE ?



To save baby's neck, should you —

- Buy a furined bib
- Sandpaper his shoes
- Pad the bathtub

Make tiny tykes' new shoes skid-proof! Sandpapering the soles prevents many falls. And always keep a box of soft, moisture-lovin' Kleenex tissues handy around baby. Super to use for bibs . . . for applying baby oil . . . for burping . . . for putting on powder. Soothing Kleenex tissues save his delicate skin, save you many a tiresome laundering chore.



Do school-going youngsters need a —

- Lunch box
- Pencil box
- Servo-Tissue box

Especially in sneezin' season, school-tiners need Kleenex—to help keep colds from spreading. Kleenex comforts sniffling noses. Helps keep good hankies from getting lost—saves messy washing. And unlike "just tissues," Kleenex has that thrifty Servo-Tissue box. Wonderfully handy for small fry to keep in their desks . . . for dozens of different uses.



Can you cut down weight with —

- A new giraffe
- A deck of cards
- Goosey desserts
- Hypnotism

Want less "waist"? Toss a deck of cards into the air; then pick up one at a time. These 52 bends and trotings-around can help save your figure. To stop waste, save your budget—make sure you use Kleenex. Only with Kleenex can you pull one at a time (not a handful!)—and have the next pop up, ready to use.



For a thrifty manicure, try —

- Nail biting
- The book technique

Steady does it! When using polish, cover a book with Kleenex tissues; rest fingers on top, wrist on table. Avoid smudging, so lacquer lasts longer. Use Kleenex to remove excess polish. Absorbent! Sturdy! Trouble-saving! There's always a tissue at your fingertips with that handy Kleenex box. No fumbling.

Kleenex® ends waste - saves money...

1. INSTEAD OF MANY...



2. YOU GET JUST ONE...



3. AND SAVE WITH KLEENEX



AMERICA'S
FAVORITE TISSUE

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YOUR CHOICE OF CABINET STYLES!



When you shop—stop—see:

RCA VICTOR

America's favorite television

OWNED MOST... PROVED MOST

● Look what's in store for you—and wait'll you hear what's stored *inside* these grand new Million Proof performers! It's RCA Victor television—America's favorite—with new circuits, new tubes, new designs—with Million Proof quality!

Feature for feature, they're the favorites—the most owned, most proved television sets in America. Well over a million families already enjoy their own Million Proof sets, and every day more folks want 'em! So join the crowd—don't delay another day. And remember—*only* when you buy RCA Victor television can you buy the RCA Victor Factory Service Contract for expert installation and maintenance.

The Regency. Better looking in every way—from the clear 17" television in the gracious Regency-style cabinet. Extra-powerful circuits mean best reception possible... anywhere! (Model 7T123.)



The Fairfield. It's both eye-pleasing and purse-pleasing! 17-inch television in a handsome two-door cabinet. "Golden Throat" tone system, other famous RCA Victor extras. (Model 7T122.)



Look what's in



The Sedgwick. Huge 19-inch television, superb AM-FM radio, the RCA Victor 4S, and a separate changer for 33 1/2 and 78 rpm records. Has Extended Tone Range, too! Magnificent cabinet. (Model 9T147.)



"Victrola"—T.M. Reg. U. S. Pat. Off.

The Winston. Most beautiful of all! Exquisite low-boy cabinet has gracious antique look. 17-inch television, "Victrola" 45 phonograph for marvellous recorded entertainment. (Model 7T132.)



CLEAR, STEADY
PICTURES...



The Kent. Console luxury at a table model price! 17-inch television—you'll call it the closest ever. (Model 7T104.)



LOCKED IN PLACE
BY THE EYE WITNESS
PICTURE SYNCHRONIZER



The Samervell. Enjoy its fine 14-inch television and powerful AM radio, the RCA Victor 45, plus separate automatic record changer for 78 and 33 1/2 speeds. (Model 4T141.)



The Newport. Compact, styled with a modern flare. 17-inch television and dozens of famous RCA Victor features. Console base at slight extra cost. (Model 7T103.)



The Bentley. Popular 14-inch television in a striking maroon cabinet that fits anywhere! Speech reception. Console base at slight extra cost. (Model 4T101.)



MODELS!



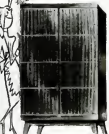
The Hillside. Big as life and just as natural! Pictures on a 19-inch tube you can watch comfortably close-up or clear across the average room. Handsome, luxurious cabinet. (Model 9T126.)



The York. Compact 19" table model styled for every taste. Cabinet-base, available at modest extra cost, has space for a 45 rpm changer and records. (Model 9T105.)



The Modern. Decorator-designed cabinet mounted on ingenious swivel base. Turn it to watch 17-inch television from any place in the room. (Model 7T124.)



Store for you—RCA VICTOR'S new series for '51!



The Provincial. Wonderful 19-inch television! Distinctive four-door cabinet is styled to fit gracefully in your living room. (Model 9T128.)

OH! HEAR THAT
'GOLDEN THROAT'!



The Highland. Brilliant, clear 17-inch television in a stunning cabinet. Comes in your choice of fine finishes. (Model 7T112.)



The Rutland. 17-inch television, AM-FM radio, "Victrola" 45 changer plus separate changer for 33 1/2 and 78 rpm records. Beautifully grained cabinet. Extended Tone Range. (Model 7T143.)

I WANT TO SEE
THE NEW
MILLION PROOF
PICTURES!



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

WORLD LEADER IN RADIO ...
FIRST IN RECORDED MUSIC ...
FIRST IN TELEVISION ...

Watch "Katie, Meet and Greet" Monday through Friday at 7:00 p.m. New York time over your NBC television station.

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos



...smoke **PALL MALL**
the cigarette whose mildness
you can measure

Study this Puff Chart:

**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobaccos is filtered further.



After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding—and they are mild!



VEIL BY MADCAPS COVERS CROWN OF HEAD WITH PETALS FOR \$6 WHILE ONE BY MR. JOHN COVERS EVERYTHING BUT CROWN FOR \$65

HATLESS HATS

All film and no foundation, veils are now made to hold their shapes like straw

Not so long ago a woman's hat was a hat, even though almost every one of them had a veil of some kind (*LIFE*, April 3, 1950). This year the usual array of straw cloches and sailors was back, covered with the usual veiling. But some of the early-blooming spring styles have gone to the logical extreme: the hat is thrown away and the veil becomes the hat. Their designers have now taken the veil as the base, stiffening and blocking it like felt so it will hold its shape without wilting. This idea originated with Lilly Daché, who specializes in head-hugging veil visors like that shown on *LIFE*'s cover; but other hatmakers are now starting to use it in such a variety of ways that about all the new veil hats have in common is transparency. Some are blocked to sit squarely on the crown of the

head. One (*next page*) completely swatches the face and neck. This of course brings up the old problem of eating, drinking or smoking behind a veil. But that difficulty appears to be solved by yet another 1951 veil: a small strip that barely screens the eyes (*next page*). The currently popular chignon gets attention in the form of flowered elasticized nets (*above*) that hold the bun of hair firmly in place. Hatmakers, understandably interested in continuing to sell hats as such, are anxiously advocating the veils only for cocktails. But some of their customers have begun wearing them with street suits. Already being made in inexpensive adaptations, the 1951 veils may well give the hat bars their best business since the untrimmed, head-hugging hat was imported from Paris in 1946.



It makes butter-brown waffles!

Insert the large aluminum waffle grids in the stunning new General Electric Combination Sandwich Grill and Waffle Iron—and in a jiffy you have four tempting waffles, hot and fluffy and ready to serve!

Or you remove the grids, and toast delicious sandwiches, fry hacon and eggs or even steaks—all right at the table!

It toasts delicious sandwiches!



Automatic, \$21.95. Price subject to change without notice.

It's the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

IT'S FINISHED in sparkling, long-lasting chrome plate, equipped with cool, plastic handles. Its modern, graceful lines make it so easy to keep clean, too.

Automatic, a turn of the "Temperature Selector" gives you the just-right heat quickly. A "tell-you-when" light

goes off the minute you have it.

Automatic Model illustrated (and the Standard Model at \$16.95) comes complete with waffle and sandwich grids.

Also a recipe booklet you'll want to use. General Electric Company, Bridgeport 2, Connecticut.

YOU CAN PUT YOUR CONFIDENCE IN...

GENERAL  ELECTRIC

HATLESS HATS CONTINUED



CHIGNON SNOOD that looks somewhat like a tea cozy fits snugly over bun of hair, is made of beige linen appliquéd on veiling. By John Fredericks, it is \$35.



"CHICKEN WIRE," a stiff, coarse veiling, is used to make a small-brimmed white cloche and face veil. Designed by Mr. John, the hat can be bought for \$65.



COVERALL is by John Fredericks, veils head and neck, costs \$39.50. Scrapat right by Mr. John is called "Eyes of Youth." The cost is \$5.50 with two hairpins.



FENCER'S MASK is by Daché, covers the top of head, bares the brow and sticks out in front of face to offer just enough leeway for smoking. It is \$79.50.

Quick, quick, quick—Smack, smack, smack!



LEFTOVER-MEAT TREAT ... IN 40 MINUTES!

Rice Stuffed Peppers. Combine $\frac{3}{4}$ cup Minute Rice, 1 cup diced cooked meat, 1 cup canned tomatoes, $\frac{1}{4}$ cup chopped onion, $\frac{1}{2}$ teaspoon salt, dash of pepper. Cut 4 green peppers lengthwise, fill with rice mixture. Salt and pepper $\frac{1}{4}$ cups canned tomatoes, put in skillet. Arrange pepper on top, cover, cook 30 minutes or until tender. Serves 4. The way Minute Rice picks up and holds the savory juices is amazing!



BUFFET INSPIRATION ... IN 25 MINUTES!

Curried Rice with Creamed Eggs. Melt 2 tablespoons butter in saucepan; add $\frac{1}{4}$ cup chopped onion, 1 package (1 $\frac{1}{2}$ cups) Minute Rice. Soak until rice is golden brown; stir constantly. Add $\frac{1}{2}$ teaspoon curry powder; $\frac{1}{4}$ teaspoon salt, $\frac{1}{2}$ cups water, bring to full boil, boil 2 minutes. Remove from heat, cover, let stand 10 minutes. Serve with creamed eggs—poorly! Minute Rice will be ready before they are! Serves 4.

PRE-COOKED RICE IN A PACKAGE—

sensational,
that's what it is!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

Imagine serving fluffy, snow-white rice—without a bit of fuss or bother! Now it can be done!

For here's fancy, long-grained rice—pre-cooked by a patented process. You just dump Minute Rice in water, bring it to a boil. No more cooking's needed. So enjoy grand rice dishes often... keep this amazing Minute Brand product on your shelf.



DINNER DE LUXE ... IN 30 MINUTES!

Vegetable Rice Ring. What rice but Minute Brand could lightning-change your bit of creamed chicken or fish into a delicious hearty meal for 6! Prepare 1 package (1 $\frac{1}{2}$ cups) Minute Rice as directed. Remove from heat, cover, let stand 10 minutes. Add 3 tablespoons butter, dash of paprika, 2 tablespoons finely chopped onion, blend. Add 2 cups cooked or canned peas. Shape into ring, fill center with chicken à la king or creamed fish.



FLAVORY BARBECUE ... IN 20 MINUTES!

Barbecue Plate. Big hit for your fireside supper—and you bring it out like a rabbit from a hat with your pre-cooked Minute Rice! Prepare 1 package (1 $\frac{1}{2}$ cups) Minute Rice as directed. Serve with Birds Eye Lima Beans and broiled frankfurters. Top with this Barbecue Sauce: Combine 1 cup chili sauce, 2 tablespoons brown sugar, 3 tablespoons vinegar, 3 onion slices, few drops pepper sauce. Simmer 5 minutes. Serves 4.

For perfect rice
without the work
*** pre-cooked

MINUTE BRAND RICE



A Product of General Foods





IT!

IT!



↑ An overwhelming majority of home economists and food editors chose Star-Kist Tuna flavor in unbiased taste tests!

↓ Star-Kist Tuna flavor wins over all other leading nationally advertised brands in tests by thousands of housewives coast-to-coast!



WINS 3 TO 1

READ AMAZING RESULTS OF UNBIASED TASTE TESTS!

HOW TESTS WERE CONDUCTED:

1. Supervised and Audited by one of America's best known firms of Certified Public Accountants.
2. Brand names were concealed.
3. Housewives were chosen through cooperation of church groups, women's clubs and auxiliaries, coast-to-coast.
4. Panels of hundreds in each test city assured accuracy.
5. Experts were chosen from home economists, food editors, etc.
6. Star-Kist Tuna and another leading nationally advertised brand were taste tested by both experts and housewives in each of the panels.

RESULTS:

Food Experts and Housewives Prefer Star-Kist Tuna, 3 to 1!

As Audited by Independent Certified Public Accountants

Buy Several Cans Now!

Leading stores feature Star-Kist Tuna. Look for special floor displays. Stock up now. Be sure to have plenty of Star-Kist Tuna on hand when you need it.





Short Lesson in Anatomy

(FOR EVERYONE WHO TRAVELS)



Head. Your head isn't filled with worries about the weather when you go Pullman. That's because you know—rain, sleet, or snow—you're safer in a Pullman than you are in your own home.



Finger. The only finger you lift when you go Pullman is the one you use to press the buzzer that summons the porter. You can ask him to run errands, get things for you, perform many other special services.



Legs. Very handy things, legs, aboard a Pullman. You can use them for walking around, visiting different parts of your world on wheels. You can also use them at night for stretching out full length on your soft Pullman bed.



Smile. You wear the biggest smile you own when you get there by Pullman. You arrive on time right in the heart of town—relaxed, refreshed, ready for business or pleasure.

Go Pullman

COMFORTABLE, DEPENDABLE, AND —ABOVE ALL—SAFE!

"FLEDERMAUS" STARS, in Bing's reintroduction of the Strauss operetta to the Metropolitan repertory, are Patrice Munsel (left) as a maid who goes to a ball dressed as a lady, and Mezzo Soprano Rise Stevens, who plays the male role of Prince Orlofsky.

New Life at the Old Met

Rudolph Bing's recipe for opera is part Vienna, part Broadway, part Mr. Bing

BY WINTHROP SARCEANT



MR. BING is the 10th general manager in the history of the 68-year-old Metropolitan Opera building.



At the Metropolitan Opera House the figure who is creating the most public excitement at the moment is not a singer but a man the audience almost never sees or hears. He is the Met's new general manager, Rudolph Bing. Mr. Bing, to all appearances, has been shaking out the old yellow brick opera house like a dusty carpet and, in the process, has probably gotten the Met more headlines in a short time than any other impresario in its history. Veteran stars have discovered they are expected to rehearse old roles as diligently as if they were making their debuts all over again. Broadway show people have augmented the old-fashioned operatic stage managers in bossing the Met's acting. The great Wagnerian soprano Kirsten Flagstad has been brought back to the Metropolitan stage in triumph, despite frenzied yapping from coast to coast by Walter

Winchell and Billy Rose. New productions (among them Verdi's *Don Carlo* and the great Johann Strauss operetta *Fledermaus*) have set a new standard in theatrical finish.

So energetically did Mr. Bing begin his shake-up that no rumor was too wild to gain some public credence near the start of his regime: it was charged that he intended to snub Italian opera, fire American singers because they were American, force the Met into a German goose step, staff the administration exclusively with ex-Nazis, convert the opera house into a citadel of Communism. The object of these reports, accusations and rumors, as visitors backstage are aware, is a tense, angular man whose motions are so rapid and continuous that he is likely to register on the casual retina only as an oblong blur.

Rudolph Bing might be described as wispy



Do your hands work for a living?

A worker's hands take plenty of punishment, and 'Chap-ans' is the new and different hand cream especially medicated to bring swift relief to work-hardened hands.

Try 'Chap-ans' on those raw, cracked knuckles and rough fingertips. Judge for yourself if this man's hand cream isn't more penetrating, more soothingly effective than anything you ever used.



Buy 'Chap-ans' in the handy, man-sized tube. Easy to apply . . . quickly absorbed and antiseptic.

Chap-ans

KEEPS HANDS FIT

Calling all Lips



Check that Chap—Watch those lips in wintry weather. Always use 'Chap Stick' at the first sign of lip chap.

'Chap Stick', the choice of millions, young and old, because it's specially medicated, specially soothing — because its results are sure and lasting. It's pocket size, and easy to apply.

When your lips are cracked and sore, remember that 'Chap Stick' is the one and only antiseptic lip balm. Buy 'Chap Stick' today.



KEEPS LIPS FIT

CHAP STICK COMPANY, LYNCHBURG, VIRGINIA



"FLEDERMAUS" CHORUS were identifying letters at rehearsal for the opening of the second act to make it easy for

Broadway Director Garson Kanin (top, right) to give instructions. How scene looked in performance is shown at bottom.

RUDOLPH BING CONTINUED

were not for an air of suppressed energy that reminds one of a coiled steel spring. His age is 49. Sharp aristocratic features and a tonsurelike bald scalp give him a somewhat ecclesiastical appearance. His casual slouch is elegant and well-tailored, usually in Oxford gray; his manner is polished, positive and somewhat frosty; his accent, as might be expected in a Viennese who has spent 15 years in England, is a mixture of Habsburg and close-cropped Mayfair, and adds unintentionally to the general impression of aloofness. Mr. Bing is capable of dry, sardonic wit, which he sometimes uses to dodge embarrassing questions. When a reporter asked him once if he would hire Margaret Truman for the Met, he replied smoothly, "She's a concert singer, not an opera singer."

Rudolph Bing has many obvious qualifications for the job he now holds. The most important of these are probably his cultivated taste in operatic matters and his encyclopedic knowledge of the world's important singers acquired in a lifetime spent in and around opera houses. He is one of those

rare and peculiar people whose entire lives have been spent in preparation and patient waiting for one specific and elusive job. The job is bossing one of the world's great opera houses. He has had his eye on it steadily since he was 20. Now he holds it, for the first time in his life.

Unlike most impresarios, who drift into opera management after careers as singers or theatrical managers, Bing studied opera management as a specialized profession from the beginning. He started his studies in Vienna just after the first World War, when the collapse of his father's fortune, built up as chairman of the board of the Austro-Hungarian steel trust, forced him from the comfortable life of a wealthy Viennese bourgeois into one where he had to earn a living. As a youth he had puttered at painting and singing in a desultory way and had pleasantly soaked up the background of musical culture that was expected of all prosperous Viennese of the time. When the family fortune went, Bing got himself a job with a bookstore which ran a small concert agency as a sideline. Bing went into the concert agency and helped organize a division specializing in opera. He did so well that he was

CONTINUED ON PAGE 13

MEN VOTE NEW 1951 ^{EVERSHARP} SCHICK INJECTOR BLADES

NOW OUTSHAVE ALL OTHERS INCLUDING OUR OWN OLD BLADES!



You Get this 1951 Blade Only
in the **NEW GOLD PACK!**

20 blades only
12 blades—49¢; 6 blades—25¢;
IN AUTOMATIC CARTRIDGE. **73¢**

Now—to replace your old-fashioned blades (and razors)—these NEW SCHICK INJECTOR BLADES give you shaving that's as up-to-date as jet planes! Special, new surgical steel . . . made scalpel-sharp by new high-precision methods. The *only* blade ground to fit your injector razor *perfectly* . . . the cutting edge always at the same, *exact* angle for smoother, cleaner shaves! So we guarantee this: EITHER YOU GET THE FINEST SHAVES OF YOUR LIFE—OR YOUR MONEY BACK, QUICK!

Today get your new **GOLD PACK** —

NEW 1951 ^{EVERSHARP} SCHICK INJECTOR BLADES

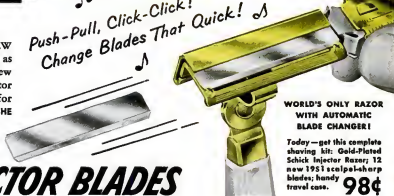
Here's the Score!

FROM DAILY SHAVING
TESTS CLEAR ACROSS AMERICA—
SMOOTHER SHAVES 5½ to 1
CLEANER SHAVES 5 to 1
SAFER SHAVES 7 to 1
FASTER SHAVES 5 to 1
MORE SHAVES PER BLADE nearly 2 to 1

Men in 10 cities—nationwide—compared NEW 1951 SCHICK INJECTOR BLADES with whatever they had been using. These who preferred these marvelous new blades—rated them superior by the huge margins above!

© 1951 Ever Sharp Inc., 350 Fifth Avenue, N. Y. C.

Push-Pull, Click-Click!
Change Blades That Quick!



WORLD'S ONLY RAZOR
WITH AUTOMATIC
BLADE CHANGER!

Today—get this complete shaving kit: Gold-Plated Schick Injector Razor; 12 new 1951 scalpel-sharp blades; handy travel case. **98¢**

Amazing shampoo guaranteed not to rob hair of natural oils

Shasta lathers out beauty-dulling film—
Leaves in glamour-giving natural oils that make hair...

*Naturally
shiny*

*Naturally soft
—healthy*

*Easier to
manage*

New Shasta, enriched with lanolin—that marvelous emollient from nature—does what women have always wanted from a shampoo... lathers out beauty-dulling film, leaves in glamour-giving natural oils.

Shasta is guaranteed not to rob hair of precious, glamour-giving oils which keep your hair naturally shiny, soft, healthy, easier-to-manage.

See how Shasta persuades even hair that seems dull and dry to look softer, silkier, sparkle with gleaming highlights. Try new lanolin-enriched Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

PROCTER & GAMBLE GUARANTEE: Shasta does not rob hair of natural oils. Procter & Gamble guarantee this or money back when unused portion is returned.



LANOLIN
ENRICHED

Shasta CREAM Shampoo

DOESN'T ROB HAIR OF NATURAL OILS



MR. BING PLAYS with his dachshund, Pip the Second of Florence Court, named from Dickens' *Great Expectations* and Bing's former address in London.

RUDOLPH BING CONTINUED

invited to Germany, where he spent a year heading a state organization supplying singers to some 80 German opera houses. Much to his disappointment, Bing never got a chance at this time to meddle with the purely artistic side of opera. His talents as an organizational expert were in too much demand. He got a little closer to his goal, however, when the great German stage director Carl Ebert hired him as an administrative assistant at the Darmstadt State Theater and later took him along to help run the Carlotenberg Opera House in Berlin.

Nowhere in the world at this time was opera taken as seriously as it was in Germany and Austria, and nowhere were the techniques of operatic production as advanced, lively and skilled. Great theatrical directors like Max Reinhardt and Carl Ebert had evolved brand-new methods of converting opera into a convincing and dramatically absorbing stage spectacle. Great designers were creating revolutionary sets and costumes that contributed tellingly to the over-all dramatic effect. The result was that here opera was realizing the dream of its greatest composers; it achieved a real and convincing union of the arts of music and drama. Very little of this theatrical revolution percolated from Germany and Austria into the opera houses of the rest of the world. The Metropolitan, for one, remained completely uninfluenced. (Canny opera-goers who have seen something of opera on both sides of the Atlantic have recently been sensing its effects behind the reforms brought to the Met by Rudolph Bing.)

When Hitler came to power, Carl Ebert and Conductor Fritz Busch found refuge in England. They were promptly snapped up by John Christie for the Glynedebourne Opera, where their German traditions helped create some of the finest Mozart performances of modern times. To help with organizational problems, they brought along the indispensable Rudolph Bing (also a refugee from Nazism), and later made him chief of operatic administration.

Then the second World War put a stop to opera at Glynedebourne, and Bing, technically an enemy alien, got himself a job in a London chain store, spending nights on the roof as a fire warden watching for German bombs. Bing soon rose to be sales manager of the store and hated his job thoroughly. As he remembers it today, the one achievement there that gave him any satisfaction whatever was his refusal to display a batch of inkwells made in the likeness of busts of Churchill and Roosevelt with hinged scapels for covers.

Salzburg in Scotland

THE war over, Bing resumed his job at Glynedebourne and then, in 1945, hatched the idea that was to bring him to world musical attention—the plan to put on a gigantic music festival in Scotland, patterned on the Salzburg model. At the Edinburgh Festival, which opened two years later, Bing was able for the first time to entitle himself "artistic director" and to indulge his lifelong ambition to boss production as well as organization. One of the things that made the Edinburgh Festival a huge success was Bing's time-tried abilities as a master of the logistics of musical enterprise. The traffic and temperament problems involved in this huge undertaking were enormous. Hundreds of artists, babbling half a dozen languages, had to be housed, scheduled for performances and soothed into proper emotional shape for their appearances. Once an emotional

CONTINUED ON PAGE 30



New! CHOCOLATE MINT PATTIES *in miniature!*

Take the delightful chocola-ee, mint flavor of chocolate covered mint patties ... add the tempting "can't-leave-'em-alone" pleasure of their nibble-size and you quickly see why *millions* of Welch's Junior Mints are chosen everyday for downright candy enjoyment!



LARGE
ECONOMY PACK



... also available
in this New 10¢ package

WHEREVER CANDY IS SOLD!

a product of the James O. **Welch** Company, Cambridge, Massachusetts

A PRETTY FACE



STARTS AT YOUR FEET



The creamy feel of the Air Step

Magic Sole... the whiplash look of

Air Step Vanity Case Patents...

with these at her feet any

girl looks prettier! You're

comfortable, you're smart, and sure

of it! You're prettier! Try Air Step

Vanity Case Patents for yourself and see!

Shoes illustrated...

11⁹⁵ and 12⁹⁵

Higher Denver West

See the Air Step Vanity Case Collection. For dealer's name, write Air Step, Brown Shoe Company, St. Louis.

Air Step



THE SHOE WITH THE MAGIC SOLE



A BIG FLOP of Bing's first season is *Pagliacci*, in which this modernistic setting replaces teni in front of which the tenor traditionally sings his famous aria.

RUDOLPH BING CONTINUED

crisis became imminent because no coat hangers had been provided for the members of a visiting Italian orchestra. Bing quietly explained that the Scots had curious customs and always used the backs of chairs to hang up their clothes. Placated by this appeal to their respect for regional folkways, the Italians cheerfully hung their coats on chairs and later played like angels. "I really enjoy dealing with difficult people," Bing remarked later. "I just make them believe they really want to do what I want them to do." The festival went off without a hitch and has since become an annual event.

In 1949 Bing was visiting the U.S. when the Metropolitan board of directors approached him with the idea of becoming the Met's big boss. To Bing it was the chance of a lifetime. Nevertheless he played his hand with scrupulous honesty. When they asked him just what he would propose doing if he were named general manager, Bing replied frankly, "I haven't the slightest idea." He would, he explained, have to make a careful study of the Metropolitan at firsthand before he could make any recommendations. Greatly impressed by such candor in an impresario, the Met's directors hired him.

As general manager of the Met, Mr. Bing works on the principle that the slant of the last supernumerary's spear is as much his personal responsibility as the vocal condition of the leading tenor or the state of the annual budget. He is as likely to be found investigating the upholstery of the gallery seats or poking his sharp nose into a mass of spare helmets and beards in backstage corridors as in the more conventional occupation of negotiating contracts in his office. He has sat in at virtually every stage rehearsal that has been held since he took over, criticizing and changing wigs, costumes, props and lighting effects.

Early in the season he decided that the bells announcing the end of intermissions in the Met's bar were too discreetly muffled; firmly convinced that art should take precedence over liquor, he had them amplified. In the prop rooms backstage, where operatic stage gaudery has been accumulating since the time of Adeline Patti, he started the Augean task of making a complete inventory. In the balconies of the big auditorium Mr. Bing did a great deal of worrying about the large number of seats from which very little on the stage could be seen. This situation could not be changed without tearing the house down, so he compromised by installing opera glasses in coin boxes. (He has been heard to mutter wistfully something about the great advantages enjoyed by those European opera houses that had the good fortune to be bombed out during the war.) Mr. Bing even visited the abandoned car barn on Manhattan's upper West Side where the Metropolitan stores its less-used scenery and consigned a good many of the Met's most dilapidated scenic antiques to the flames.

Operatic Long Island Rail Road

WHILE stagehands, property men and janitrasses are impressed by this gigantic flair for housecleaning, and the board of directors by Mr. Bing's grasp of budgetary problems, the operatic public is, of course, mainly impressed by what is happening on the Metropolitan's stage. Here the new general manager tackled a problem in some ways comparable to that of improving the Long Island Rail Road. Nobody expects the old opera house to blossom overnight

CONTINUED ON PAGE 82



"We can tune it easily!"



"Fits perfectly in my home!"*



THE STARLIGHT—Model RC-1720—17" rectangular TV, fine AM radio, all-speed record player in spacious mahogany cabinet, 23 1/2" wide, 40" high, 18 1/4" deep, 22 tubes, 2 neoflon tubes, 1 crystal. Keyed Automatic Gain Control and Automatic Frequency Control, built-in antenna, exclusive one-knob tuner.



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NEW YOUNGSTOWN KITCHENS

Completely Modernizes

It's the greatest helper a housewife ever had!

In fact, you can actually expect *more* savings in time and work from the revolutionary Youngstown Kitchens Electric Sink than from any other home appliance!

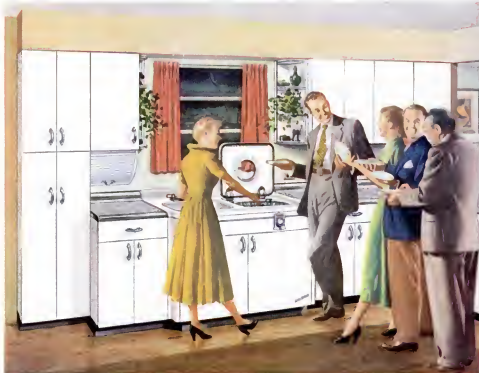
Why? Because this newest Youngstown Kitchens marvel with the exclusive Jet-Tower relieves you of boring drudgery *every day*—two or three times a day. For the first time, it makes the energy and long hours that you'd be wasting over a hot, greasy dishpan available for fun, and for constructive effort.

And see how *vast* the difference is between completely modernized Jet-Tower dishwashing and any other method known.

Then ask your factory-trained Youngstown Kitchens dealer for PROOF! Let him show how you can have a Youngstown Kitchens Electric Sink on easy terms. If building, specify Youngstown—you'll save!

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

World's Largest Makers of Steel Kitchens

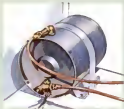


Gleaming Electric Sink in glamorous steel Youngstown Kitchen banishes dishwashing drudgery for good!



AMAZING JET-TOWER WITH EXCLUSIVE HYDRO-BRUSH ACTION

1. This exciting, exclusive idea completely modernizes dishwashing. From a multitude of tiny holes in the whirling Jet-Tower, swirling jets brush-flush and double-rinse every hollow, groove, and contour of every dish, glass, piece of silver, and utensil—with piping-hot, booster-heated water! Even pots and pans that don't need special soaking or scouring are done automatically, electrically! And see all these other Youngstown Kitchens features:



2. Rustproof (porcelain-lined) booster heater raises water to ideal temperature for perfect washing and rinsing. It's insulated, to keep water piping-hot. The round tub is insulated, too.



3. Jets rebound from round tub wall to banks of dishes. Exclusive Hydro-Brush Action directs water with equal force at every dish (simplified drawing). No speck escapes shearing spray!



4. No heavy, loaded baskets to lift! Scientific design of chrome-plated baskets lets you put in, take out dishes individually—automatically positions dishes. Has 6 complete settings.



5. Strainer instantly, easily removable for emptying without moving other parts! Jet-Tower lifts out for occasional cleaning; has larger holes than strainer—food particles can't clog them!



Youngstown Kitchens

EXCLUSIVE! THE ONLY FULLY AUTOMATIC DISHWASHER with all these important features, including the ENTIRELY NEW JET-TOWER PRINCIPLE THAT MAKES ELECTRIC DISHWASHING COMPLETELY MODERN!

JET-TOWER DISHWASHER

Dishwashing!

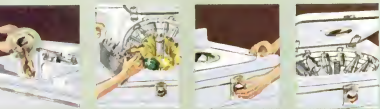


Luxurious 48" Electric Sink, shown with Youngstown Kitchens Food Waste Disposer added for fullest labor-saving convenience.



Youngstown Kitchens Automatic Dishwasher (27" wide) also has Jet-Tower.

ASK YOUR YOUNGSTOWN KITCHENS DEALER how these four simple steps will give you THE GREATEST KITCHEN HELP YOU EVER HAD!



SCRAPE food refuse into Youngstown Kitchens Food Waste Disposer or receptacle.

PLACE dishes in Dishwasher without removing or tilting baskets. Add the detergent and close the lid.

START operation with flick of switch. That's all you do! In just 8½ minutes average water pressure) dishes are—

DONE beautifully! Also, Dishwasher stops and lid opens automatically, for fast self-drying of dishes.

Call Western Union, Operator 25, and without charge get the name of a nearby dealer.



Youngstown Kitchens

Mullins Manufacturing Corporation
Dept. LF-251, Warren, Ohio

SEND FOR NEW 24-PAGE BOOKLET!

Please send "World's Newest Kitchen Ideas," with planning hints, full-color kitchens, and details on the new Youngstown Kitchens Dishwasher. I enclose 10¢ in cash to cover cost of mailing. (No stamps, please.)

I plan to build

I plan to remodel

NAME _____ (Please print)

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CITY _____ ZONE _____

COUNTY _____ STATE _____

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Orchid developed and grown by H. Patterson and Sons, Orchidhaven, Bergenfield, N. J.

It is fitting that an orchid has been named for Old Forester. For as the orchid symbolizes the ultimate in flowers, this outstanding bourbon has, since 1870, represented the finest in Kentucky whisky. And both have taken infinite skill, time and patience to attain perfection.

AS IT SAYS ON THE LABEL:

"There is nothing better in the market."



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KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



"BATTLE OF THE BULGE," according to facetious critics, will be fought at the Metropolitan by Sopranos Helen Traubel (left) and Kirsten Flagstad as a result of Bing's decision to alternate them in leading roles of Wagnerian operas.

RUDOLPH BING CONTINUED

with a brand-new repertory, brand-new productions, stage sets and props. Most customers are deeply gratified to find the worst wreckage cleared, a few bad practices eliminated and enough new pieces of equipment in operation to justify some hopes for the future. Mr. Bing is giving them all this and more. He provided a number of stunning new productions for his first season and hired a large handful of new singers, some of whom are obviously of first quality.

Of more fundamental importance, he has recognized that the worst abuses in the Met's recent methods of production lay in sloppy teamwork, inadequate rehearsal and out-of-date staging, and he has set about remedying them by drastic measures. On the theory that if you produce fewer operas you have more time to rehearse the ones you do produce, he cut the season's repertory from 24 to 21 operas. The two worst eyesores, *Carmen* and *Aida*, were dropped despite their popularity, with a promise that they would return someday in completely restaged form. For years a large number of Met singers have been spending their time on lucrative concert tours and movie and radio assignments, agreeing to sing at the Met only when it fitted in with their schedules. Mr. Bing has cracked down with vigor on this loosely commuting bevy of famous names. Singers who expected to remain on the payroll were even forbidden to leave town during the period of their engagement without the express permission of the management. The practice by which singers had often appeared in the past without any stage rehearsal whatever was eliminated.

Where staging was concerned, Mr. Bing initiated another revolution. He began the task of replacing the Met's conventional and literal old scenic sets with spacious ones that provided dramatic atmosphere rather than bricks, foliage and imitation mummy cases. Costumes were designed to go with the scenery, adding coherence and taste to the stage picture. He looked at a couple of Broadway shows and decided, quite rightly, that its theater folk knew a great deal more about theater than musicians and routine operatic stage managers do. So he invited Margaret Webster and Garson Kanin to stage the theatrical side of his most important new productions. To help Miss Webster and Mr. Kanin in their tasks, Mr. Bing instituted a policy entirely new to the Metropolitan: he gave his stage directors and scenic designers rank and authority equal to that of his conductors. This meant that henceforth at the Met the theatrical side of opera was to be considered just as important as its musical side.

By midseason most opera-goers were agreeing that on the whole Mr. Bing's new policies were bringing results. The opening production of Verdi's *Don Carlo* was not only superb musically, it was also a theatrical knockout. The subsequent new production of Johann Strauss's frothy operetta *Fledermaus* was not far behind it. A new,

CONTINUED ON NEXT PAGE

WHAT'S NEW IN SOUTHERN CALIFORNIA?

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NEW! New resort oases, dude ranches; new scenic areas open!

HIGH MOUNTAINS. Sky-line highways, deep forests, rocky pinnacles, blue lakes, panoramic views.

NEW! Mountain roads. New services and accommodations!

THE PACIFIC OCEAN. White sails, big-headed pelicans, flying fish, a magic Pacific isle.

NEW! New beaches and yacht harbors. Picturesque cottages. Ocean-view highways!

SUBTROPICAL VALLEYS. The orange empire. Date palms, avocados, shirt-sleeve golf.

NEW! Horse racing almost year-

round. Spanish missions restored. **THE CITIES.** Los Angeles—city of sunshine, palms, flowers, Movie and radioland. Premieres, celebrities, night spots.

NEW! Super-freeways. Glass-walled buildings. Eight television stations!

THERE'S STILL THE SAME DELIGHTFUL WEATHER! Sunny, relaxing vacation weather—year-round! Our dry subtropical climate lets you enjoy Los Angeles County and all Southern California... winter, spring, summer or fall. COME ON OUT AND JOIN THE FUN!

To help plan your trip write for our FREE COLOR FOLDER: All-Year Club of Southern California, Ltd., Dept. B-2, 629 South Hill Street, Los Angeles 14, California.

America's 4-Season Vacationland

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, LTD. This advertisement sponsored by Los Angeles County Board of Supervisors for citizens of Beverly Hills, Glendale, Hollywood, Long Beach, Los Angeles, Fontana, Pomona, Santa Monica and 182 other communities. Copy, 1951, by All-Year Club of Southern California, Ltd.—a non-profit community organization serving vacationists. Advice anyone not to move here now unless assured in advance of employment.



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New Shape
is the
News



The new-shape tiered jacket—News because it's so dashing in shape . . . yet has a soft feminine touch in its velvet texture.

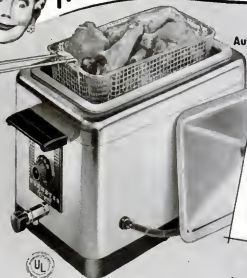
The new-shape Modess box—News because it's shaped with a dash of genius. So cleverly formed that, when wrapped, it looks like one of a dozen purchases . . . never like a napkin box.

Same number of fine Modess naphkins. Regular, Junior, and Super sizes. All pre-wrapped.



None Finer than FRI-WELL

Automatic



PERFECT FOR:

- Chicken
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Do it with DORMEYER!



Dormeyer Food-Fixer. Electric grinder, juicer, mixer. Dormeyer Blender. Liquefies, blends, chops, purées.

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You can say it all in three words: "DEEP-FRIED . . . DELICIOUS . . . DORMEYER!" None finer than Fri-Well to bring all your deep fried foods to delicious golden brown goodness in a few minutes of automatic electric cooking. See it now at better stores everywhere.

RUDOLPH BING CONTINUED

somewhat fussy production of the double bill of *Pagliacci* and *Cavalleria Rusticana*, on the other hand, turned out to be a resounding flop.

The expense of all this renovation has been terrific, and some conservative students of that hopeless tangle of anomalous finance known as the Metropolitan's budget have been wondering whether Mr. Bing could keep up the pace. A dozen unions, ranging from the stagehands' Theatrical Protective Union Local No. 1 to the American Guild of Musical Artists, see to it that Metropolitan employees suffer no personal deficits. The U. S. Government comes into the picture too, hacking out a \$400,000 amusement tax from the Met's box-office take, apparently on the assumption that the Met is a profitable business enterprise. The Met, of course, is no such thing. Even with sold-out houses every night, it would continue to lose money. This situation, while surprising to the man in the street, has always been calmly accepted by opera fans, who know that first-class opera has always been a losing proposition, even in Europe where royal grants and state and private subsidies have invariably been necessary to keep it going. Currently the Met is appealing for contributions from the opera-loving public; it needs \$750,000 to meet its current deficit and finance the improvements Mr. Bing plans for his second season.

Halfway through Bing's first season the Met's employees are still acting like a police force that has suddenly been shaken up by a new commissioner. The fresh auditions he gave the lesser singers was a procedure calculated to frighten them all into hours of extra practice. The small army of backstage quarterbacks that is necessary to operatic production—chorus masters, assistant stage directors, assistant conductors, prompters, property and lighting crew bosses—scurries about nervously, anxious to please the new general manager with special displays of coordination and efficiency. Singers who formerly spent their off-duty moments chatting or calmly munching sandwiches in the wings are now watching carefully for cues, clearing their throats and practicing odds and ends of stage business. Understudies look on at rehearsals with heavy eyes, hoping, as all understudies do, that some star will suddenly drop dead.

Mr. Bing himself either sits staring sharply at the spectacle or races up and down the aisles and over the bridge onto the stage surrounded by a staff of eager assistants. "My God," he exclaimed during a rehearsal of *the Magic Flute*. "The skirts there, Armstrong. What about the legs? What do you think? The skirts a little shorter? They should be graceful. Perhaps the skirts a little shorter on one side? What do you think? Above the knee?" Then, after a second's deliberation: "Better look at the knees first."

By subway to the Met

THOUGH he wields the power of an absolute dictator at the opera house, Rudolph Bing is no snob. Instead of using taxis, he commutes between the Met and his home near Central Park by subway because it is quicker. He is often found eating his lunch at McCarthy's Tavern, a modest hash house across the street from the stage entrance. At most performances he puts on a white tie and tails before appearing in the box reserved for him, but sometimes, to the consternation of old subscribers, he turns up in his street clothes. "After all," he explains, "I work here." He has, to date, attended virtually every performance at the Met but is anxious to work out a new schedule soon which will allow him at least one night a week off. He wants this night off, not for relaxation but in order to attend the Broadway theater where he can keep up with the latest wrinkles in dramatic technique.

During a working day, which stretches from 10 a. m. to midnight, Bing keeps up his energy by peeling and eating bananas at frequent intervals. At about 4 o'clock each afternoon he has tea and a meat sandwich which his wife puts up for him and which he totes in a paper bag to the opera house. While Bing drinks his tea and munches his sandwich, he carries on contract negotiations, holds conferences with staff members or allows himself to be interviewed by journalists. With the latter Bing is charming but as wary as a Russian diplomat. A reporter once tried to maneuver him into a statement deploring certain practices of the previous administration. Getting nowhere, the reporter finally threw himself on Bing's mercy. "Mr. Bing," he said, "I'm supposed to ask tactless questions." "Ah yes," replied Bing blandly, "and I'm supposed to give evasive answers."

Bing has the happy capacity for making instant decisions on questions that involve an element of risk. He decided to hire Carson Kanin to direct *Elektra* without having seen any of his Broadway or Hollywood productions and after a mere half hour of conversation. When, in an argument over salary, the tenor Richard Tucker suggested tossing for a decision, Bing immediately agreed and won. When the conductor Fritz Reiner upset plans for the

CONTINUED ON PAGE 8

For a full measure
of health... **Drink this much**

Florida Orange Juice every day!

Be on the *safe* side! Drink a full *big* glass of Florida Orange Juice every single day to get plenty of "youth" Vitamin C—one vitamin your body doesn't store up. Keep young the Florida way!



A FULL
BIG
GLASS



Florida Orange Juice helps you get the vitamins and minerals you need for bright-eyed energy—a sparkling smile.

Don't take "half-measures" with those old-fashioned half-portion juice glasses. For a *full measure* of health—drink a full *big* glass of Florida Orange Juice every day!

FLORIDA FRESH

They're the sweetest—far finer flavor, more energy. Save money, too—Florida Oranges have thin skins and they're juicier!

FLORIDA FRESH-FROZEN CONCENTRATE

Tree-fresh flavor in new handy form. Add three parts cold water, stir, pour full big glasses.

FLORIDA CANNED

Always ready to serve a moment's notice. Natural full strength. Try blended Florida Orange-Grapefruit juice in cans, tea. Delicious, different and refreshing!

FLORIDA *THEY'RE THE SWEETEST* ORANGES

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

ALL-FAMILY SMASH HIT!

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

It's natural for Jimmie and Janie to share their 7-Up with the puppets because children want others to like what they like. And clean-tasting 7-Up—the all-family drink—is right for all ages. So pure . . . so good . . . so completely wholesome, crystal-clear 7-Up can be enjoyed by the very youngest. It adds extra fun to all family activities. Buy a case of 7-Up today wherever you see those bright 7-Up signs, and "fresh up" . . . often.



You like it... it likes you!

KEEP A CASE AT HOME for your family and guests!



recording of the Met's *Fledermaus* production by agreeing to do the work for a rival recording concern, Bing promptly dropped him from the production and hired in his place Eugene Ormandy, who had little experience and no reputation as an opera maestro. Placed on his mettle, Ormandy made something of a hit.

Part of the dynamism Bing exhibits in running the Metropolitan today stems from his furious ambition to accomplish wonders in his first season as a big operatic boss. Ambition has in fact turned him into a purely functional man whose every thought and action is concerned in some way with his job. As a result of this he has no hobbies, few ideas of any interest outside his work and leads hardly anything in the way of a private life. What there is of the latter surrounds two other beings: his retiring wife Nina, a former ballet dancer whom he married during the '20s, and a sleek little dachshund named Pip. Mrs. Bing is a thin, handsome, aristocratic-looking woman with blond hair, gray-green eyes and a Russian accent. She was born in Moscow and fled Russia after the revolution. Two successive changes of nationality (Austrian, British) have failed to dampen her nostalgia for the Russian language, and she often visits the Russian Tea Room on 57th Street near Carnegie Hall just to chat with the waiters. At home she feeds her husband quantities of milk and Viennese pastry in the vain hope that he will gain weight.

The Bings have practically no social life. His only nonoperatic activity is taking Pip for a walk in the park, which he does twice a day, once in the morning before he goes to the Metropolitan and once again about midnight when he gets home. Even on his morning walk with Pip, Bing is deeply engrossed in operatic matters. Mrs. Herbert Graf, wife of one of the Met's stage directors, who also walks her dog in the park, recently met Bing there on several successive mornings. The first day she met Bing she said, "Good morning," expecting a short chat. He simply answered, "Good morning." The second day she tried again. He answered, "Good morning." On the third day she said, "Good morning, Mr. Bing. Perhaps you don't recognize me. I am Mrs. Herbert Graf." "Ah yes," replied Mr. Bing, "good morning"—and walked on.

Over the past 66 years of opera at the Metropolitan, the fashion in impresarios has changed considerably. The forbidding paunch and imperial beard of the late Giulio Gatti-Casazza reflected an era when the Metropolitan was the citadel of New York society and, backstage, a showcase of glamorous and imposing personalities. The affable and easygoing Edward Johnson, who was Bing's predecessor, had been one of the glamorous personalities of Gatti's era; his administration was essentially a continuation of the old regime. To most operagoers today it is obvious that the job of enhancing the Metropolitan's position in the complex modern world of radio, television and high-powered competitive musical management requires a different type of man—a combination of technical specialist, showman and tough streamlined executive. In Rudolph Bing, most of them feel, the Metropolitan has found its man.



AT HOME, a three-room apartment in New York's Essex House, Rudolph Bing and wife Nina live simply and quietly in surroundings of modest elegance.

PEPSODENT

does *far more* than
reduce tooth decay



Pepsodent not only
reduces decay the sure
way, but gets your teeth
BRIGHTER
than the average
of all other
leading tooth pastes
combined!

Yes, PEPSODENT's exclusive polishing agent—effective yet so gentle—gets your teeth **brighter by far**... makes your smile more beautiful. Authoritative scientific tests prove conclusively that even a **single brushing** with PEPSODENT removes acid-film that causes decay. Only PEPSODENT with Irium* has this **film-removing** formula!



*Irium is Pepsodent's Registered Trade-Mark for Further Astringent.

For that Pepsodent Smile—
Use Pepsodent every day
—see your dentist twice a year.



SPECTACULAR MOMENT of Ram-Lila comes when fireworks display lights up New Delhi sky. The demons are dying from Rama's flaming "magic arrows."

Hindu Passion Play

Indian festival brings 500,000 to watch the demons die

Each year, when the moon and the stars are right, Hindus in villages and cities throughout northern India set up great outdoor stages and with giant, brilliantly painted effigies re-enact a story that has been told for thousands of years—Ram-Lila, the great Hindu passion play.

For nine nights, from sunset until long after dark, the pageant relates the incredible trials suffered by good Prince Rama at the hands of wicked King Ravana and his demons, shown

on the next three pages. By day street processions and carnivals (pp. 94, 95) provide relief from the spectacle of Rama's sufferings. On the 10th night Rama, aided by the monkey god Hanuman and his sacred hosts, storms Ravana's stronghold, rescues the prince's captive wife and destroys the demons.

To Hindus no story is more venerated than the heroic, 24,000-stanza chronicle which this passion play dramatizes. In the legend itself

it is written that whoever reads it or hears it will be freed from all sin. So, last October, half a million people jammed into the New Delhi festival grounds to witness the play and the flaming spectacle (above) which was the climax of the most brilliant Ram-Lila in all India. Curiously, despite the strange combination of almost ecstatic excitement and religious ritual, not a single Hindu was reported injured in the re-created struggle between good and evil.



THE DEMONS' HEADS, fashioned from large scraps of paper pasted to bamboo frames, are daubed with gaudy watercolors in work tent before being attached

to the bodies of the effigies. Year after year the same skilled craftsmen take on the semisacred task of making the oversized images and then assembling them.

INDIAN FESTIVAL

CONTINUED



ROYAL DEVILS, led by 10-headed King Ravana (*center*), who is flanked by his brother Kimbhakarna (*left*) and by son Indrajith (*right*), tower 40 feet above the crowds after being hoisted and fixed in position with guy wires. They stand behind the wall of the mythical fortress of Lanka.





LEADING FLOAT of the procession carries Ganesha, the elephant god. White horses, carved realistically of wood, ride on wheels; float actually is pushed by half a dozen men.



MONKEY BOY, a brightly costumed native youngster with painted face, impersonates one of the sacred simians that are allowed by custom to run wild in India in tribute to the great mythical monkey god Hanuman.

PRIMITIVE FERRIS WHEEL (opposite page), one of the attractions in a sideshow carnival set up at the edge of Ram-Lila festival grounds, is crowded with enthusiastic children. The wooden wheel is turned by hand. →



ORNATE OXEN sport bell necklaces, cloth coats and lacquered horns. In the preliminary procession they pull a float; later, during the play, they draw the war chariots.





This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



*Meat for stew
—protein on the square*

Nourishing Meat

*Yardstick of
Protein Foods*

What makes each and every cut of meat a real value in nutrition? It's protein . . . the kind of protein that—

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When protein does all this and more for you, it's easy to see why meat—every ounce and slice and bite—is always a good value in nutrition for you and your family.

AMERICAN MEAT INSTITUTE

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DEMON'S DOOM is sealed as balloons of fire, representing Prince Rama's flaming magic arrows, are set off in the climactic assault of the passion play.

This Is The First Thing You Need For A Cold— To Feel Better, Fast!

RIGHT TODAY, doctors the country over will tell you that of all cold treatments, one of the simplest and most effective is "aspirin and as much rest as possible".



At the first sign of a cold—before you do anything else—you should take BAYER ASPIRIN, because BAYER ASPIRIN brings you quick relief from the head-achy, feverish feeling—and the muscular aches and pains—that usually accompany a cold.

Ask your doctor about this. We're sure he will tell you that no matter what you do to try stopping or shortening a cold, it's sound advice.

FEEL BETTER FAST

And it's advice that produces fast results. For BAYER ASPIRIN is actually ready to go to work in *two seconds*. That's one reason why, when you take it to relieve these distressing cold symptoms, you get the relief you want with astonishing speed.

By dropping a BAYER ASPIRIN tablet in a glass of water and watching how quickly it disintegrates, you can see this two second speed with your own eyes.



WHAT TO DO FOR SORE THROAT

BAYER ASPIRIN is also an excellent medication to use for the relief of sore throats due to colds. You just dissolve three BAYER ASPIRIN tablets in one-third of a glass of water—and then gargle. This makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.



You'll find that BAYER ASPIRIN is not only highly effective, but wonderfully gentle, too. Its single active ingredient is so gentle to the system doctors regularly prescribe it even for small children.

Get BAYER ASPIRIN today. When you buy, ask for it by its full name—*Bayer Aspirin*—not just for "aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is *gentle*

BAYER ASPIRIN

EDUCATION



SNOW IS UNCLEARED OUTSIDE DESERTED SCHOOL

SCHOOL BY TV

Minneapolis pupils study at home when janitors and teachers strike

In Minneapolis last week, with the city's schools closed by a strike of janitors and teachers, 63,000 elementary and high school students were on forced vacation. Seizing its chance, television leaped into the educational gap. For two hours every morning station WTCN turned over its studio to a selected group of star pupils who, without any rehearsal, went through their lessons. Their teachers, who did not feel giving classes on TV was a form of strikebreaking, showed up to supervise. To give the programs visual quality, a math class learned fractions by slicing apples, and a hygiene class used puppets to demonstrate care of the teeth. At week's end the strike was still on and the programs, watched voluntarily by an estimated 30,000 students, were so popular even the students were writing fan letters and asking for more.



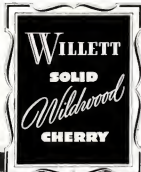
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Cherry double dresser with mirror \$222.00



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...YOUR BEDROOM IN SOLID CHERRY FROM THE FAMOUS ELSWICK COLLECTION



Cherry chest on chest \$188.00



Cherry dresser with mirror \$110.00



PICTURE this lovely room in your home—and don't be surprised to find you can afford it.

Every piece is solid wild cherry, America's finest cabinet wood. It has that wonderful natural finish typical of the museum and decorator pieces you've always admired. The lines are soft and graceful . . . the kind you never tire of, but love the more the longer you live with them. The tester bed is the kind you dream about dreaming in.

Budget priced. All the pieces in the photograph (including the beautiful upholstered barrel back chair) can be yours for approximately \$324*. Also available in OPEN STOCK.

America's largest maker of solid maple and cherry furniture for living room, dining room and bedroom.

CONSIDER H. WILLETT, INC., LOUISVILLE 11, KENTUCKY



IN TELEVISION STUDIO science teacher and students from fifth and sixth grades use magnets and dry cells during a 20-minute lesson on electricity.

PROGRAM WHILE MOTHER OF FOUR OF THEM LOOKS IN FROM KITCHEN



CONTINUED ON NEXT PAGE

Wish I Could Make Her Fall for Me!



JUDY SURE KNOWS HOW TO PUT A GUY ON ICE! I WONDER WHAT IT WOULD TAKE TO GET HER TO GIVE ME A TUMBLE?

EVEN A KID SISTER KNOWS THE ANSWER TO THAT, JACK! JUST GO SEE OUR DENTIST ABOUT BAD BREATH!



COLGATE DENTAL CREAM CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH. AND THE COLGATE WAY OF BRUSHING TEETH RIGHT AFTER EATING STOPS TOOTH DECAY BEST!



LATER—Thanks to Colgate Dental Cream

COLGATE DENTAL CREAM DOES A SUPER JOB OF POLISHING TEETH, TOO! AND HOW I GO FOR COLGATE'S GRAND MAKE-UP FLAVORS!



MY KID SISTERS PLENTY BRIGHT FOR COLGATE CARE FIXED THINGS UP RIGHT!



READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved, and accepted home method of oral hygiene known today! Yes, and 2 years' research showed that the Colgate way stopped *were* decay for more people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!

Use Colgate Dental Cream
 ✓ To Clean Your Breath
 ✓ While You Clean Your Teeth—
 ✓ And Help Stop Tooth Decay!



*YOU SHOULD KNOW! Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.

"That Formfit Look"



Life
in
Formfit

First Choice...

**FOR FIT, FOR COMFORT, FOR
A SWEETHEART OF A FIGURE**

Yes, more women wear Formfit than any other make. And no wonder! For whether you're short or tall, large or small—you're sure of exact figure fit with Formfit's Life Bra and Life Girdle. You're sure, too, of glamorizing control that keeps bust high, young, separated... waist and hips slimmer, smoother. Plus a world of free-action comfort. That's because Life Bras and Life Girdles are tailored the exclusive Formfit way—to fit with comfort, and to LIFT, MOLD, CORRECT, HOLD. Be fitted and see how they can instantly transform even an ordinary figure into a Sweetheart of a Figure! At better stores everywhere.

Life Bras from \$1.25 Life Girdles from \$8.50

THE FORMFIT COMPANY, CHICAGO, NEW YORK

ONLY FORMFIT MAKES Life BRAS, GIRDLES, FOUNDATIONS

School by TV CONTINUED



PROGRAM SUPERVISOR Madeline Long shows fan mail she has received. On the table is replica of schoolhouse she uses as a prop to announce programs.



IN GEOGRAPHY CLASS girl points to Alps on map while Bruce Mikkelsen talks about recent avalanches. Class also discussed Eisenhower tour of Europe.



WHEN SCHOOL LET OUT students hung around studio to watch Singer Bette Kay, guest star on program which followed school lessons, fix her hair.

NOW PHILCO TRUE-FOCUS PICTURES! NO BLUR! NO SMEAR!



Picture quality
never known before!
Made possible by
BALANCED BEAM,
another pace-setting
invention from Philco!

JUST because you've seen so many blurred television pictures, don't assume that blur or smear is inevitable. For now Philco has achieved a true-focus picture with new freedom from blur or smear.

Philco Balanced Beam Television literally balances the electron beam that "paints" the picture on the tube face . . . locks it in positive focus over the entire screen. You get thrillingly clear, detailed pictures—Philco true-focus pictures!

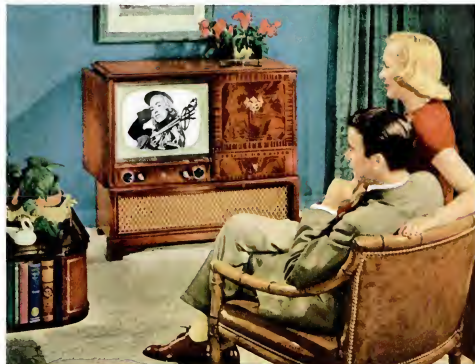
Besides Balanced Beam Television, Philco gives you the sensational Custom-Duplex Chassis which achieves vastly increased sensitivity and amazing

freedom from "ghosts," "snow" and other interference. The new 1951 Philcos also have the famous Philco Electronic Built-In Aerial that outperforms all others by as much as 3 to 1. No installation is necessary in up to 8 out of 10 locations.

Ask your Philco dealer to demonstrate Philco Balanced Beam Television for you. Prove to yourself that Philco is your best buy in television!

* * *

TUNE IN! *Philco Television Playhouse, Sunday evenings, NBC-TV Network . . . Don McNeill's TV Club, Wednesday evenings, ABC-TV Network.*



THE PHILCO CUSTOM-DUPLEX CHASSIS

An entirely new "power plant" for the great new 1951 Philco receivers—a chassis for the first time divided into its two basic parts, the Video Unit and the Power Unit.

In it, Philco has incorporated the most advanced circuits and the most costly components to achieve the finest performance in local and fringe areas . . . the finest picture in detail, definition and uniformity.

PHILCO
Balanced Beam
TELEVISION

LUXURIOUS BALANCED BEAM PHILCO gives you a 150 square inch picture on a 17 inch gray filter-face rectangular tube, brilliant Philco radio, and 3-speed automatic photograph in beautiful cabinet of matched mahogany veneer. Model 1872M \$499.95*. Other Philco table models, consoles, combinations, 12 1/2 inch Wide Screen to 20 inch rectangular tubes, \$199.95* to \$800.00*.

*Tax and Warranty extra on all models. *Prices slightly higher in South and West. Prices subject to change.*



Betty Crocker's
newest, most sensational cooky...made
with "Bisquick" and "None Such Mince Meat"

"MM Cooky"

It's "Mince Meat Marvelous"!



MAKE 'EM IN A SAUCEPAN—no mixing bowl needed! Just take Bisquick, None Such Mince Meat, brown sugar, evaporated milk, salt. Easy directions on the Bisquick package.



NONE SUCH MINCE MEAT JOINS BISQUICK! And what a mmmunchy, mmmarvelous combination they make! Mince meat gives MM Cookies a rich, spicy taste. Helps 'em keep well, too!



BIG BAKING BARGAIN. Just 5 ingredients in these economical cookies. They're *time*-savers, too! A big batch ready in minutes. No sifting or creaming, thanks to ready-blended Bisquick!



MINCE MEAT MARVELOUS. Munchy, rich, golden-brown cookies, flecked with spicy mince meat. Fine for everyone in the family—yet glamorous enough for company, too. Bake MM Cookies soon!

"MM Cooky"
MINCE MEAT
MADE EASY WITH
Borden's
NONE SUCH MINCE MEAT
BY THE BORDEN COMPANY
AND **Bisquick**
General Mills

EASY DIRECTIONS ON BISQUICK PACKAGE!





DO NOT SIFT!

THE 12-IN-1 MIX

NET WT 1/4 LBS (20 oz)

Bisquick
Prepared Baking Mix

Borden's
NONE SUCH
MINCE MEAT
For Mince Pie "Like mother used to make"

Borden's
NONE SUCH
Mince Meat

NET WT. 9 OZ. CONTAINS: SUGAR, RAISINS, DRIED APPLES, CITRUS FRUIT PEEL, BEEF, CURRANTS, SALT, STARCH, BOILED CORN, SPICES, DISTILLED VINEGAR
MADE BY THE BORDEN COMPANY, NEW YORK, N.Y.

PLEASE OR PREP. FOR
KIES!
FOR BAKING
WITH FINE GOLD BROWN
SUGAR, CHEESE, PEEL
OR MILK SOLIDS, FRUIT
POWDER, SALT
Prepared by
F&L Mills, Inc.
BOSTON, MASS.

Tender as a June night



Harvested in the Moonlight. The call may come at midnight or at dawn. "The field's ready!" Whatever the time, the Green Giant's crew must

do a fireman's act. Less than three hours after the peas reach their "fleeting moment," they're picked and packed, vine-fresh.

Our artist had this fancy idea for showing you how tender our peas are. If you've eaten 'em, you already know.

But what you probably *don't* know is how our peas get that way. One reason is this—our peas get to a good size when they're still babies in tenderness.

Now, peas are tricky. They come to their peak on a certain hour of a

single growing day. Pick them at that moment and even an ordinary pea tastes pretty good. The thing about Green Giant Brand peas is that they are *all* picked at that "fleeting moment of perfect flavor."

Better peas to start with, watched over by us like a mother hen, we catch 'em at the one high moment of their sweet and tender lives. No better eating anywhere.

Green Giant Peas

BRAND

Green Giant Company, Annetonville, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Toronto, Ontario.
"Green Giant" Brand Reg. U. S. Pat. Off. © G.U.C.



THROUGH HOLE IN BRUSH-COVERED BLIND, HUNTER WATCHES FOR GESE

GUNLESS GOOSE HUNT

Banders use new projectile to catch waterfowl alive

In the warm marshlands of the South government agents are carrying out one of the strangest bird hunts in history. Their quarry: the wintering waterfowl. Their purpose: to trap these wary birds by the hundreds without injuring a single one. Every year since 1914 the U.S. Fish and Wildlife Service has sent out crews to catch and band thousands of geese and ducks, so that the condition of the flocks could be determined and their migrations traced. In the past the agents have had to rely on time-consuming tactics. They searched out nestlings too small to escape them; they rounded up molting birds too featherless to fly; they baited others into big wire enclosures. But this year they are trying a new maneuver. Hidden in a blind (above), the hunter waits until the birds have gathered to eat corn spread out nearby. Then he presses a button, and three cannons fire. To see what happens, turn the page.



GOOSE IS Banded at government game refuge near Manteo, N.C. During the last month 230 Canada geese have been caught and tagged at this station.

CONTINUED ON NEXT PAGE



Up... Up... Up!

"OUR REPUTATION SEEMS
TO GROW EVERY DAY,
WHITEY!"



"YES, BLACKIE, MORE
AND MORE DISCRIMINATING
PEOPLE ARE ENJOYING
BLACK AND WHITE SCOTCH.
ITS QUALITY AND CHARACTER
NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 56.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



NEW KIND OF LIGHTER GIVES

6 MONTHS OF LIGHTS*

WITHOUT REFUELING!

*No fooling with liquid fuel
—no fiddling with wicks
—no fussing with refueling*

It's the new Parker Flaminaire—only butane gas lighter made in America, under the original French patents—with the precision you'd expect from Parker—makers of the world's finest pens. The only butane gas lighter proved by more than 200,000 users the world over—who cheerfully paid up to \$5.00 more than this newest, greatest of lighters now costs you. At smart dealers everywhere. Buy it now—*it'll need no refueling till next fall!* Only \$12.50 (no F.E. tax). Includes smart gift case.

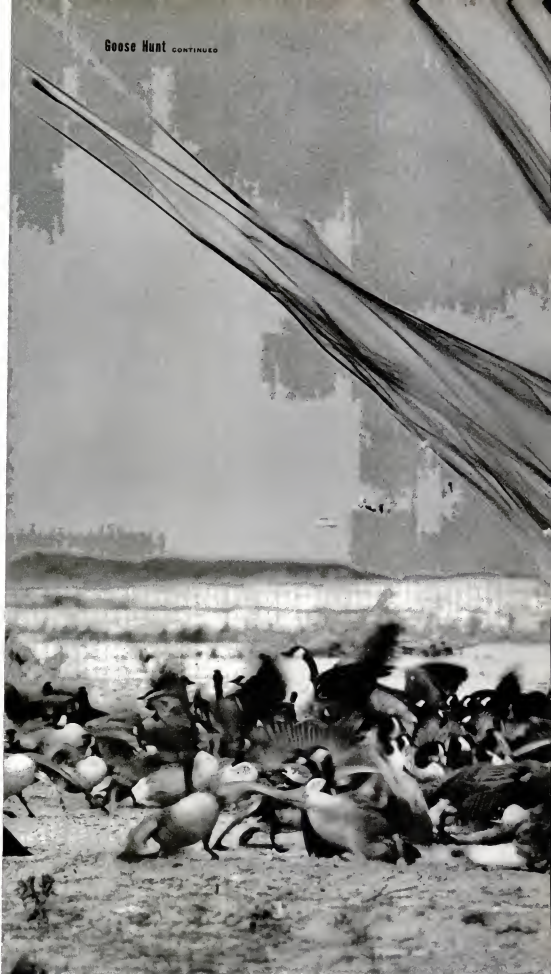
**The only pocket lighter, regardless of fuel used, that gives 6 months of lights without refueling (even for pack-a-day smokers).*

PARKER FLAMINAIRE

MADE BY THE PARKER PEN CO., U. S. A.

© 1953—The Parker Pen Co.

Goose Hunt CONTINUED



CANNON-PROPELLED NET flashes up and over a flock of startled Canada geese. The 40-pound, 75-by-25-foot net rises from ground at right, carried aloft by 3-pound metal

projectiles (upper left) attached to its leading edge. The "cannons" which fire these projectiles are slender tubes of steel, loaded with a special low-noise explosive and detonated by



electric caps. When the net reaches peak of trajectory it settles lightly over the birds. This device, now coming into general use in many game sanctuaries, was developed at the Swan Lake National Wildlife Refuge near Sumner, Mo.

LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.

HA!! AH WINS TH' SKI RACE, AN' TH' FUST PRIZE--NAMELY, A KISS FUM DAISY MAE!!
CHUCKLE-SMACK!!

...AH'LL MAKE IT **LAST FIVE HOURS!!**

OH SOB!!
AH IS ALL **BALLED UP!!**

ANNUAL DOG PATE SKI RACE

© 1954 UNITED STATES SPORTS & SKI CO.

IT'S LI'L ABNER!! AH RECKA-NIZES TH' **HONGRY EX-PRESH-UN!!**
AH RECKA-NIZES TH' **FEET!!**

CRASH!

AH RECKA-NIZES TH' **HONGRY EX-PRESH-UN!!**
AH BETTER WHOMP UP TH' **ENRICHED 5 MINUTE CREAM OF WHEAT!!**

OFF YO GO CHILE--ALL CHARGED UP WIF MINNY-RULS, VITY MINS, AN' FOOD--
IN MAH (YUM!) CONDISH--WHICH IS NAMELY, FULL O' CREAM OF WHEAT!!

YO CAINT BEAT NO 100 PERCENT RED-BLOODED AMERICAN BOY

LI'L ABNER WINS!! YO GITS A CHOICE O' EITHER A KISS FUM DAISY MAE OR THIS **LOVIN' CUP!!**

SOCK

FINISH LINE

AH IS **VURRY ROMANTICAL** SO AH'LL TAKE TH' **LOVIN' CUP!!**--JEST FILL IT WITH **SMO-O-GTH, DEE-LISHUS, CHILL-CHASIN' CREAM OF WHEAT!!**

GET THAT CREAM OF WHEAT FEELING!

COSTS LESS THAN \$1 A BOWL!

CREAM OF WHEAT

wine, diamonds, ships,

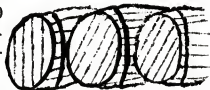
These are days when many successful countries and men confess to a sense of insecurity, doubt and fear.



Yet in the young State of Israel, where you would expect to find even more uncertainty, one feels a vibrant sense of work and of hope.

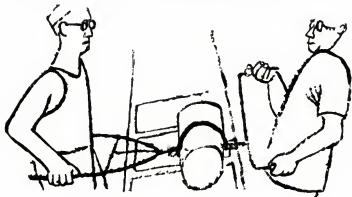
One sees real accomplishment and growth.

For these people of Israel did not come down the cruel road of history for 2,000 years to find frustration in their own land.



Here in Israel, in this year of 1951, one finds the irresistible essence of hope and an unbounded future.

Part of this essence is compounded of solid achievement...an incredible achievement which has witnessed the establishment of a great and lush agricultural valley, literally wrung from the breast of the ancient desert.



More impressive, however, in modern terms—and more quickly understood by Americans—is the great manufacturing and industrial economy which has sprung up in Israel practically overnight!

Just to mention a few of Israel's manufactories in the year 1950:

375 million kilowatt hours of electricity were manufactured by the Palestine Electric Corporation.



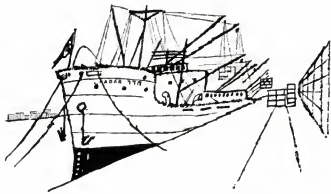
Two million tons were shipped in Israel's own sea-going bottoms.

In addition to the vast Dead Sea deposits of potassium and bromium, Israel has begun to exploit, for its own industrial needs and for export, other rich mineral deposits, which include phosphates, manganese, sulphur, glass sand, gypsum, fire clay, mica and kaolin.

Private industry* in Israel cans fruits and vegetables; produces electrical appliances, aluminum ware, buttons, ceramics, cotton, wool



prayer shawls and you



and silk; oils, soaps, glass, glue, lenses, radios, valves, pressure gauges, zippers and so on. The diversity is enormous.

In Israel they press wine, finish diamonds, repair ships and make PRAYER SHAWLS.

Ponder this latter item—Prayer Shawls—and regard it as the imponderable item in the modern miracle of Israel!

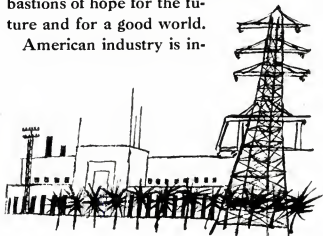
For in a material world, in a world of technological fantasy, these Prayer Shawls are not merely religious symbols, but the symbols of a great spiritual heritage..



the indestructible substance which has defied the fires of history for over twenty centuries.

Here in the Near East stands one of the bastions of hope for the future and for a good world.

American industry is in-



vesting in this new land as it once invested in the future of America.

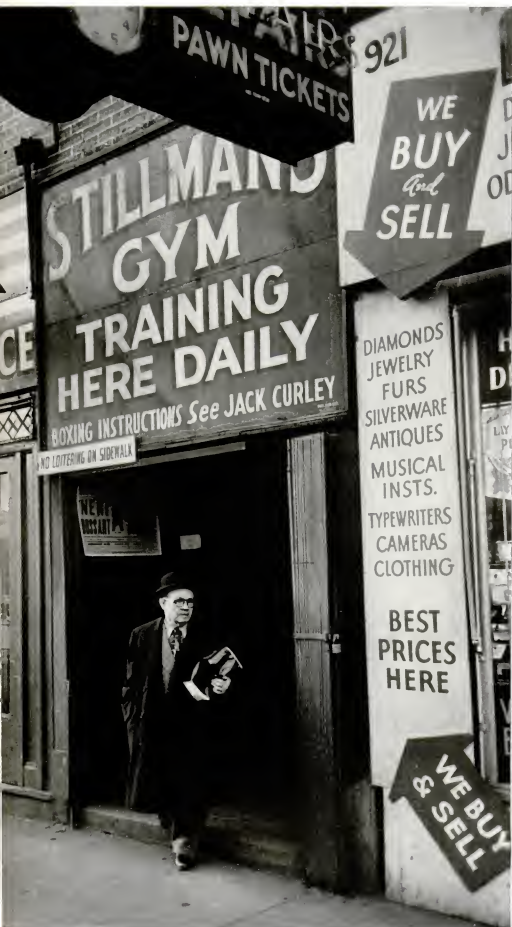
How about you?

Doesn't it stir something deep inside of you who have lived in the climate of Freedom to *want* to have a hand in the growth of the ancient *new* land of Israel?

* For detailed information on the trade and industry of Israel, write to:
American Financial and Development Corporation for Israel, 2 Park Avenue, New York 16, N. Y.

THE STATE OF ISRAEL





FIGHT

Charlie Goldman

When boxing fans notice Charlie Goldman they see a gnomelike little man in a white sweater, who jumps up into the ring at the bell, patches up a fighter's face, claps an ice bag on his temple, mutters instructions for the next round as he rubs the fighter's belly. Charlie Goldman is a trainer, and in the prizefighting trade he is known as a "winning trainer." In a boxer's corner in a close bout he can be the difference between winning or losing. But Charlie's big job is done in less public places smelling of stale air and liniment, places like Stillman's Gym (left), where he trains and tutors nine fighters that he

AFTER TRAINING SESSION Charlie Goldman leaves gym with his black kit bag. He trains his nine

fighters on a rigid schedule, works six hours a day in gyms and an average of two nights a week at fights.



WATCHING HIS BOYS, Charlie Goldman keeps an impassive eye on Heavyweight Rocky Marciano as he cuts loose a vicious right at Middleweight Walter Cartier, a stable mate, in a gym sparring session.

TRAINER

is a shrewd teacher of boxers and a great corner man

handles full time for seven different managers.

Forty years ago Charlie Goldman was one of the country's best bantamweights. He once went 42 rounds in a Brooklyn saloon (the place was raided before the fight was finished) and twice fought the champion. Today his beady eyes peer owlishly through heavy horn-rimmed glasses, and he is half bald. But little else about Charlie has changed since his fighting days. His body is still bantam-size. He still wears his Baltimore heater (derby) and affects no jewelry except a gold ring his father gave him long ago. "People who wear jewelry get stuck up," he says.

PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFF

In the old days of boxing a fighter's manager took care of training, teaching, seconding their men. Today most managers leave these jobs to trainers, and there are only a handful of really good ones in the business. Charlie Goldman has a simple philosophy for teaching fighters. "It don't do no good to tell them," he insists. "You got to show them." With endless patience, without ever raising his voice or changing inflection, he keeps harping on such ABCs as keeping the wrists stiff while punching the heavy bag. During the heat of fight Charlie is imperturbable. "Lots of corner men yell at you," says Sammy

Guiliani, one of his young welterweights, "but not Charlie. 'You're doing good,' he says, 'just go for the stomach. Hit him in the stomach.' Charlie, he's a great corner man. He inspired me. That's what he did, inspired me!"

To fighters Charlie is teacher, disciplinarian, mascot, friend—and the closest thing to a Mr. Chips the profession ever had. Every week Charlie is offered fighter-prospects, and he gives each one a trial before turning them down. "They are my stock in trade," he says. "Training promising kids is like putting a quarter in one pocket and taking a dollar out of the other."



AT THE GYM Charlie puts one of his lightweights, Libby Manzo, through an exercise once used by Champions Benny Leonard and Jack Britton. Dancing

energetically from side to side, Manzo bounces rubber ball. This bores Stillman habitué but helps sharpen Manzo's footwork, coordination between hand and eye.



IN HIS ROOM, over fireplace, Charlie has pictures of old Heavyweight Jake Kilrain and himself in 1909 (top, left). At left are strung Christmas cards. "One

nice thing about this business," he says, "everybody sends you cards. I got cards from priests, ministers, even a cop in Los Angeles who once gave me directions."

He works in a small world

"If they ever find out how old you are," Charlie's friends tell him, "they'll put you in the old men's home." That gets a chuckle out of him. At 63 he has a formula for staying young. He sticks with young people: "They jump around," he says. "You play pinochle with old guys, and one fellow has rheumatism and another has a stiff back and the other guy reads obituaries."

Charlie works in a small world of gyms and promotion offices, of fighters, ex-pugs, managers, gamblers and small-bore characters who talk—usually out of the side of their mouths—of almost nothing but fights and dames. A bachelor, he lives alone in a second-floor room (opposite page) at Mrs. Browne's boardinghouse on West 91st Street. The room, decorated with

fighter pictures, including a full-page one of himself from a 1909 *Police Gazette*, is also a workshop where Charlie prepares his own liniment of egg whites, turpentine and vinegar. Charlie's work has not made him rich. He never takes any money from a young boy who averages only \$50 for a preliminary bout. With more established men, he is paid a daily fee and a share of the purse. But even in a good year, he does not make more than \$4,000.

On off nights, when he is not handling a fighter at one of the local arenas or traipsing off for an out-of-town bout in Detroit, Charlie is rascal enough to go out with girls. He likes to call them his adopted nieces. "I usually take them to the fights," he explains. "I get free passes."



CHARLIE LEAVES HIS BOARDINGHOUSE FOR WORK



IN THE EARLY WINTER MORNING CHARLIE ESCORTS HEAVYWEIGHT WALTER HAFER TO CENTRAL PARK FOR ROADWORK. FIGHTER RUNS AROUND RESERVOIR



HANGOUT for Charlie is Matchmaker Well's office on Broadway.



WINNING GIN HAND is flashed on Pete Mello, who runs the Catholic Youth Organization gym. Kibitzing are two of Charlie's boys, Cartier and Jim Cambino.



"ADOPTED NIECE" gets a full course Chinese dinner at Ruby Foo's.



"PEPPER" is applied by Walter Cartier when, with Charlie watching at close of skipping session,

he turns the rope twice for every jump. In a gym the fighters do everything in three-minute spurts.



POWER is developed by working on the big bag. Here Charlie watches to make certain that Cartier

tightens up on muscles when he hits. The light bag is for loosening up the muscles and sharpening eyes.



LEFT HOOK is thrown at Charlie by Sammy Guilliani in this drill to teach the boxer combinations of punches.



RIGHT UPPERCUT catches Charlie's glove, which he wears padded part to palms and holds out as target.



LEFT JAB flicks out with the right ready to shoot or he tucks under his chin to ward off a counterpunch.



LEFT UPPERCUT gets good leverage, "You can fight without a right but not without a left," says Charlie.



TRAINER'S IMPLEMENTS include these 32 items. Bag Charlie carries them in, gift from fighter, is initialed Dr. C. G.—not as a gag but as mark of respect.

His tricks pay off

As a judge of raw talent, Charlie Goldman has a 100% record. Of the hundreds of prospects he has given the test (*below*) and turned down, not one has ever gone beyond a four-rounder. He looks for one thing—a punch. "It's the short cut to the money," he says. A punch is a thing fighters have to be born with. The rest Charlie can teach them. He works his fighters harder than most trainers, putting on the gloves himself to teach correct technique (*opposite page*), hammering at fundamentals of stance and leverage, demanding borsome repetition so that good habits become instinctive, trying to develop the almost-lost art of feinting. He uses a prosaic assortment of props (*right*) and a homely set of adages. "The punch you throw," he says, "will take care of itself. It's the next one you gotta have ready."

The results are a matter of record. One of his star fighters, Middleweight Walter Cartier, had lost five of 23 fights before Charlie took him over. Since then Cartier has developed a left and won 16 straight fights. Although Charlie has handled four champions in the past—Featherweight Joey Archibald, Lightweight Lou Ambers, Welterweight Marty Servo and Middleweight Al McCoy—he has never hit the biggest jackpot of all, the heavyweight championship. But now he has dead aim on it (*next page*).



WOULD-BE FIGHTER at Catholic Youth Organization gym asks Charlie to test his stuff. After taking a few punches, Charlie advised, "Give up fighting."



NEWSPAPER UNDER ARM reminds Chico Vejar to keep his elbows close to his body as he shadowboxes before mirror. Leverage is lost when elbows are wide.



TOWEL OVER SHOULDERS, ends held in the hands, helps a fighter shorten his punches. Doing it here is Jimmy Gambino, 19-year-old unbeaten heavyweight.



ROPE ON ANKLES hobbles Sammy Guilliani, prevents him from getting feet too far apart. It was useful in changing Guilliani from southpaw to a right-hander.



AT ROCKY'S WEDDING last month Charlie arrived late, saw 475 guests and exclaimed, "Gawd, they told me this was going to be a quiet little affair." Then, as Rocky beamed, he got kissed by the bride.



OLD ROCKY commits sins of leading with right and being off balance and wide open in a 1949 fight.



NEW ROCKY is on balance as he gets lesson from Charlie on how to use punishing right to stomach.

Charlie's boy wins close one

Charlie's prize handiwork is Rocky Marciano, 25, a leading contender for the heavyweight title. He is no fancy Dan, just a rugged, willing, "uphill" fighter who can bail himself out of trouble with one punch. He has knocked out 29 of his 33 opponents and never been beaten. Last week as he got ready to fight Keene Simmons in Providence, Rocky was cool and unruffled as Charlie taped his hands. "He goes in for a fight

like I go in for a glass of beer," says Charlie. But Rocky got hurt early and Charlie worked feverishly to stop the flow of blood from his left eye. He told Rocky to slip away from punches and try to avoid trouble. By the fifth round Rocky had his breath and his punch back again (below). In the eighth, with Simmons helpless, the referee stopped the fight. "I wasn't worried," said Charlie. "Rocky's a bulldog."



BLOOD FLOWS from Rocky's left eye after Simmons rocks him in second round with a hard right.



FIRST AID is administered by Charlie, who uses adrenalin chloride, squeezes out together with gauze.



THE PUNCH for which Rocky is famous smashes Simmons' face in fifth round and helps turn the tide

of last week's fight. This photograph was taken by J. David Lamontagne of the *Providence Journal*.



VICTORY SMILES are exchanged by Marciano and Charlie after getting back to dressing room after Simmons fight. Rocky is now in line for a fight with Joe

Louis. If he wins that one, he will probably get a shot at Ezzard Charles, the champion, and Charlie's big dream—a crack at the heavyweight title—may come true.



Sunny side's up!

It's always fair weather
"above the weather!"

FLY DOUGLAS DC-6
on these leading airlines
of the world

AMERICAN U. S. • BOPA Australian
BRANIFF U. S. • CMA Mexican
DELTA U. S. • FAMA Argentine
KLM Netherlands • LAI Italian
NATIONAL U. S. • PAL Philippine
PANAGRA U. S. • *PAN AMERICAN U. S.
SABENA Belgian
SAS Danish Norwegian Swedish
*SLICK U. S. • *SWISSAIR Swiss
UNITED U. S.
*Seat 1-Cargo only

WHEN SKIES ARE LEADEN...and snow is on the ground... that's the time to fly! In only minutes, your sleek Douglas DC-6 sails up through the clouds into a world of sparkling sunshine and flawless blue sky. You fly *above* the weather, where the air is calm and clear.

Almost before you know it, you're at your destination. You're rested and relaxed. And traveling has taken the least possible time from your busy schedule.

Yes, in winter *especially*, it's good sense to fly!

Twice as many people fly **DOUGLAS**
as all other airplanes combined

DEPEND ON DOUGLAS WORLD'S LARGEST BUILDER OF MILITARY AND COMMERCIAL AIRCRAFT FOR 30 YEARS • MILITARY AND COMMERCIAL TRANSPORTS
FIGHTERS • ATTACK PLANES • BOMBERS • GUIDED MISSILES • ELECTRONIC EQUIPMENT • RESEARCH



FASCHING

In Germany this means pre-Lenten carnival
and here are costumes for 1951 celebrations

Shrove Tuesday, which fell last Tuesday, is the day before the beginning of Lent and traditionally is marked by rejoicing and carnival. In some countries the carnival is called Mardi Gras; in Germany this time is called *Fasching*. The young ladies shown on this and the following pages are German girls, and they are wearing their *Fasching* costumes, as seen in *Heute*, a magazine published in Munich. According to their designer, the costume ideas are adapted from the movies, but what movies they come from is not always clear. For example, the designer speaks of the thinly veiled girl above simply as being a ballerina in a bodice. At any rate, wherever the ideas for the designs come from, the fetching *Fräuleins* in them are excuse enough for the *Fasching* fashions.



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Carnival CONTINUED



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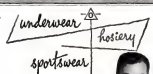
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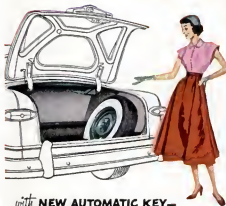


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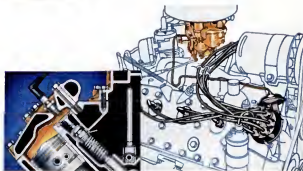


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is for
aardvark



THORNDIKE-BARNHART



GRAEBNER'S ENCYCLOPAEDIA



THE AMERICAN
COLLEGE DICTIONARY

A revolutionary low-priced dictionary is the latest phase in an ancient art that began when bright monks started explaining words to not-so-bright monks

by ROBERT WALLACE

THE most commonly used things in the world are air and language. But sadly, nobody pays much attention to them unless they happen to stink, and consequently an event of some importance to one of them, language, is about to pass with small notice. This is the publication on Feb. 6 by Doubleday & Company of the *Thorndike-Barnhart Comprehensive Desk Dictionary*.

For \$2.75 this book will give you a vocabulary four times larger than that used by Shakespeare and as accurate a portrait of an aardvark as anyone else's (*above*). Furthermore it will tell you how to begin a letter to a bishop of the Protestant Episcopal Church ("Dear Bishop"), how to prepare the manuscript of your novel so that an editor will be encouraged to read it and whether it is good usage to describe your friends as intoxicated, under the influence or just plain drunk. It will tell you how the little statues that mean life and death to movie people got their name (the executive secretary of the Academy of Motion Picture Arts and Sciences, idly glancing at one of them, remarked, "It looks just like my Uncle Oscar"). But, more importantly, for \$2.75 you will get a piece of a revolution.

Now a revolution in dictionary-making, or lexicography, is not accompanied by bloodshed. One has been going on in the U.S. for about a generation, and few people realize it. However it is something in which Americans can take a good deal of pride. A century ago, in Noah Webster's time, the U.S. led the world in lexicography, and it is nice to know that this is true again. The force behind the revolution is not one man named Thorndike Barnhart, as the dictionary jacket seems

to indicate, but two, one of whom (Thorndike) has been dead since 1949. But since it seems very odd that something as gentle as lexicography should ever have a revolution anyway, it might be a good idea to take a quick look at how the whole business began.

In the Seventh Century there were two kinds of monks in England, bright ones and not-so-bright ones. The bright ones, reading old Latin texts, got into the habit of making interlinear or marginal notes to explain tough words to the not-so-bright ones. These notes were called glosses (hence the word glossary), and a whole book full of them constituted what is now known in many high schools as a pony. From the Seventh Century to the 17th not much happened, lexicographically speaking, except that the Latin-English glosses were collected and other vocabularies were made in French, Italian and Spanish. In 1623 appeared the first book to be called *The English Dictionary*, a work by Henry Cockeram full of fine fancies such as *bulbulicate*, "to cry like a cow boy," and *crocodile*, "a beast hatched of an egge, yet some of them grow to a great bignesse, as 10. 20. or 30. foot in length: it hath cruell teeth and scaly back, with very sharpe claws on his feete: if it see a man afraid of him, it will eagerly pursue him, but on the contrary, if he be assaulted he will shun him. Having eaten the body of a man, it will weepe over the head, but in fine eate the head also. Thence came the Prouerb, He shed crocodile teares, *viz.* fayed teares." That is a beautiful definition, but it illustrates one reason why, centuries later, a revolution would become necessary: inaccuracy. Crocodiles don't weep, they grunt or roar.

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NOAH WEBSTER produced three dictionaries in a period of 40 years.



SAMUEL JOHNSON wrote his 41,000-word dictionary in eight years.

A IS FOR AARDVARK CONTINUED

Some 130 years after Cockeram's dictionary came Samuel Johnson's, which fetched literary England a terrific wallop in 1755. One of the big reasons why Johnson made the dictionary—this latter turned into another fault—was to put some law and order into the language, which was very disheveled. Johnson was, as his patron Lord Chesterfield asked him to be, a literary "dictator." He threw out all sorts of words and spellings he considered bad and included some strange ones he considered good. He also injected his own prejudices—*lexicographer* was defined as "a harmless drudge" and *penion* as "... pay given to a state hiring for treason to his country."

Johnson's dictionary dominated English lexicography for almost a century and set the pattern for all English (and American) dictionaries, a pattern which has since been much improved but which is still discernible. But its fault, the tendency to set up the dictionary as an arbitrary "authority," and therefore to force the language into a kind of strait jacket, was a big one.

This fault carried over into the work of Noah Webster, whose last, biggest and best dictionary appeared in 1841, when he was 82 years old. Webster's dictionary replaced Johnson's, was purchased in 1843 by George and Charles Merriam and still is the best unabridged dictionary in the language, having been revised by the G. & C. Merriam Co. many times since then. Webster, like Johnson, was an irascible soul with some irritating views—in his first dictionary he tried to gain public acceptance for grotesque simplified spellings like *soap, no and cloke*, and was very free and easy with his etymologies (notes on the origins of words). However he was an honest Yankee who believed in giving people their money's worth. He included all sorts of information not generally linguistic—tables of weights and measures, money values, chronologies and a list of all the post offices in the U.S. This has since become a characteristic of American dictionaries. It has also become a nuisance, since instead of having only one section of information going straight from A to Z, most big dictionaries now have a batch of supplements (for abbreviations, place names, biographies, etc.) which make things harder for the looker-upper.

The wording of Webster's definitions could have been simpler. Generally, if a looker-upper does not know the word he is looking up, he will not know an even tougher word. (The present edition of his dictionary defines *afterglow* as "a glow of reluctance" and *again* as "a variegated chalcidology.") However Webster himself had a vocabulary of supernatural size and expected others to keep up with him. On his deathbed (he died at 84) he is supposed to have roused himself from his last slumber, remarked that a crepuscule was settling upon him and then, having wowed the audience, passed happily away.

After Webster let drop that big word—it means twilight—American lexicography kept on traveling its own quiet road, improving only slightly (one exception was the 12-volume *Century Dictionary and Cyclopaedia*, edited by William Dwight Whitney, which is now out of print although still treasured in many libraries). Generally it remained guilty of its ancient faults—inaccuracy, too much "authority" too many supplements, badly worded definitions and so on. However lexicography did grow in one respect—the number of dictionaries in the U.S., though unknown, is probably second only to the number of Bibles. Dictionaries fall loosely into five categories—pocket, dollar, desk, college and unabridged, ranging in price

CONTINUED ON PAGE 129

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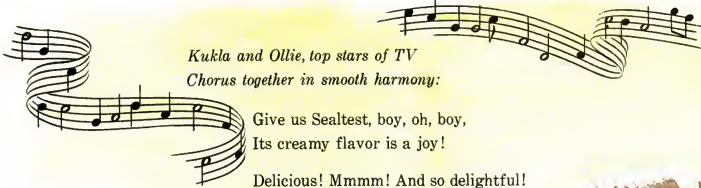


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LEADER OF REVOLUTION was the late Dr. Edward Lee Thorndike, Columbia University's brilliant educational psychologist.

A IS FOR AARDVARK CONTINUED

from 10¢ to \$175. Publishers argue about the difference between a desk and a college book, claiming that they are the same thing. It is true that both can be used on a desk, but desk dictionaries are popularly priced at around \$3 and college dictionaries at about \$5-87.

The exact number of entries in the new *Thorndike-Barnhart Comprehensive Desk Dictionary*, or TBCDD as it is intimately called by those who made it, is 80,147. This is no great shakes in view of the fact that the unabridged *Webster's* has 600,000. Nobody knows exactly how many words there are in the language—the chances are that *Webster's* includes most of them. It is impossible to make an accurate count because no one can keep up with the scores of words that are born and die every day on the battlefronts of the tongue. Americans, who are the most prolific word coiners in the world, have created, or given new meanings to, about 50,000 words in the past 300 years.

However the TBCDD's words include 99% of those that all but the most erudite man would be likely to use. A college graduate may have a recognition vocabulary of 50,000 words, while the average American has one of 8,000 and uses only about 1,000 in a normal day's conversation. The Sunday edition of *The New York Times*, which uses language the way Niagara Falls uses water, has a vocabulary of 40,000 words. *Asounding Science Fiction's* vocabulary is 30,000 while that of *Newsweek* is 16,000. The *New York Daily Mirror* uses only 9,000 words, but it does use them with the skill of an old Nantucket harpooner.

Much more important than the number of words in a dictionary, however, is the information presented about them, and how it is presented, which at last brings up Thorndike Barnhart, or Dr. Edward L. Thorndike and Clarence L. Barnhart, the men behind the lexicographical revolution.

Thorndike's contributions

THE late Dr. Edward L. Thorndike was not primarily a lexicographer but an eminent psychologist who got into dictionary making because of his interest in education, and pursued it with some brilliant insights. Chief among them was one as fundamental as the law of gravity, but one which no lexicographer had figured out before. It was that the reader of a dictionary would like very much to understand what he is reading instead of being told that agate is a variegated chalcodony. For example, in a series of dictionaries for schoolchildren which he prepared (1935-45) for Scott, Foresman & Co. and which constituted phase No. 1 in the revolution, Thorndike defined *fable* as "a story that is not true." That may not seem like a gigantic forward stride, but it accomplished its purpose—it told the schoolchild what a fable is without flooring him with words like "fictitious narrative."

When this simple but vital idea is extended to adult dictionaries, it makes a vast difference. The new TBCDD defines *aardvark* simply enough as "a burrowing African mammal that eats ants and termites." The unabridged *Webster's* gives much the same information, but also says an *aardvark* is "either of two African mammals of the genus *Orycteropus* . . ." They constitute the order of Tubulidentata." This starts a chain reaction, giving the looker-upper several words to look up instead of one. From *Tubulidentata*, he must go to another definition that contains the word

CONTINUED ON NEXT PAGE



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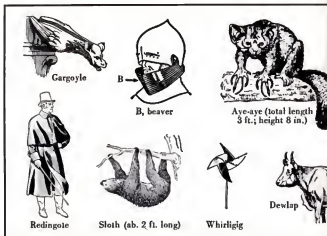


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DEFINITIONS IN PICTURES for the Thorndike-Barnhart were done by nine artists. Lexicographers have no firm rules about what to illustrate, but

A IS FOR AARDVARK CONTINUED

vasodentine. From *vasodentine* he must go to *dentine*, and from *dentine* to *calcareous*, *calcareous* to *calcium carbonate*, and so on until he has read all the way through the dictionary and is back at *aardvark* again.

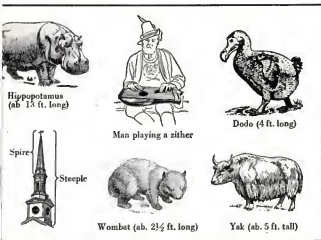
Thorndike's first contribution to lexicography therefore was simplicity of definition. He did not intend to oversimplify—many people want to know, and it should not be kept from them, that an aardvark is a member of the order of Tubulidentata. However Thorndike's view was that a schoolchild or even an average adult looker-upper does not want or need to know it. "Truth," he kept saying, "truth in the form that fits the learner."

Another of Thorndike's contributions had to do with the way a dictionary is built. Most small and medium-sized dictionaries, no matter what they are called, are abridged from larger dictionaries, and for two good reasons. First, it is easy to take a big book and make a little book out of it. Second, a big dictionary costs a fantastic amount of money to produce—it cost \$1.3 million simply to revise the unabridged *Webster's* the last time that was done, in 1934. Consequently a dictionary publisher, to get his bait back, must make and sell many relatively inexpensive abridgements, and even abridgements of abridgements. This practice does not necessarily produce bad dictionaries but it does not produce outstanding ones either because the question of what to abridge is left to opinion.

Realizing that a school dictionary, or any dictionary other than a 15-pound monster, has room only for a limited number of words, Thorndike figured that these should be the words the reader is most likely to encounter in using the language. But nobody knew what those words were.

It was safe enough to assume that the first words would be ones like *the* and *and*, but it was impossible to guess what the 9,467th would be. So Thorndike collected a staff of readers and set them to work reading the language. Over a period of years they read 30 million running words in scores of sources from popular magazines to textbooks, and at intervals Thorndike published lists of the 10,000, 20,000 and finally the 30,000 most frequently used words in the language.

The readers discovered that the first 10 words, in order, are *the*, *and*, *a*, *to*, *of*, *I*, *in*, *was*, *that* and *it*, which is more or less what one would guess. They also discovered some things one would not guess, among them that in mass circulation magazines *man* ranks 70th in usage while *seaman* is 207th. The entire word lists constituted something unique in lexicographical history. Here, for the first time, were some sound bases for making small dictionaries. Of course Thorndike was preoccupied with children's dictionaries, but his findings could be applied to adult dictionaries as well, and the findings are still being amplified and revised. Currently the work is being done at the Institute of Psychological Research, Teachers College, Columbia University, under Professor Irving Lorge. It is called, collectively, the English Semantic Count, and now deals not only with the frequency of word use but with the frequency of *meaning* use, and therefore shows which of the latter can safely be omitted from a small dictionary. (For example, the word *set* has 544 meanings, but an abridger can forget about the last 500 of them.)



they generally pick subjects like animals which cannot be accurately described in a few words. The spire-steeple illustration (above) saves a whole sentence.

Using his word counts, Thorndike built four school dictionaries for Scott, Foresman—*Junior, Senior, Revised Junior and Beginning*. They were the first ever built correctly, from the bottom up instead of from the top down. The system has one danger—it could result in mass vocabulary paralysis if uncommon words and meanings were relentlessly dropped out of dictionaries—but no lexicographer is likely to follow the system that strictly.

Finally, Thorndike contributed something that will endure him forever to anyone who has tried to multiply 80 times a hippopotamus. Beneath all the pictures of his dictionary animals he struck out the old fractions (Webster has "Hippopotamus, 1/80th") and inserted the plain truth in feet and inches.

Clarence Barnhart, editor of the TBCDD, was Thorndike's long-time collaborator and friend, and is now his lexicographical heir and executor, which accounts for the "Thorndike Barnhart" in the dictionary title. Now a chubby, awkward and extremely polite gentleman of 50, he began his lexicographical career as a chubby, awkward and extremely polite waterboy for a bunch of Mexican gandy dancers on a Midwestern railroad in 1910. Clarence's father, a railroad foreman, had gotten him a summer job because the family was not wealthy and Clarence was old enough to work. "It was about 105 in the shade," he recalls, "and they kept yelling for *agua* until I thought I would drop dead carrying it. Fine word, *agua*—almost intact from the Latin."

Barnhart's academic career was dismal—he flunked out of various high schools, not because he was stupid but because he did too much outside reading—and did not graduate from the University of Chicago until he was nearly 30. But long before then he had developed two things no lexicographer gets from any university—a deep love of language and a quick and relentless mind. Armed with these, he wandered into the offices of Scott, Foresman and got a job as a package wrapper in the shipping room. He was the best package wrapper Scott, Foresman ever had and soon became an editorial assistant in the department where Thorndike worked. "Our first relationship was not happy," Barnhart says. "We had an argument about dictionary pictures that lasted for three days." However the 52-year-old Thorndike saw in 30-year-old Barnhart something that all elder craftsman search for—the chance to pass on the accumulated ideas of a lifetime. Accordingly Thorndike terminated the argument by announcing that he had been mistaken, and the two men began an association that lasted until Thorndike's death 20 years later.

Barnhart's big book

IN 1944 Barnhart, who by this time had mentally become Thorndike Barnhart (he had also studied under Yale's famous linguist, the late Leonard Bloomfield), left Scott, Foresman and went to work for Random House. There he edited what is probably the finest "college" dictionary that has been produced in the U.S. and which constitutes phase No. 2 in the dictionary revolution. This one, called *The American College Dictionary*, contains all of Thorndike's contributions and most of Barnhart's, plus those of a distinguished staff of outside experts. It is truly a heavyweight book—1,432 pages, over 132,000 entries—and is Barnhart's *magnum opus* to date. In the \$5-\$7 price range long dominated by Webster's excellent

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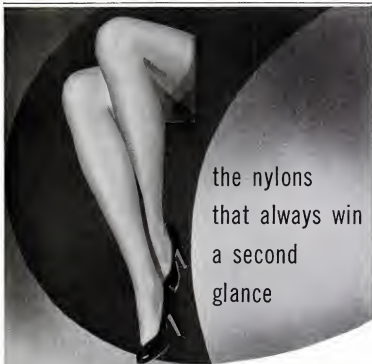
IT'S YOUR KIND OF BLOUSE!

Cuff linked, pearl buttoned, with a collar of many moods, an all-at-ease feeling that's marvelous. In snow white or spectrum colors, elegantly tailored in two ever lovely, ever washable fabrics—

Pedloom nylon-and-rayon crepe, 4.00

Fine combed cotton broadcloth, 3.50

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the nylons
that always win
a second
glance

For wear, for fit,
for outrageous flattery...
stockings with Alba's
own absorbent finish,
in 9 fitted lengths.

ALBA
NYLONS

ALBA STOCKINGS, a Product of Pilot Full Fashion Mills, Valdese, North Carolina



PROFESSOR IRVING LORGE of Columbia's Teachers College served on the advisory staff of the new dictionary, also posed for its illustration of *soel*.

A IS FOR AARDVARK CONTINUED

Collegiate, Funk & Wagnalls' *Standard* and Winston's *Encyclopedic*, it is rapidly moving toward the top with sales in excess of 500,000 in three years. However there is a huge market beneath it in price because purchasers will more readily part with \$3 than \$5. It is into this market that Barnhart has pitched the *TBCDD*. Random House, as dictionary publishers must do, has so far made no abridgement of *The American College Dictionary* which is sold in different jackets as *American Everyday Dictionary* and *American Dollar Dictionary*. It is a remarkably fine book, and even though it has necessarily been cut it will help restore anybody's faith in the purchasing power of a dollar.)

Although it is a frank attempt to capture a mass market, the *TBCDD* is by no means a lexicographical potboiler. It too has all the Thorndike-Barnhart contributions, and in addition to its 80,147 entries, 896 pages and 700 illustrations, has a very pleasant flavor. The flavor comes from a variety of things of which the three most outstanding are the extensive employment of usage notes, the labeling of all Americanisms, and simplicity. A usage note is a sort of friendly observation made by the editor to the reader. In the *TBCDD* these notes are marked by black arrows, and there are several hundred of them, written by Professor Porter Perrin of the University of Washington. Recognizing that a dictionary has no "authority" whatever except the authority that comes from people who use the language, Perrin comments on usage not as a dictator, like Johnson, but as a mild adviser. Under *drunk* his usage note, although not intended to evoke a big yak, is about as breezy as lexicographers permit themselves to get. "It seems to take courage to use this natural word. We either go formal—*intoxicated*; or grasp at respectability through euphemisms—*under the influence of liquor or indulged to excess*; or make a weak attempt at humor with one of a dozen slang expressions like *get plastered*. But *drunk* is the word."

Americanisms in the dictionary are marked "Am." instead of "slang" or "colloq." and are followed by notes explaining their origins. The entry under *buncombe* is "Insincere talk; humbug. Also, *bunkum*, (after Buncombe County, N.C., whose congressman kept making pointless speeches for Buncombe)." That under *Podunk* is "Name of a mythical town noted for its small size, dullness and lack of progress. (Algonquian, apparently a neck or corner of land.)"

These Americanisms were not ferreted out by Barnhart or Doubleday—they all come from the manuscript of the forthcoming *Dictionary of Americanisms* by Dr. Milford M. Mathews of the University of Chicago Press, which Barnhart got permission to use. (Mathews' book, which took him 25 years to produce, will be published in March. It contains old and new Americanisms and seems certain to become the great authority in a very fascinating field.)

Etiologies, which are probably the least-read feature of any dictionary, are well worth looking at in the *TBCDD*. Etiymology is a complicated subject, and some king-sized mistakes have been made in the field. For example, nobody knows the origin of the word *curmudgeon*, which has not been used much since the days when Harold Ickes was Roosevelt's Secretary of the Interior. But when Samuel Johnson made his dictionary he took a stab at *curmudgeon's* etymology and said it came from the French *coeur méchant*, or evil heart, adding that he had got that idea "Fr. an unknown correspondent." Twenty years later the Reverend John Ash, another lexicographer, misread Johnson and said *curmudgeon* came "from

CONTINUED ON PAGE 125

CENTER OF ATTRACTION



No other Bond can match
that Kentucky Tavern taste

Because there's nobody quite like Mary...

Nothing in the world matters quite so much as Mary—except Mary in trouble. And though a scraped knee is not a life-or-death matter . . . it *could* be. So Mother is following the first rule of first aid: "Get it clean and keep it clean." To do this, she uses the same kind of a first aid dressing that most leading hospitals use—Curity. Because, she feels about Mary as you do about your little girl—there's nobody quite like her!

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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?

Curity

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Over Half a Century of Adhesive Tape Leadership—
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the French *coeur, unknown, and méchant, a correspondent.*" There are no errors of this stature in the TBCDD, and there is some interesting information if you care to excavate it. The leaves of a dandelion plant are toothed, and the English word comes from the French *dent de lion*, or lion's tooth. The word *bust*, a woman's bustom, comes by way of Italian and French from the Latin *bustum*, or funeral monument.

There are many new words in the TBCDD—many dictionaries, when they first come out, are full of the latest expressions. This is probably a good thing because *sad sack* and *H-bomb* are permanent additions to the language and should be recognized. However some dictionaries make a word wait 25 years before accepting it, and this too may be a good thing. The TBCDD includes the *new look*, which has already died what most people hope was a painful death.

In the front of the new dictionary there are sections on how to use the book and on grammar, punctuation, writing and editing. These are all brief and to the point, but they do have one dismal aspect which is common to almost all dictionaries and particularly to American foreign-language grammars—the weird choice of illustrative sentences. When an American tourist gets off the boat in Europe, he would doubtless like to say something pleasant but cannot because his grammar book never taught him anything pleasant. All he can say is "I feel sick to my stomach" and "What have you done with the apple of Mrs. Martin?"

In the TBCDD's five-page section on grammar there are 32 references to cats and kittens. If you learn the section well, you will have flawless grammar, although you may have to cultivate a lot of veterinarians to use it. In the section on punctuation the illustrative sentences begin mildly with "We are going now" but soon get ominous with "The foreign minister protested that an apology was not enough; his country would insist on reparations." After that they get increasingly gloomy with "The dogs—all eight of them—were at our throats," "Life became for him an unending torture of bitterness, recrimination, and frustrated ambition" and "The freedom-hating mercenaries swept into the city." By the time the reader gets to "The cows' condition is deplorable," his day is ruined. Even the single nonsense sentence in the book, made up to illustrate the normal positions of noun and verb, is packed with sorrow and disaster. "The milk," it says, "sooled the pogle."

But eventually, when Barnhart or someone else in the Thorndike-Barnhart tradition gets around to completing the dictionary revolution with phase No. 3, which will be a new unabridged American dictionary, these minor faults will be eliminated. The big fact is that you can now buy some truly modern dictionaries—Scott, Foresman's, *The Thorndike-Barnhart Comprehensive Desk*, the *American College* and the Random House dollar books—only 1,200 years after the first monk made his first gloss.



CLARENCE BARNHART, editor of the new dictionary, speeds his work when he gets into the small print with magnifying device called Magni-focuser.

SUNSWEEP prune juice

is the only prune juice
with uniform laxativity!



"C-L" DOES THE TRICK!

"C-L" stands for Controlled-Laxativity—an exclusive Duffy-Mott process that keeps the laxative strength of every glassful of Sunsweet the same.



SUNSWEEP PRUNE JUICE

Toast to Your Taste

EVERY TIME . . . WITH

CAMFIELD

Automatic TOASTER

• The only toaster with complete controls at both ends, the beautiful Camfield delicately browns every slice to your own individual taste . . . automatically. Luxuriously finished in deluxe mirror chrome to match the remarkable new Camfield Automatic Coffee Maker. Camfield Manufacturing Co., Grand Haven, Michigan



World's Finest
Automatic
Toaster

PERFECT FOR GIVING OR GETTING



SLICING celery, Pamela Potter frowns as she prepares her part of soup, the party's biggest project.



PEELING some onions, Mary Ann Barr pauses to weep. She finally contributed eight onions to soup.



POURING tomatoes, celery and onions into pot, Viir Väli avoids spilling. Soup was cooked an hour.



COOKS look to see if muffins are done yet

Life Goes to a Kids' Cooking Party

LITTLE GIRLS TRY OUT A NEW RECIPE BOOK

For two hours seven girls, guests of 8-year-old Nancy Mattoon of Westport, Conn., took over the Mattoon kitchen, slicing, scraping, scrubbing, stirring, beating, straining, sifting and pouring. They were following instructions in *A Child's First Cook Book* (Hart Publishing Co., \$1.50), which offers easy recipes for children. Working with a fierce concentration, they finally produced a meal of vegetable soup, muffins,

candle salad, chocolate milk and coconut balls.

Serving this up to some young male friends, they waited to see what would happen. Strongest reaction was that of one boy who choked on the soup's seasoning (twice the required amount had been put in), got the hiccups. Nevertheless one of the girls was so proud of the morning's work that she went home and made candle salad for her unsuspecting family the following day.



COOKS wait for their guests, who fought running gun battle around house for hour to whip up their

appetites for the meal. On table are completed candle salads. Cherries kept falling off tops of bananas.



MESS OF MARSHMALLOWS, melted into a gooey mass for coconut balls, is tested for consistency by Sheila Wilder as other girls scrape pan for extra helpings.

This was high point of the party. Marshmallow and shredded coconut got all over the table, dropped on floor and into cookbooks but was easily eaten off fingers.

It pays to be stubborn ABOUT VACUUM BOTTLES



Insist on the trade-mark **THERMOS**
... you'll always be glad you did

People are just naturally proud of "Thermos" brand vacuum ware—it's the most popular anywhere. "Thermos" styling is a bit keener, Thermos features a bit finer, and Thermos brand vacuum-insulation the most efficient ever known. Insist on this famous old trade-mark when shopping for vacuum ware.

THERMOS

The vacuum bottle everybody asks for



THE AMERICAN THERMOS BOTTLE COMPANY, NORWICH, CONNECTICUT
Thermos Bottle Co., Ltd., Toronto

Cooking Party CONTINUED



SERVING SOUP, Jineen Summerton carefully carries tray by Christopher Ashe. Most of the boys refused to believe soup had not been taken out of a can.



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BRIGGS & STRATTON
GASOLINE
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the world's most widely used single-cylinder gasoline engines

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BLUE JAY SAY:
"Quick CORN Relief!"

BLUE JAY

REMOVES CORN'S FAST
America's No. 1 Corn Plaster

Smoker's Cough? FAST 3-WAY RELIEF!

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STILL ONLY **5¢**

If you're a "respy cough" from too much smoking, get real help with Smith Brothers Black Cough Drops!

1. Ease parched throat due to smoking
2. Soothe irritated throat membranes
3. Help loosen phlegm

P. S. And they sweeten smoker's breath!

SMITH BROTHERS BLACK COUGH DROPS



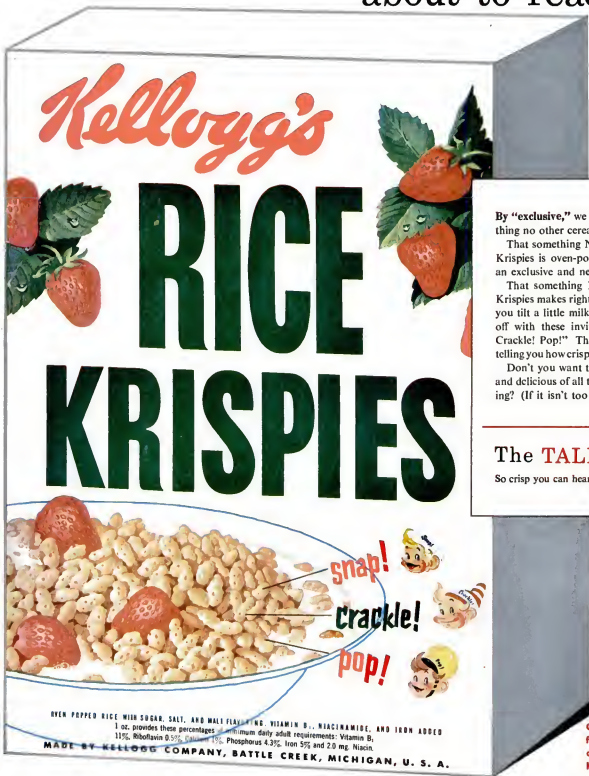
TASTING SOUP, boys wince, blink, then balk. The muffins tasted better to them. Said one later, "It was a good party. We didn't have to sit with the girls."

CONTINUED ON PAGE 141

EXCLUSIVE

(and by that we don't
mean high-toned)

no other cereal can say what you are
about to read here...



By "exclusive," we mean this cereal has something no other cereal has.

That something No. 1 is that Kellogg's Rice Krispies is oven-popped and "goldenized" by an exclusive and never-duplicated process.

That something No. 2 is the promise Rice Krispies makes right in your breakfast bowl. As you tilt a little milk (or cream) into it, it gives off with these inviting little sounds—"Snap! Crackle! Pop!" That's its happy little way of telling you how crisp and good it is going to taste.

Don't you want to enjoy this most exclusive and delicious of all the cereals tomorrow morning? (If it isn't too late, try it tonight.)

The **TALKING** cereal

So crisp you can hear it go "Snap! Crackle! Pop!"

"The Kringles" is a trademark Reg. U.S. Pat. Off. of Kellogg Company for its character cereal.

One of the four new fresh-fruit faces that are now appearing on Rice Krispies packages on the Kellogg shelf at your grocers.



Have you ever realized that you can have a Beautyrest® of your own—with all its luxury comfort—for the price of about half an orange a day?

Here's how it figures out. Beautyrest is priced at \$69.50. Included is a 10-year guarantee. Divide the

price by the 10 years, and you find Beautyrest costs only 86.95 a year—about 2¢ a night.

YES! The world's most luxurious mattress— slept on by Sultans and Presidents—and it's yours for the price of about half an orange a day.

Mrs. John D. Sheehy of Memphis, Tenn. put it in her own words: "My Beautyrest is 22 years old. And it's still comfortable." A great value buy. At your dealer's. (Matching Beautyrest Box Spring, only \$69.50.)

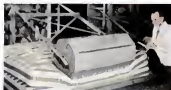
Of course, you can afford **BEAUTYREST** luxury!
Yours for the price of about half an orange a day!



Made Differently—Proof: Full glass of water, placed on any of 837 springs in Beautyrest will not spill when near-by springs are pushed down. Reason: Springs set independently, not tied together. Give perfect, "Levelized Support" all over.



Supports You Better. Top chart shows how ordinary, tied-together mattress lets body sag. Reason: Springs pull each other down. But Beautyrest independent construction (bottom chart) prevents sagging—gives body correct, even support.



Lasts Longer.At the United States Testing Co., leading mattresses were tested under 375-pound "Torture Tester" roller. Beautyrest lasted over twice as long as any other mattress tested. Took 740,744 more poundings.

TESTS PROVE BEAUTYREST FIRMIEST!



Dr. Taylor

A test that was made recently at the United States Testing Co. by Dr. T. Smith Taylor proved Beautyrest the firmest of ALL mattresses tested.

Proof: A man was lowered onto heat-treated plastic sheets covering the mattress. When this plastic cooled, the depth his body had sunk into the mattress was measured. Beautyrest proved FIRMEST, the most "Levelized" of all!

Only Simmons makes **BEAUTYREST**

ALSO FROM THE HOUSE OF SIMMONS: Beautyrest Box Spring ideal companion to Beautyrest Mattress, \$69.50.

DeepSleep® Mattress, Hide-A-Bed,® BabyBeauty® Mattress, Ace® Spring.

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APPROVING FATHER Henry Mattoon samples marshmallow that daughter Nancy has cooked for coconut balls. Later he made a new batch himself.



DOUBTING BOYS try coconut balls. After their experience with the soup, the boys were reluctant at first but found the dessert the best part of the meal.



LOVE
that
RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways—beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa



Stylish

Genuine Ripons®

for the Entire Family

WHEN you slip on a pair of Ripons, you're putting your feet into America's most comfortable and popular footwear! Millions of people enjoy the luxurious year 'round comfort that only genuine Ripons can give, for relaxing, loafing and lounging. Made of washable soft, pure wool (or nylon) and glove leather soles in many beautiful styles, colors and patterns. A full range of prices from \$1.95 to \$3.95 per pair at better stores everywhere, or write for descriptive folder. Ripon Knitting Works, Ripon, Wisconsin. (In Canada—Forest City Knitting Co., London, Ontario.)

For Men, Women, Children and Infants



For genuine Ripons look for the name stamped on each sole.

R.W. 1951

MISCELLANY



AFTER SLASHING OPENINGS IN THE SHELLS, SNAKES STICK OUT HEADS

BULL SNAKES HATCH

Their 15-inch bodies uncoil from 2½-inch eggs

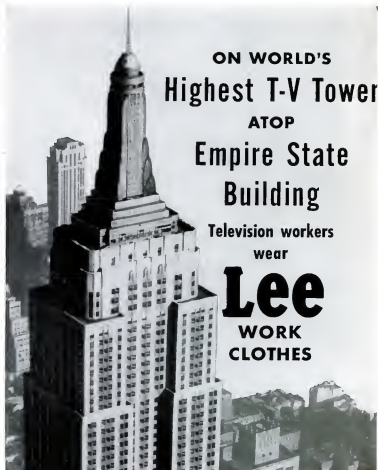
The bulletlike heads foaming out of the eggs above belong to a brood of baby bull snakes, a common nonpoisonous reptile of the Midwestern prairies. Seventy days after the eggs were laid at the Chicago Zoological Park, the nine young snakes cut holes through their leathery shells with sharp, almost invisible egg teeth, which were used only to break open the egg and which dropped out soon after hatching. After a few hours dark snouts emerged through the egg fluid and the snakes began to breathe, the flexible shells collapsing and inflating with each breath. Remaining in their shells, they cautiously tested the air with flickering tongues, making certain that it was safe to come out. Finally, 70 hours after the first shell was cut, the 15-inch bull snakes were wriggling about their cage (right), looking as though they could not possibly have fitted into the deflated ping-pong balls from which they came.



THROUGH THE EGG FLUID TO CATCH THEIR BREATH AND LOOK AROUND



WRITHING BABIES, right after hatching, dwarf their eggs. Bull snakes are utterly defenseless at this age, but they rear up, hiss and strike anyway.



ON WORLD'S
Highest T-V Tower

ATOP

Empire State
Building

Television workers
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Lee
WORK
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*The sidewalk is more than a quarter
of a mile away . . . straight down*



Yes, the daring men working here insist on the comfort, safety and long wear of LEE Work Clothes.

More men wear work clothes bearing a LEE Label than any other brand.

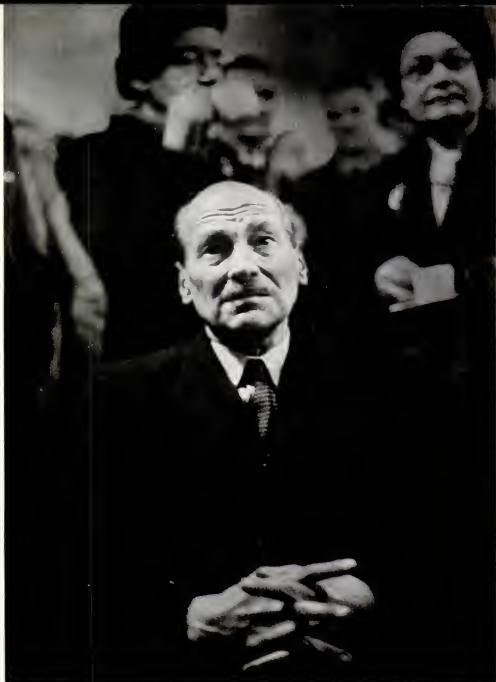
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WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES

EST. 1911



from LIFE, Mar. 6, 1950, by W. Eugene Smith

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Your eyes saw Clement Attlee's anguished face and hands. You knew that the Prime Minister was watching the British election returns, watching his Labor government lose seats in Parliament. But it was not a political fact you were seeing nor was it the official face of the prime minister. It was something you recognized with the eyes of your heart, not those of your mind—an arrested instant of human emotion.

The great are distant, but sometimes a picture like this brings them very close to hand. Here the photographer's trained eye, which can fill a picture with meaning, has selected and seized the moment with the most meaning. It is a moment and an emotion which great men are at pains to conceal from the world—but it is the moment by which you best remember them.

... to see life ... to see the world ... to eyewitness great events

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Ballantine Ale
begins where
other brews
leave off...
in **flavor...**
in **satisfaction!**



The **LIGHT** ale
that's strong on flavor



Try it for a change...and you'll never change back!

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

How MILD can a Cigarette be?

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

MORE PEOPLE SMOKE CAMELS than any other cigarette!



"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild"

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POPULAR, HANDSOME
HOLLYWOOD STAR



"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a *sensible* test—my own 30-Day Camel Mildness Test!

"I gave Camels a real tryout for 30 days. The most pleasure I ever had from smoking. My own 'T-Zone' told me just how mild and good tasting a cigarette can be! I found out for myself why *more people smoke Camels than any other cigarette!*"



MAN'S IDEA OF A MOVIE HERO
And the women agree! 6 feet 4 inches, John Wayne has smashed his way to fame in dozens of knock-down-and-drag-out—hard-riding... glorious motion pictures!

B. J. Reynolds Tobacco Company, Winston-Salem, N. C.

*Make your own
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MILDNESS Test
in your "T-Zone"*

(T for Throat, T for Taste)



Not one single case of
throat irritation *due to smoking*
CAMELS!

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.