

LIFE



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JANUARY 26, 1953

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YOU GET TWICE THE PROTECTION WITH NEW IPANA A.C. TOOTH PASTE

Ammoniated to reduce decay— Chlorophyll to keep bad breath away!



Lally Twins get "Twin Protection" with IPANA A.C.

Popular Joanne and Janet Lally of Bronx, N. Y. think it's fun to be twins. "We plan everything in twos," says Joanne. "Yes," adds Janet, "we even have a tooth paste that does *two* wonderful things for us!" Joanne preferred an ammoniated tooth paste—Janet favored a chlorophyll tooth paste—and they found *both* protectors in IPANA A.C.!



"Decay Bacteria" Destroyed!
Photo (above, left) shows more than 1,000,000 "decay bacteria," the "Lactobacilli" so many dentists believe cause tooth decay. Photo (right), after adding IPANA A.C. shows "decay bacteria" almost 100% destroyed.

Also, a 2-year test proved the ammoniated formula *twice as effective* in reducing tooth decay as the ordinary dentifrice tested.



Mouth Odor Stopped for Hours!
Laboratory tests with an odor-measuring osmometer proved that IPANA A.C. Tooth Paste definitely stopped unpleasant mouth odor in every single case—even after 4 hours! Its active chlorophyll—Nature's magic green deodorant—protects your breath, leaves your mouth feeling so clean and fresh.

Never before IPANA A.C.
could you get doubly-effective
mouth protection like this!

For your family, for yourself, here is new protection against painful, expensive cavities. New protection against mouth odor for hours!

Both of these benefits are yours with new IPANA A.C. Tooth Paste because it combines cavity-fighting ammoniated ingredients with odor-destroying chlorophyll.

No ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste—can give you the kind of doubly-effective mouth care you get with IPANA A.C.

Take care of your gums, too. Brushing teeth with IPANA A.C. from gum margins toward biting edges helps remove irritants that can lead to gum troubles. For teeth, breath, gums—get IPANA A.C. today.



Guaranteed Not to Stain—by American Institute of Laundering. Unlike green tooth pastes that leave ugly stains, IPANA A.C. washes easily from towels, washbowl, tooth brush. And Joanne and Janet both like its clean, refreshing flavor—chosen by young folks as well as grown-ups in actual taste tests.

Ask for the New IPANA A.C.



LARGE SIZE 37¢
ONLY
GIANT SIZE 59¢
ONLY

Costs less to try than leading chlorophyll pastes!





"Harry never puts up the top. 'Sanforized' shirts, you know?"



"That's right, dear! Only my 'Sanforized' shorts."



"He's happy to do it, lady. See the 'Sanforized' label?"



MISTER! AVOID COTTON GARMENTS
 THAT SHRINK OUT OF FIT.
 ALWAYS INSIST ON SEEING
 THE "SANFORIZED" TRADE-MARK
 BEFORE YOU BUY!
 MAKE EVEN YOUR FAVORITE SALESMAN
 SHOW YOU "SANFORIZED" ON THE LABEL.

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.



Ned H. Dearborn (left), president of the National Safety Council, presenting the Award of Honor to Cleo F. Craig, president of the American Telephone and Telegraph Company.

BELL TELEPHONE COMPANIES RECEIVE HIGHEST AWARD OF NATIONAL SAFETY COUNCIL

Bell telephone men and women are proud of the Award of Honor presented to them recently by the National Safety Council. The award was in recognition of an outstanding record for two years.

It is no accident that the communications industry leads in safety. Telephone equipment and buildings are designed for safety. And on the wall of every Bell telephone building are these words—"No job is so

important and no service is so urgent that we cannot take time to perform our work safely."

The lineman on the pole, the driver on the highway, the operator at the switchboard, the men and women in the business offices—all have tried hard to live up to this safety creed.

We're grateful for this award and we're going to keep on trying to make the record even better.

BELL TELEPHONE SYSTEM

"A Good Place to Work"



Here's how 100,000 families learned to RELAX!



Model 370-5-2, shown in different fabrics. Also available in leather or fabric.



What else chair do you wear? The Barcalounger is built for style, endurance, comfort. Be sure you get a correct fit!

YES, over 100,000 families have learned to relax as they never have before . . . just by sitting down and leaning back in a Barcalounger.

As little as fifteen minutes in this amazing chair gives your heart a welcome rest, soothes tense nerves and aching muscles. Proud owners tell us it's more refreshing than a nap in bed! In fact, at bedtime, the Barcalounger puts you in the perfect, drowsy mood for a sound night's sleep. At dinnertime, a few minutes' rest in a Barcalounger perks up tired appetites. Start relaxing now . . . it can add years to your life!

The secret: Improved "Floating Comfort." Professor Anton Lorenz developed "Floating Comfort" years ago from photographs of people floating in water. Now he has made drastically new improvements in this basic idea. These new, patented features, available *exclusively* in the new Barcaloungers, give you *fully balanced* posture control. The back-



rest, seat and leg-rest move *independently* to cradle your whole body in any position from sitting to full reclining.

A fine piece of furniture...not a gadget! We don't need to sell you on the Barcalounger. You'll sell yourself when you see it, sit in it . . . and find out how little it costs! It's a fine piece of furniture, painstakingly made by skilled craftsmen . . . with custom-built features not found in ordinary furniture today (study the drawing below). You have a choice of many handsome styles, in rich fabrics, fine leather and smart plastic. The Barcalounger "belongs" in any room! You'll never be satisfied with an imitation. So be sure you get the genuine Barcalounger. Insist on seeing the bronze Barcalo nameplate under the leg-rest. At fine furniture and department stores everywhere.



Model 515 Decorum Series in the popular mood. Adjustable head-roll for added comfort, dips back out of sight when not in use.



Model 505 Decorum Series. Shows graceful styling. Your choice of smart, new decorative fabrics.

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Write for free illustrated booklets and name of nearest Barcalounger dealer. And see the new Barcaloungers at your favorite store now. In beautiful decorator fabrics, plastics, and leather. Barcalo Manufacturing Company, Dept. L1, Buffalo 4, New York.

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New Advanced Cascode 100-mile-plus Tuner produces clearer pictures from longer distances than ever before possible.

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Glare-free optical system with cylindrical-face picture tube and slanted front glass eliminate annoying glare.

Single Dial Tuning is the simplest, easiest tuning system ever for VHF and new UHF stations.

Never before has any television set offered so much for so little. Compare Westinghouse with any other make. New models at your dealer's now.

Free Booklet: Write for "How to Get What You Want in a TV Set." Send your name and address to Westinghouse Television-Radio Division, Dept. L-1, Sunbury, Pa.

21-INCH BLOND-FINISH CONSOLE

Ideal for today's modern living, this fine Westinghouse set combines top performance and style. It is but one of the many fine Westinghouse sets at your dealer's now. Picture sizes range from 17" to 24", and prices start as low as \$199.95*, including Federal Tax and Warranty, full year on picture tube. Model illustrated, The Leland, (755K21). Also available in mahogany finish, (754K21). Your Westinghouse dealer now offers liberal terms and generous trade-in allowance.

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Tune in TV's top dramatic show . . . WESTINGHOUSE STUDIO ONE . . . every week on CBS-TV



IN A "CABRIOLE," which should be a leap where both calves beat in midair, Davis shows his jumping style at school.



IN A "PLIE," a knee bend, Davis frames line of apprentice ballerinas between out-stret legs as he takes exercises at the bar.

SPEAKING OF

... This is how Olympic high jumper

Walter ("Buddy") Davis, 22, is a Texas oilworker and basketball player who has one consuming ambition: to become the first human to jump seven feet off the ground. He came within 3 2/3 inches of it when he won the high jump at the Olympics last summer. Later he told a sportswriter, "I'd do anything—even knock my head against a wall—if I thought it would help me break the record."

These words came to the attention of Roland Guerard, a onetime star of the Ballet Russe de Monte Carlo and now a teacher at a ballet school in Houston. Guerard, who at 47 can still leap over five feet, had just the thing for Davis: a three-month training in the rigors and graces of the classic dance



PICTURES . . .

tried ballet in an effort to get higher

to teach him better control of his whole body. Davis was game. Regularly he would slip inconspicuously over to the dancing school. There, his huge frame (6 feet, 8 inches) in his Olympic track uniform towering over the dainty, leotard-clad girl students, he painstakingly applied himself to learning ballet leaps, attitudes and positions.

Davis felt the lessons were limbering him up fine for a shot at the record. But he came a cropper at a meet in Washington, D.C. He was making a routine jump at a piddling 6 feet, 7 inches, knocked the bar off, landed the wrong way on a hard mat and went rolling in pain, with a sprained ankle. Now he may neither high-jump nor toe-dance for weeks to come.



IN A "RELEVE" at the bar Davis fails to get up on demi-point and turn his knee out as some of the girl dancers are doing.

IN TROUBLE after having sprained his right ankle landing in a Washington meet, Davis lies on the floor writhing in pain.

oh-oh! DRY SCALP!

OH, BROTHER! THIS GUY WOULD REALLY BE HANDSOME IF HE'D TAKE CARE OF THAT DRY SCALP. WONDER WHETHER I COULD GET TOM TO TIP HIM OFF TO 'VASELINE' HAIR TONIC...



P.S. TOM DID!

What an improvement a few drops a day can make! Check Dry Scalp and you check dull, lifeless-looking hair... itchy scalp and loose dandruff. 'Vaseline' Hair Tonic is double care for scalp and hair... contains no alcohol or other drying ingredients. You'll like it!



Hair looks better...
Scalp feels better...
when you check DRY SCALP with

Vaseline HAIR TONIC

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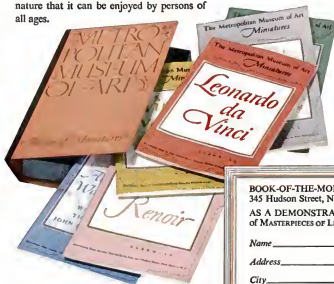
FIVE HUNDRED years ago an illegitimate child was born in the little Italian village of Vinci. This unwanted child, named Leonardo, "grew up from the obscurity and humiliation of his birth to become the very incarnation of the Italian Renaissance and the patron saint of all who love beauty and truth."

Today the immortal paintings which Leonardo bequeathed to the world are scattered through the museums of France, Italy and England. To see them would require months of travel. Indeed, despite all precautions, some are slowly deteriorating with age and sooner or later will vanish into shadows of themselves.

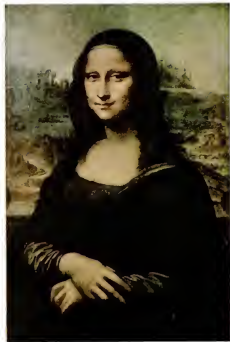
Fortunately for art lovers, The Metropolitan Museum of Art has reproduced the most famous of Leonardo's paintings in their present glory, so that families everywhere can study and enjoy them in their own homes.

Once a month the Museum prepares separate sets of full-color prints, such as this. Each set deals with a different artist or school and contains 24 fine Miniatures (of the size shown) and a 32-page Album, in which the artists and their work are discussed, and in which the prints can be affixed in given spaces.

Thus, eventually, the most interesting and most representative work of every period, school and great painter from leading museums here and in Europe will be encompassed. In effect, as it proceeds, the project will be an informal but comprehensive course, carried on by the Museum, in both the history and appreciation of art. Yet the plan is of such a nature that it can be enjoyed by persons of all ages.



A SUGGESTION: To acquaint yourself visually with the project, we suggest that you send for this single set of 24 Miniatures of MASTERPIECES OF LEONARDO DA VINCI. Or, if you wish to subscribe now on a continuing basis, you can do so with the right to stop whenever you please. Especially valuable sets that will shortly follow will present the work of Michelangelo and Toulouse-Lautrec. As a subscriber you will receive with your first Album, and with every sixth thereafter, a handsome Portfolio in which the Albums may be kept for constant enjoyment and reference. The price for each set is \$1.25, including the Album.



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containing explanatory notes
about the artist and his work:* **\$1.25**

PLEASE NOTE: Since The Metropolitan Museum is un-
equipped to handle the details involved in this project, it has
arranged to have the Book-of-the-Month Club, of New York,
act as its national distributor. The selection of subjects and
the preparation of the color prints remain wholly under the
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A new fiber is about to bring a blessing of bright color into your life . . . in clothes, in fabric furnishings for your home that keep their lovely color. Its easy-to-remember name is Chromspun.

Chromspun is the revolutionary new fiber development of the Tennessee Eastman Company, a division of the Eastman Kodak Company. It's an acetate fiber with the color locked in, and Eastman's answer to fabrics that fade, streak, run, problems that have plagued consumers for generations. What Chromspun means to you is a rainbow of exciting new fabrics to live in, work in, play in, with qualities of color fastness never before achieved by any other type of textile fiber, natural or man-made. For, Chromspun promises you life-of-the-fabric color fastness to light, atmospheric fumes, per-

piration, washing, dry-cleaning, crocking. And because it is a member of the Eastman acetate family, fabrics woven of this fiber also offer you high resistance to shrinkage and wrinkling, a luxurious look and feel, superb draping qualities, easy cleaning, quick drying and immunity to moths and mildew.

You can buy Chromspun now in dresses, suits, blouses, separates, at-home clothes, sports wear, neckties, raincoats, umbrellas; for your house, curtains, draperies, bedspreads, lampshades, and soon, other home furnishings. Look for Chromspun now in the finest stores. Ask for Chromspun. It's a name you'll find easy to remember.

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LETTERS TO THE EDITORS

AMERICAN ECONOMY

Sirs:

Your Jan. 5 issue is thrilling! It makes me prouder of our American economy. I am more used to hearing ourselves belabored for being harsh, money-grabbing, changeable, fumbling, etc. but this puts hope into the picture for the future.

As for that "powerful and ubiquitous force of self-interest," no one need apologize for that. It is an ingrained trait of human nature.

Mrs. HAROLD HICCY
Shelby, Mich.

Sirs:

As I finished reading, I was about to say to my wife that it was the most interesting issue I had read all year, when she remarked, "That was the most uninteresting issue I have read all year."

ROBERT M. ROWND
Wheeling, W. Va.

TRADE SECRETS HOUSE

Sirs:

We are a young couple with two children, a small purse and modern tastes, and very excited about your "\$15,000 Trade Secrets House" (LIFE, Jan. 5). Can you help us find the nearest "Trade Secrets" house builder?

LEONORE WHITMAN McNEER
Northfield, Vt.

Names of builders within each area of the U.S. are available from Leonard C. Haeger, National Association of Home Builders, Suite 1116, 1028 Connecticut Avenue, N.W., Washington, D.C.—ED.

Sirs:

I am much interested in your Trade Secrets house. There is much to be admired in the construction methods, the handsome design and the spacious living areas with adjoining terrace. However, the National Association of Home Builders would have done better if it had consulted the survey just published, compiling the opinions and complaints of home buyers. In brief, they conclude that homes with no cellars or garages are inadequate and unsatisfactory for most families. Buyers also complain that bedrooms are so tiny that the necessary furniture cannot be squeezed into them.

Your cover shows a family with three small children as happy buyers of this house. I have been imagining

how they will get along. Where will she do the laundry? And where will three children sleep?

Mrs. KARL T. NILSSON
Montville, N.J.



Space for both a washing and drying unit (extreme left, above) are in a corner of the family room adjoining kitchen. Two of the children would sleep in the larger bedroom.—ED.

WHAT HAVE WE GOT?

Just a line to say how much we appreciate the illuminating article by Frederick Lewis Allen, "What Have We Got Here?", and the combined opinions of the Editors of FORTUNE, "Where Do We Go from Here?" (LIFE, Jan. 5).

HARRY WANDMAKER
Sayville, N.Y.

Sirs: You make me so mad I could spit! For months I've put up with your propaganda against the Democrats and now you come up with "What Have We Got Here?"

Now you frankly admit that the government "accepts a responsibility—which it never recognized until the 1930s" and "that we have built up in the U.S. . . . a system which not only helps the underdog and brings about a dynamic redistribution of income in his favor but also maintains the freedom of business enterprises and other private institutions."

Ye gods! Just who do you think accomplished all this since the 1930s? WILMA WHITNER
Wichita, Kan.

Mr. Allen's article, in which he expressed his own views, was one of the many reports LIFE has been making on the U.S. economic system since long before the election. Obviously the Democratic administrations passed the tax laws that redistributed national income. But just as obviously, internal changes in the U.S. corporation, and its acceptance of wider social responsibilities, were mainly the work of the private citizens involved.—ED.

Sirs:

You quote Economist Imrie de Vegh as saying, "Depressions are not acts of God." The Bible says they are!

In the good days enjoy good things. And before the dawn of the evil day, For God hath made both the one and the other. . . . T. J. SMITH

Kansas City, Mo.

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CONTINUED ON PAGE 18

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Was Won on Fireston



CHUCK STEVENSON — Scored more points than any other race driver in 1952, thereby winning the National Championship. Won the Milwaukee, Wisconsin, race August 28 and the Labor Day race at DuQuoin, Illinois.



TROY RUTTMAN — Set a new track record of 128.922 miles an hour in winning the 500-mile Indianapolis Sweepstakes on May 30. He was also the winner of the Independence Day race run at Raleigh, North Carolina.



GEORGE HAMMOND — On Labor Day he swept to victory in the thrilling and dangerous Fike's Peak Climb, where a slip or a skid could mean death or serious injury, against a field of fast, experienced drivers.



JOHNNIE PARSONS — Won Phoenix, Arizona race on Armistice Day, November 11. Came in tenth in the Indianapolis Race on May 30. In 1950, he won the Indianapolis Race. In 1949, he was National Champion.



JACK McGRATH — Came in first and set a new 100-mile record for the track at Syracuse, New York, on September 6. Out of a field of 33 starters, he finished in eleventh place in the Indianapolis Sweepstakes.



BILL VUKOVICH — Took first place in the August 30 race at Detroit, Michigan, and was first across the finish line in the September 28 race at Denver, Colorado. Drove fastest lap in Indianapolis race, 135.135 mph.



MIKE NAZARUK — Flashed across the finish line first in the Milwaukee, Wisconsin, race on June 8, setting a new 100-mile record for that track. Ran in many national championship big car and sprint car races in 1952.



BILL SCHINDLER — Drove to victory at Springfield, Illinois, on August 16, setting a new 100-mile record for that track. Was one of only 14 drivers who finished the Indianapolis Sweepstakes on May 30.

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of CHAMPIONS Championship Race in 1952 Tires

ON THE HIGHWAY, as well as on the speedway, lives depend on tire safety! Champion race drivers are well aware of that fact. That is why they BUY the safest tires made . . . for their personal cars as well as for their race cars.

They know that only Firestone Tires are made with patented and exclusive construction features which assure extra safety and longer mileage.

That is an important point to remember the next time you buy tires. Choose the tires that Champions use. Insist on the only tires made that are safety-proved on the speedway for your protection on the highway. Buy Firestone Tires and be safe!



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on radio or television
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★
America's Future
Progress Depends on
Better and Safer
Highways
★



BOBBY BALL — On November 2, he won the race at San Jose, California. During 1952, he drove in many national championship big car and midget car races, including the Indianapolis Sweepstakes on May 30.



n the Highway

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LETTERS TO THE EDITORS CONTINUED



MODELS UNMIXED: CONNIE (LEFT) AND JANE (RIGHT)

MIXED MODELS

Sirs:

Enjoyed your picture story about us models (Speaking of Pictures, LIFE, Jan. 5) but am sorry to see you have Connie Jeanes and me mixed up. I don't mind, but poor Connie!

JANE CARTWRIGHT

New York, N.Y.

MORE FOOD, LESS WORK

Sirs:

In your agricultural study, "More Food for Less Work" (LIFE, Jan. 5), you say the farmer's output has risen incredibly per hour of work. But the modern farmer substitutes the labor of the machinery manufacturers, petroleum processors and fertilizer producers for that he used to do himself.

That fewer workers are engaged on the farms may be true. The total labor required in agricultural production should, it seems to me, include those others whether they live on the farm or not.

ARTHUR D. MILES

Livingston, Mont.

Sirs:

My heartiest congratulations on the magnificent job you have done in this special issue.

Referring to the agricultural story, the Beltsville pig and the "new kind of cow" would not be there if it were not for action which I took while I was still in Washington. One of the first things I did as Secretary of Agriculture was to set government red tape and arrange for the importation of Danish Landrace swine for experimental purposes. Later when I was vice president, Sam Higinbottom, the Presbyterian Agricultural Missionary at Mlshahad, India, told me about the dairy qualities of the Sindhi breed in India. The Bureau of Animal Industry feared that they would bring foot-and-mouth disease with them if imported. I talked with Admiral Nimitz, who agreed to have the Navy transport the cattle to Guam for some months, then to the Virgin Islands for 60 days, to the quarantine station at Athens, N.Y., and finally to quarantine at Beltsville, Md. Now they are turning out better than we anticipated.

HENRY A. WALLACE

South Salem, N.Y.

BASIC TOOLS

Sirs:

Some weeks ago Artist Boris Artzybasheff visited our plant to draw machine tools for LIFE ("Portraits of Basic Tools," Jan. 5).

Viewing his drawings in last week's

LIFE, I was startled and delighted. We who have spent our adult lives in daily contact with mechanical wizards of the production floor get fairly intimate with their capacities, tolerances and revolutions per minute. But their personalities! Hats off to a craftsman in his own right—Mr. Artzybasheff.

WILLIAM MCCABRELL, JR., Pratt & Whitney Aircraft Division East Hartford, Conn.

WORKING WIVES

Sirs:

A society in which mothers put their wants for material things above their children's needs is not making progress ("Working Wives," LIFE, Jan. 5). It is moving backward. The American living standard has become perverted. Acquiring and stragging to pay for things supposed to lighten a mother's tasks takes her away from the children and out of the home. Mrs. Sullivan, pictured with her purchases about her, does not out her things. They are her own.

FRANCES T. FREEMAN

Darien, Conn.

Sirs:

Within 16 months I've had three proposals of marriage, all from men with good incomes. But all three wanted me to keep my job—which I like—I said no. I'm "old school" enough to want a man who won't expect me to chase one half of the wolf from the door while he washes one half of the dishes.

So, I fully expect to have to keep my job, buy my own house, support my own self, to live as only half a woman. . . . And when I'm not doing what should be a man's work I try to puzzle it all out. . . .

SEZANNE T. COOPER

Washington, D.C.

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Why a big breakfast for Betsy?

Because Betsy hasn't had anything to eat for about 12 hours—and she needs "food fuel" for the first half of her active day. So do grown-ups. (People who eat skimpy breakfasts find themselves tired, irritable—and inefficient!)

What is a "good" breakfast?

One that furnishes from $\frac{1}{4}$ to $\frac{1}{2}$ of the whole day's supply of food. (Unfortunately, many breakfasts don't!) A nourishing breakfast for moderately active people is:

- $\frac{1}{2}$ cup orange juice
- $1\frac{1}{2}$ ounces cereal, $\frac{3}{4}$ cup milk
- 1 egg (any style)
- 2 slices enriched white bread or toast, with butter or fortified margarine
- 2 tablespoons jam
- Milk for children, coffee or tea for adults



Why is this breakfast a good one?

Because it offers orange juice, for the day's supply of Vitamin C. The enriched bread and cereal contain carbohydrates for quick "wake-up energy." The egg and milk contain proteins for sustained energy. And there are needed minerals for balance. There's even jam — for fun!

Do active people need more breakfast?

Yes, they do. A really active worker should add another egg, and an extra piece of bread or toast to the basic menu.

Are bread and cereals important?

Nutrition experts tell me we should all have two or three servings daily of foods made from grains. These foods are rich in energy, and they also contain proteins, the "building blocks" the body needs for growth and repair.

Most American families get about 25% of their food energy, and 25% of their proteins from grain foods. Serve a variety of these foods. Serve wheat, oat and corn cereals—and all kinds of breads (enriched white, rye, whole wheat, corn, raisin and nut breads, biscuits, hard or soft rolls). Consult the BETTY CROCKER PICTURE COOK BOOK for a number of interesting, easy-to-bake breads.

Is bread "fattening"?

All foods are "fattening" when we eat more than we need. Actually, a slice of bread gives you about 75 calories (the same as an egg, or a cup of vegetable soup!).

Betty Crocker
of GENERAL MILLS
MINNEAPOLIS

PAC

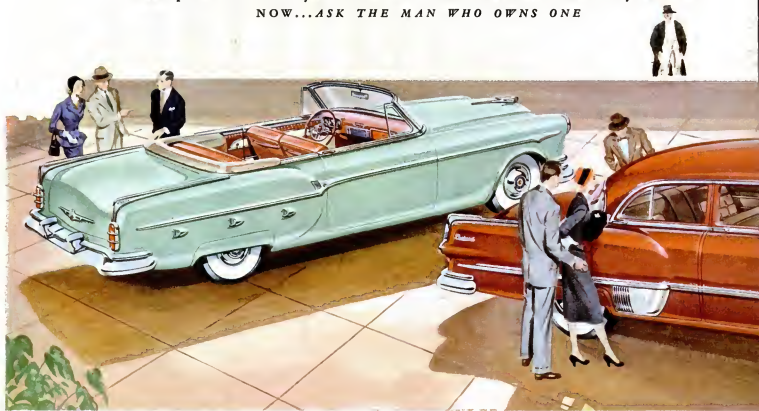
Two Great New

The Luxurious PACKARD *America's New Choice In The Fine-Car Field!*

FROM AMERICA'S oldest builder of fine automobiles comes a great new car in the quality field—PACKARD for '53. With the world's highest-compression eight, Packard provides more power than you will ever use . . . plus the industry's finest no-shift drive, power steering, and power brakes proved in over a full year of actual use!

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NOW PACKARD offers an entirely new line in a wide range of advanced contour-styled models—the new Packard **CLIPPERS**—for *big-car value at medium-car cost*. These true products of Packard experience, engineering and skill give you *real Packard quality*, inside and out, for just a few hundred dollars more than cars in the *low-priced field*.

POWERED BY PACKARD's mighty Thunderbolt Eight Engines, they are the roomiest cars in their price class—with seats as wide as these cars are high and with the largest luggage compartment of any sedan. So no matter what you may plan to spend for a car, **PACKARD**—with *two* great new lines for '53—offers you your *best motorcar investment*.





**Wonderful News
for Busy Mothers . . .**

Delicious Hot Wheat Cereal COOKS IN JUST 10 SECONDS!

Precooked for you . . . all you do is stir into boiling water or milk. In 10 seconds it's ready to enjoy.

Now you can have the satisfaction that comes from knowing you are doing what's best for your family—without the work and time it takes to cook most hot cereals.

Now, with just 10 seconds' cooking, you can give your family the kind of warm-up, build-up breakfast cereal you know is right for them.

This wonderful fast-to-fix hot cereal—Instant Ralston—is natural whole wheat with extra natural wheat germ added . . . to make it double-rich in the vital "spark of life" found in the

heart of every grain of wheat. Steady nerves—mental alertness—good appetite and digestion depend on getting a daily supply of the kind of protective vitamins Nature puts into wheat germ. And think how easy it will be now for you to give your family

this daily "ounce of protection"—just by taking 10 seconds each morning to prepare Instant Ralston, the hot whole wheat cereal that comes precooked! You'll love the rich toasted-wheat flavor of Instant Ralston. You'll love the way it helps you to enjoy life more. And best of all, you'll love its 10-second cooking. Try it and see . . . get a package today!



Other delicious
Checkerboard Cereals
Wheat Chex
Rice Chex



I can see why busy young mothers like the Instant Ralston—but, for years, I've been giving my family good 5-minute Regular Ralston and they love it. It's as fast as most quick-cooking cereals and it's still my favorite!

Ralston Purina Company, St. Louis, Mo.

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LEGS, ARMS, AND EYES—WITH IDEAS

Editors are frequently asked what makes a good idea for LIFE. We can't answer because, perhaps fortunately, there is no technical device for evaluating an idea. But we are sure that the best ones come from first-hand knowledge of a subject, and the members of LIFE's staff who really get out and around are the photographers. They are our legs, arms and eyes. A word reporter may roll back time by finding witnesses and asking questions, but no such device will get a picture. The photographer has to be there and, in this favored position, he can find ideas that couldn't be produced in any other setting.

David Douglas Duncan had such an idea. While he was in Germany he became aware of the stealthy eastward movement of strategic materials coveted by the Communists.

It wasn't easy to get the story. Many times he was viewed with suspicion by police, often he was evicted from shipping areas. He took pictures in the Russian sector of Vienna, by carefully timing his activities, and he got a big assist from the four-month administration of Walter Donnelly as U.S. High Commissioner in Germany. After six months of painstaking legwork he became the only journalist—and possibly the only American—actually to

see the whole picture of East-West trade (pp. 23-33).

Another photographer, also pursuing an idea of his own, had a much more pleasant time. In 1937, when LIFE was less than a year old, Alfred Eisenstaedt made his first visit to Martha's Vineyard, the famous summer resort, off the coast of Massachusetts. He returned many times and found that, like himself, most of the cottage owners themselves never had seen the Vineyard except in summer. He longed to go back and picture the resort after the last tourist had gone home.

So finally Eisenstaedt went for two weeks of off-season roaming to capture the scenes on pages 94 through 101. He was most fascinated by the winter sunset, and took a picture of it almost every evening including that shown in color on page 101.

We set great store by our photographers but not only as producers of pictures. The hundreds who meet them every week will tell you that they're warm and stimulating companions. Maybe it's because they've been to many strange places and met many different kinds of people. We think it is because they wouldn't be doing the kind of work they do—dealing intimately with humanity in all its phases—if they weren't interested in being your friends too.



DUNCAN WEARING
AUSTRIAN HAT



EISENSTAEDT IN
MARTHA'S VINEYARD

CONTENTS

COVER

SIGRID GOELTER, STYLIST FOR OHRBACH'S (SEE PP. 63-70)

THE WEEK'S EVENTS

WESTERN AID FOR RED BUILD-UP	23
BY DAVID DOUGLAS DUNCAN	
A LADY WATCHES THE SEA BATTER HER HOUSE	35
GOVERNOR'S SON SQUIRES AT INAUGURAL	36
EGYPTIAN ENVOY ENGAGES IN ATHLETIC DIPLOMACY	36
A TRAIN RUNS OUT OF TRACK	42
LIFE ON THE NEWSFRONT OF THE WORLD	42
THE GREAT SPANISH BULLFIGHT SCANDAL	42
FIRST MEETING OF ISK WITH CABINET	56
SALETTE TO ISK FROM THE EIGHTH ARMY	53

EDITORIALS

FRANCE: NEW GOVERNMENT	34
A MILLION HOMES A YEAR: A PROPOSAL TO IKE	

PHOTOGRAPHIC ESSAY

A SUMMER RESORT IN WINTER	94
PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT	

ARTICLE

HIGH STYLE CASH-AND-CARRY, BY HERBERT BREAN	63
---	----

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RELIGION

DIABOLICAL DOINGS IN ATLANTA MORALITY PLAY	85
--	----

ART

IRENE RICE PEREIRA AND HER PASSION FOR LIGHT	72
--	----

FASHION

FIRST LADY'S FINERY	77
---------------------	----

MOVIES

NEW BATHER, SAME GABLE	80
------------------------	----

THEATER

POETIC PLATFORM DRAMA	83
-----------------------	----

ARCHAEOLOGY

IRELAND'S ANCIENT LAKE DWELLERS	105
---------------------------------	-----

OTHER DEPARTMENTS

SPAKING OF PICTURES: THIS IS HOW OLYMPIC HIGH JUMPER TRIED BALLET IN AN EFFORT TO GET HIGHER	6
LETTERS TO THE EDITORS	13
LIFE GOES TO AN EARL'S WEDDING	11
MISCELLANEOUS: HERE COMES THE LITTLE CROCODILE	118

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The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

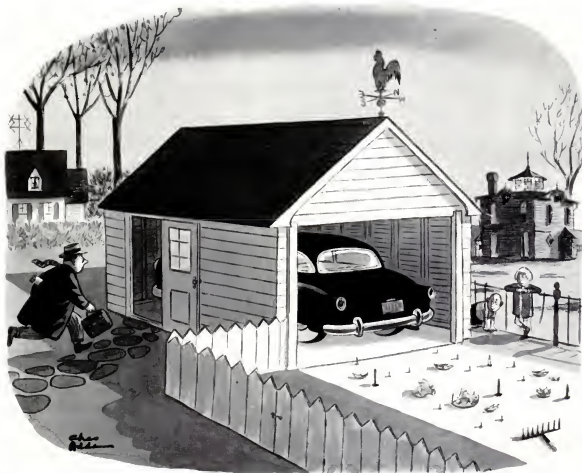
COVER—LISA LARSEN	32-33—DAVID DOUGLAS DUNCAN
6, 7—JOHN SCHWARTZ FOR LIFE; INT. BY GEORGE SHADDOCK	34—FRANK J. SHERWIN FOR LOS ANGELES TIMES
13—O. PHILIPPE HALLERMAN	35—ALBERTO TOMMASI FOR NEW YORK TIMES
15—PHILIP HERRMAN	41—ARON KALLAL FOR ARABIA EL YOM—CUNNINGHAM
17—WALTER DARRIN; RALPH GRAVENS	42, 43—MARK EASTMAN; GEORGE SHADDOCK—MARK EASTMAN FOR LIFE
19, 24—DAVID DOUGLAS DUNCAN	44—J.P. EUROPEAN—DALE MURPHY FOR SOUTH BEND TRIBUNE
21, 27—L.D. DAVID DOUGLAS DUNCAN; BY MAP BY CHRISTOPHER EGGERS—MAP BY TONY CORBANO	45—ANTONIO TURNER—CAMO Y CUERNA—PANELAS
28, 29—DAVID DOUGLAS DUNCAN	47—LONCO HERRMAN AND RALPH MORSE
30, 31—DAVID DOUGLAS DUNCAN; INT. BY INT. CHRISTOPHER STILES AND STEVENS	

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33—MICHAEL BROGHER	105—FRANK J. MATT GREENE—CARL WYDING
34, 35—JOHN F. WILKINSON	106, 107—CARL WYDING
36—D. DOUGLAS DUNCAN	110—PETER ANDERSON FOR LIFE; CARL WYDING
36—D. DOUGLAS DUNCAN; INT. BY EXC. BY EXC. © ONR—SAGE, INT.	112-13—L. CARL WYDING; CARL WYDING; BY
42—LISA LARSEN	115-16—CARL WYDING
43—LISA LARSEN	117—GABRIEL
44—J.P. EUROPEAN	118—GABRIEL
45—ANTONIO TURNER	119—GABRIEL
47—LONCO HERRMAN AND RALPH MORSE	120—GABRIEL

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...and are backed by a DOUBLE GUARANTEE

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Here's why:

When your car is new, all the steering and braking mechanisms are in A-1 shape. Your new car is good to its tires. As mileage mounts, these mechanisms wear. Your car now gangs up with the open highway to give tires a double beating.

It's this fact that should make the Lee Super DeLuxe so important to you when you're ready for a second set of tires. The Lee Super DeLuxe is engineered and built primarily to be a replacement tire . . . to take the punishment that new-car tires don't have to take—the double beating of the open road and of a car no longer brand new.

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Every Lee Super DeLuxe passenger tire carries a lifetime guarantee of quality in materials and workmanship. This is basic. Beyond this, it is guaranteed for 15 months against road-hazard damage of any kind . . . against blowouts, impact breaks, bruises, and cuts of any kind, *regardless of cause*.

There are no if's, and's or but's about this Lee *Double Guarantee*, and you pay nothing extra for it . . . or for the tire. It is honored as cheerfully for

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FRUSTRATED MP SOUNDS OFF BECAUSE U.S. CUSTOMS MAY NOT STOP RED-STARRED TRAIN TAKING SUSPECTED GOODS FROM GERMANY TO CZECHOSLOVAKIA

TO MESSRS. DULLES, STASSEN, CONANT: A MEMO ON WESTERN AID FOR RED BUILD-UP

by DAVID DOUGLAS DUNCAN

Vienna is still a great town for the coffeehouse and the *Kaffee Klatsch*. Two of the big coffeehouses, indeed, are doing a better business than ever. From 11 o'clock until one, and again from 5 o'clock to 7:30, the Cafe Mozart and the Cafe Carlton are crowded to the walls. Great urns of coffee and hot chocolate are brewed, emptied and refilled.

The conversation—almost entirely masculine—goes on and on and on. Once this talk might have concerned the wheat trade

or Strauss music or Balkan politics, but now it has a very different subject.

The chief topic of conversation at the Mozart and Carlton is how to skirt the restrictions against smuggling and sneaking steel, machine tools, chemicals—anything the Soviets might want to help build Stalin's armed forces—out of the Western world and into the Russian orbit.

This is one of the great problems in foreign relations, though one not generally

known, that faces the new administration. John Foster Dulles as Secretary of State and Harold Stassen as Mutual Security Director leave for Europe at the end of the month, and James B. Conant will soon take over as U.S. High Commissioner for Germany. These are the men who have to cope with this huge and vexing challenge. The world's history is full of examples of organized smuggling but there probably has never been anything before to compare with the

CONTINUED ON NEXT PAGE

SOME VIENNESE SPECIALISTS IN ARRANGING SHIPMENTS



COPPER is the specialty of Austria-born Theodor Petrina, who also sells ferrochrome and sulphur.



ALUMINUM flows East from Canada through Boris Dolar, Yugoslav who uses contacts in Munich.



STEEL and iron enrich Austrian Johann Hasegruber, who fled arrest by West German police.



NICKEL is business of Otto Ploss, an Austrian once jailed for dealing in imitation penicillin.



MEDICINE and drugs keep Czech Oskar Hubrich busy. He runs a sideline in smuggled copper.



SCRAP, got as far off as New Guinea and Turkey, made a \$2 million profit for Martin Mitterbacher.

Sixth Column CONTINUED

size—and menace—of today's trade through the Iron Curtain.

When the Communists want something badly enough, they will pay fantastic prices. The high prices have attracted Europe's most talented operators, black-marketeers, crooks and near-crooks, to assist Russia in overcoming her shortages. These connivers constitute Stalin's sixth column, a busy little army of termites eating away the barriers the Western nations have tried to erect to keep their own strategic and often scarce materials away from the Russian war machine.

Few of the sixth columnists are Communists, most of them are probably not even Communist sympathizers. They are simply men who will do almost anything and deal with anyone for money. The biggest of them got his postwar start by selling food packages for starving refugees and made a lot of money in a hurry because his packages, when opened, turned out to contain old newspapers and stones. (The old thing about this grisly hoax was that he himself had once gone hungry as a concentration camp prisoner and later as a refugee.) Many have been black-marketeers trading on the human weakness for coffee, sugar and cigars. Some are merely businessmen who feel that if they don't take advantage of this opportunity to get wealthy, someone else will, so . . .

Their operations start in Vienna because that city's international zone is the one place where men from the West can meet rather openly with men of the East. There are many observers who believe that Stalin keeps the city open just for this reason. The sixth column agents from the West have no trouble getting to Vienna and are inconspicuous there because they look and act no different from businessmen on more respectable missions.

Probably even more important to the Russians is the fact that the men with whom the sixth columnists meet—the various Communist agents from behind the Iron Curtain—can be kept under complete surveillance by secret police. Many of them are working for the Soviets only under pressure and would doubtless never return if they once got safely outside the Iron Curtain. In Vienna Stalin can allow them all the contact they need with the smuggling network of the West and still keep them safely on his string.

Over the coffee cups the smuggler from the Western world meets the man from the East and the deal is cooked up. A factory in Czechoslovakia urgently needs 1,000 tons of copper, probably to help make radar equipment for Russian warplanes. A shipyard urgently needs heavy steel plate for the decks of a destroyer. A steel mill needs minerals to make tool-steel alloys. A machine-tool works needs a big lathe to turn out more

machines that can cut tank parts. A uranium mine in Soviet Germany needs new conveyor equipment.

Whatever it is, the sixth column agents will try to find it, buy it and ship it in. The specifications are drawn up, the terms arranged, the delivery date set.

Now the sixth columnist has to act fast. He has to latch on to the goods, which are often scarce and hard to locate, before someone else does. He has to slip the material in either by taking advantage of legal technicalities or using the good offices of a customs official. He has to get—or forge—complex and multitudinous export and shipping licenses. Somehow, while he is juggling a lot of similar deals at the same time, he has to see this one through to completion before the Russians, who have no compunctions about deals of this kind, change their minds or get delivery from another sixth columnist whom they have sent out, just to be sure, on the same errand.

The first stop for the agent is often Zurich, Switzerland. This is where the sixth column, as well as a good deal of Europe's more legitimate trade, often arranges its financing, usually through letters of credit from behind the Iron Curtain. The Swiss are past masters at staying out of wars, financing both sides and making money regardless of what happens or who gets hurt. This takes a great deal of ingenuity as well as a certain indifference. The Swiss have

CONTINUED ON NEXT PAGE



SMUGGLERS HANG OUT at Cafe Mozart, where agents deal in contraband in the international sector of Vienna. Cafe is accessible to both East and West.



SMUGGLERS WORK among patrons, intently whispering over coffee cups, in the Cafe Carlton, near the Mozart. Duncan was ejected for making this picture.



WORD GOES BY COURIER



CLANDESTINE MESSAGE goes aboard departing Vienna-Zurich Express, a favorite communications channel of smugglers. Watched by third man (left), possibly a couleuclerate, man places messages in porter's papers, whispers to porter, then hurries away as the porter speaks to passenger, then hurries away as the third man stays to watch train get under way.



BUSY HAMBURG, BIGGEST GERMAN PORT, IS UNDER NOMINAL ALLIED CONTROL BUT RANKS THIRD IN EUROPE IN MOVEMENT OF EMBARGOED CARGOES. SOME



ZURICH RENDEZVOUS of agents and bankers is expensive Hotel Baur au Lac, seen behind gate.

Sixth Column CONTINUED

both. As one economist told me recently in Switzerland, when talking about the channels of the sixth column: "As a people the Swiss have got on top of the business world by three devices: 1) very hard work, 2) keeping their trade channels open and 3) keeping their mouths shut."

Since Switzerland holds aloof from NATO and the UN, the sixth column finds Zurich a fine place to get all the financial service that an enterprising U.S. middleman would find in New York or Chicago. The telephone and telegraph wires between Vienna and Zurich are always humming. The porters on the sleeping cars of the Vienna-Zurich express are growing wealthy on the tips they get for carrying sealed envelopes bearing messages too secret to be trusted to the wires. And since the sixth columnists must often visit Zurich in person, the planes and trains between the two cities are always crowded.

The sixth columnist gets his order in Vienna and his money in Zurich. He then proceeds to buy his goods wherever he can and ship them by whatever route looks open.

We can consider here the case of Josef

Cremer, who, I am told on good authority, is the most active of all the sixth columnists now at work. Cremer is of German birth. He has offices both in Vienna and Zurich. He frequently travels to other parts of Europe; he suffered a minor inconvenience recently when his automobile, driven by a chauffeur, hit and killed a pedestrian in Italy.

Cremer has had a standing contract to supply 1,000 tons of copper a month to the Communists in Prague. He will also deal in practically anything else. He even jests about his activities as he once did with the Communist boss to whom he was delivering the copper. "I see you're getting fat," said the Communist. Cremer laughed loud and long. "We're all getting fat," he said. "You with my copper. Me with your money."

I talked to many people about Cremer and tried to trace some of his contacts. As a result I was able to compile a partial record of his activities in the first three months of 1952. Obviously this business diary is very incomplete but it shows Cremer to have been intensely busy during that time. Here it is:

Sometime in January he was in touch with Josef Mizera of the Communist Czech metals combine, METALLINEX. Cremer offered



HOW STRATEGIC MATERIAL CIRCULATES

This map shows how strategic pipeline is filled and then pumped out. Cycle begins in Vienna (lower right) where Iron Curtain buyers place orders with agents. Deals are financed through Zurich, from which orders go out purchasing goods around world. Embargoed materials are shipped through Antwerp

or Rotterdam (in pump) or smuggled from Ruhr. Transshipped and joined by flow from Hamburg, goods go to Rostock, East Germany, or Gdynia, Poland, or pass checkpoints "in transit"—main ones are Schirding, Furth im Wald, Passau, Salzburg. Finally they bolster East Europe or go to Russia.

JAPANESE STEEL WAS SEIZED HERE RECENTLY

Mizera aluminum ingots at \$935 per ton (\$555 above the U.S. price at the time) and mentioned a previous deal whereby he would deliver 750 tons of copper to Prague.

A few days later, contact with an associate named Franze de Daille, of Nessonvaux, Belgium. Subject: copper for Czechoslovakia. Cremer complained that a deal for 300 tons of copper plates "had collapsed."

At about the same time Cremer informed the firm of Elaboradora de Cobre, a copper company in Chile, that he needed to know as soon as possible the shipping date for the balance of an order of 350 tons as well as information on an additional 350 tons which was to be sent to the General Transport Co. of Basel, Switzerland.

A week later Cremer was in touch with Mizera again, informed him that he was shipping 284 tons of 6 mm copper wire aboard the steamship *Margarete Bakke*. He explained that a new minister of economics in Chile had ordered that no export licenses be issued for an indefinite period but was happy to report that he had got two licenses just before the ban. Mizera complained that Cremer's last shipment of 7.5 mm wire was of poor quality, difficult to process. Cremer

offered Mizera 60 tons of Austrian aluminum, also some ferrochrome. Said he planned to visit Trieste in search of other ferroalloys.

On this day also Cremer heard from Nicholas Frenchel, one of his contacts in Chile, who told him that export regulations were being changed and there would therefore be a delay of 10 to 15 days at least. Frenchel urged him to accept 1,200 tons of refined copper, 99.9 pure, of the same specifications prescribed in a license obtained under the old regulations and begged him to decide quickly.

Soon afterward Cremer explained to Mizera that the resignation of the Chilean economics minister had made things difficult but that 750 tons had been loaded on the 25th. He hoped to have another 200 tons loaded in less than a month and 150 tons shortly thereafter.

A few days later Cremer registered a complaint that Prague had been slow in depositing a letter of credit for his copper purchases. He inquired if the Czechs wanted lead at \$550 per ton (\$174 over the U.S. price) and should he try to supply molybdenum, aluminum and nickel?

A week went by and Cremer got a message



WHERE MATERIAL GOES

Smuggled material helped build up East Germany with key Red-owned or nationalized industries (black dots) and armament centers (red dots). These include 26 iron and steel and 17 heavy machinery plants, as well as rubber, chemical, petroleum, tank, airplane and shipbuilding and related industries.



BARRELED PETROLEUM fills storage yard in Rhine River free port of Basel, one of foremost forwarding points for rerouted materials bound East.

A guard told Duncan to stop taking pictures here.



TOOL STEEL, ingots and steel rods, are being loaded from Antwerp docks onto Russian freighter



CRATED JEEPS, reaching Basel via Antwerp, are consigned to Zurich, but may be sent anywhere.

Sixth Column CONTINUED

from a dealer in Britain who offered to sell him some lead.

A few days later he was informed by Nicholas Frenchel, his Chilean man, that he would deliver 1,500 tons of electrocopper wire bars of 1/2 inch in rolls of 58 to 60 kilos and 500 tons of 15 mm plates. The first shipment, 600 tons, was to be ready in less than 30 days, the rest to follow in two lots.

A month later Cremer negotiated with Hans Duschek of the METALLIMEX outfit in Prague for quick action on letters of credit for 3,000 tons of copper. Cremer was reprimanded by Duschek for failure to supply adequate delivery guarantees and for shipping some low-grade wire, Duschek claiming it cost 170,000 Czech *koruny* (\$3,400) to reclaim.

Cremer was apparently having delivery troubles and asked a contact named Heipser at the Hotel Palace in Madrid to set a time and place for discussions of his problem.

Shortly thereafter Cremer discussed with his Prague contact a deal for 150 tons of ferrowolfram being arranged in Switzerland by a Chilean named Ovidio Ultra. He also asked if Prague would be interested in some 99.07% pure aluminum and was told yes.

And so on, day after day. There can be no doubt about what Cremer is up to, and yet nobody is stopping him. Indeed he seems to have very friendly connections with firms in Chile, Mexico and Canada. He gets business calls from England, France and Belgium. And in Zurich he operates, at least indirectly, under some very high auspices. His Zurich firm of Tracont works hand in glove with Dr. Max Bombis of the General Transport Co. of Basel. Dr. Bombis obtains some financing from the Zurich banking firm of Widemann & Co. and that firm has close contacts with the busy Bank Hofmann.

Men like Cremer and his associates are highly skilled in the art of adapting traditional international trade practices to their shady operations. One of these is the principle of "in transit" as formulated by an international group that met in Barcelona in 1921.



BALED RUBBER, officially "nonstrategic," is reloaded aboard an eastbound ship in Rotterdam.

The "in transit" agreement allows goods from Country A to be shipped through Country B for a final destination in Country C without being held up or charged any customs duties while passing through B. Country B contents itself with the revenue it receives directly or indirectly from transportation payments on the goods passing through, on the theory that the shipment can have no effect on its own economy.

Thus a Western firm can send a sealed shipment by train (but not by road or air, since these transportation methods did not come into wide use until later) to Czechoslovakia, across Germany, without any inspection ordinarily taking place until the shipment reaches Czechoslovakia. In peacetime this makes great sense, since transportation across all the many countries of Europe would be impossible if every customs and tax collector en route insisted on inspection and tribute. (Very few people would fly from New York to California if the plane had to land at each state border for an inspection of passports, luggage and contents of pockets.)

But in a halfway sort of strategic-goods embargo, such as has been brought on by the cold war, the "in transit" convention can be a dangerous anachronism.

The tradition of the "free port" is another advantage Stalin's sixth columnists appreciate and use regularly. A free port is one that does not ordinarily inspect or charge customs on goods shipped there for temporary storage or transshipment to another country. Other ports offer the same hands-off service by means of bonded storage space. Thus it is easy to ship goods with a minimum of scrutiny via Antwerp, Rotterdam or Hamburg.

Shielding its hot goods behind "in transit" privileges and routing them through free ports, the sixth column seldom has trouble getting its goods to the Communists. It seldom has trouble obtaining supplies either.

One of the great sources of sixth column supplies, ironically, is West Germany, where the U.S., the British and the French are still supposed to have final say as the occupying powers. In West Germany is the Ruhr with

BIGTIME OPERATOR HAS POWERFUL CONNECTIONS TO HELP HIM



Kara (right). Among ports, Antwerp holds top place in tonnage shipped out to Red Rostock and Gdynia.



DEALER Josef Cremer of Vienna, moving from shabby Vienna apartment (center) to unobtrusive



Zurich office, Tracont (right), works to fill monthly contract for 1,000 tons of copper to Czech Reks.

its great heavy industries and its coal mines. In West Germany also are some of the most ingenious of the always ingenious German technicians, the people who can make anything from wonderful toys and cameras to entire factories of marvelous design and efficiency. With the help of about \$3.5 billion in U.S. assistance funds, West Germany has made an almost total economic recovery and indeed is producing at an index rate of 167, compared with the 100 prewar average.

Unfortunately—for us—there are about 815 miles of border between West Germany and the Russians' East Germany, Czechoslovakia and Austria. Unfortunately also, the division between West and East Germany is completely artificial. The two zones have always traded materials, food, manufactures and men with one another, even as Pennsylvania and Ohio. In any rational world, they could hardly exist without one another.

The Allied occupation authorities made the ruling—and the West German government now officially accepts it—that West Germany must not ship any war goods to East Germany. "War goods" includes all kinds of strategic materials and machinery. But the ban is terribly hard to enforce, although U.S. authorities have known about the traffic in strategic materials since 1949. A Senate subcommittee sent investigators to Europe which resulted in hearings during 1951, but various echelons of John J. McCloy's administration as High Commissioner (1949-52) seemed to prefer to keep the whole issue under cover.

At one time trucks left West Germany with cargoes of strategic goods intended—the papers said—for West Berlin. This was fine with our occupation authorities, for it had always been our policy to maintain West Berlin even when this involved the expensive airlift of 1948-49. But while going through the Soviet Zone of Germany, as they must to get to Berlin, the trucks sometimes disappeared. Railroad freight cars, while making the same journey, turned up with new bills of lading and new destination stamps.

The most fascinating plot along these lines



SHIPPER Dr. Max A. Bombis, who deals heavily with Red countries from Switzerland, runs a Basel

firm, General Transport. It handles some Cremer shipping orders and also finances some of his deals.



BROKER, Widemann & Co. of Zurich, has handled deals for both Cremer and General Transport.



BACKER, the powerful Bank Hofmann of Zurich, channels funds to Widemann firm for its dealings.

CONTINUED ON NEXT PAGE



HIGHWAY SEARCH takes MP along a train of trucks held on autobahn at Dreilinden, Berlin checkpoint, after ordering one driver to uncover his cargo.



INTERCEPTED CLUTCH PLATES, possibly for tanks, are held by an MP after discovery at Frankfurt airport. Suspicious MPs opened cases, finding 1,000

Sixth Column CONTINUED

involved a sixth columnist who arranged to buy crucial parts of a steel-rolling mill in West Germany. Such a big shipment is of course not easy to move without attracting notice. So the sixth columnist connived with another West German firm that had a branch in West Berlin. This firm, armed with forged invoices showing that it had bought a rolling mill plant a few years earlier, applied for permission to ship the plant to its West Berlin branch. A shipping license was granted and the brand-new machinery was shipped from Western Germany to West Berlin.

While in the Soviet Zone, the new stuff was unloaded and similar machinery from an old plant, worn out and worthless except as scrap, was substituted. The crates showed up in West Berlin carrying what was listed on their papers: rolling mill equipment.

In this case the plot was discovered and the owners of the two West German firms involved in the smuggling were fined \$2,383 each and sent to jail for a year. But this seldom happens. The ban on shipments to the East is not very popular among many West German manufacturers and authorities, who doubt that their area can be economically prosperous without its traditional trade in that direction. The Germans themselves have been allowed to control the licensing of exports, and it is my observation that they have often been quite lenient.

My impression after seeing some of the things that move across the border with German export licenses is that the Germans are not absolutely sure a consignment is warlike unless it actually explodes in their faces. A Socialist leader of West Germany, Herbert

Wehner, once got up a list of about 600 German firms which he said he could prove were collaborating with the sixth column. He turned some of the names over to the West German government, but all that happened, according to him, was that his sources of information in the plants got fired.

The office of the U.S. High Commissioner for Germany finds itself in an awkward dilemma on West-East trade. One of our chief goals in Germany has been economic recovery. Another goal has been to persuade the West Germany to contribute troops to a NATO defense army, so we try to avoid offending German sensibilities. These considerations make it difficult for our authorities to crack down on shipment of contraband.

We do have some very tough Army cops, the 7751 MP Customs Unit, stationed along the borders of our zone to help the rather diffident German customs inspectors enforce

the ban. But the men of the 7751 are among the most frustrated soldiers in uniform today, for final decisions on what may or may not pass depend on the German licensing authorities.

It works like this: the MPs stop a suspicious looking shipment at the border and ask the Eastern Economic Relations Division of the U.S. High Commission for instructions. The Eastern Economic outfit usually telephones to the German licensing authorities, who generally reply that the shipment is noncritical. Eastern Economic orders the MPs to let it go through.

At a customs checkpoint along the border between the U.S. Zone of Germany and Austria, an MP sergeant recently stopped shipment of what he believed was two micro-hardness testers, critically important in the manufacture of high-test steels such as are used in armor plating. They were bound from West Germany to Budapest in Communist Hungary.

The sergeant told me the story: "I felt good. I figured I had something big to show for all those months out here on the border. But that didn't last long. We got orders from the High Commission saying they had checked with the German license authority, and through them with the factory, and the instruments weren't the kind of hardness testers used for critical steels. So we had to release the shipment.

"Well, a thing like that could easily happen. We MPs aren't technical experts, and how can we be sure whether a strange-looking machine part is designed to make steel or to knit underwear? But this case was really funny—except that it wasn't funny at all. Before I started this hitch in the Army, I



ONLY SMUGGLER JAILED in West Germany to date is Gustav Davidovic (foreground), here in court with lawyer. He pleaded guilty, got eight years for sending \$600,000 in goods to Czechoslovakia.



of these, after German licensing office, declaring that suspected shipment contained only locomotive parts, had persuaded U.S. High Commission to release it.



RAILWAY CHECKUP sends MPs scrambling among winches stopped at Salzburg en route to Trieste. Military police is only U.S. agency actually inspecting.

had a job for three years at Great Lakes Steel in Detroit. It just so happened that my job was to work with microhardness testers!"

The German license authorities and the people in the High Commission's trading division may be right. They say that it is perfectly possible to make an accurate check on shipments by comparing serial and model numbers against manufacturers' lists and catalogs, without seeing the goods. But nobody will ever convince the sergeant that he did not see a pair of critical microhardness instruments.

One expert, with no special ax to grind, gave me the estimate that the total sixth column trade to East Germany amounted to \$225 million in 1951. This, he figured, included \$7.5 million worth of highly critical machinery and \$15 million worth of chemicals, plus some 32,500 tons of copper, zinc, aluminum, mercury, bronze, cobalt and cadmium. For 1952, my source thought, the illegal trade was perhaps a third higher than this. Exactly how much of the goods comes from West Germany is unknown. It is certainly larger than the German authorities and our Eastern Economic Division would like to think.

Yet only one man has ever been convicted as a sixth columnist in West Germany. (The convictions mentioned earlier in the article took place in West Berlin, where the authorities have been somewhat tougher.) This exception is an engineer named Gustav Davidovic, now serving a prison sentence. He was convicted of helping smuggle to Czechoslovakia such goods as a \$68,000 calibrated lathe, a \$152,000 smelting conveyor, \$300,000 worth of electrical equipment.

A very useful sixth columnist, while he lasted, Davidovic is a Czech and one of the

few people from behind the Iron Curtain let out by Soviet authorities to work in the West. He regards himself as a fall guy sent to prison at a time when U.S. authorities in Germany decided to get tough, mostly as a matter of window-dressing. None of the West German businessmen with whom he dealt, although they obviously loved him and even supplied a Mercedes sedan for his personal use, has ever been in grave danger of accompanying him behind the bars.

When Davidovic's sentence came up for review by the U.S. Court of Appeals in West Germany, it was upheld but over the violent dissent of the chief justice. Mindful of the fact that Davidovic seemed to be the only person taking the rap, the chief justice said, "I do not believe in taking the pawns and letting the castles go."

The 7751 MPs have worked hard to try to seal off the border from West Germany to



INSPECTING A SHIPMENT. German customs men measures bearing held by MP. Germans seldom inspect cargoes, bar them only for faulty papers. They held this because it was called "bushings."

the Iron Curtain countries but such success as they have had has only inspired the sixth column to prove how many different ways there are of skinning this particular cat. Davidovic had the simplest of all answers for transportation problems. For maximum speed he preferred shipping by rail. But when his shipments were stopped by the 7751 MPs, he rerouted them through the free port of Hamburg. They went by rail to Hamburg, with manifests indicating that they were destined for some Western factory. While they lay inside the free port, somebody changed the papers and the destination stencils. They left the port on a ship flying the Red flag.

All European free ports are regularly visited by Soviet ships. One dockmaster told me frankly, "The captains never tell us where they came from or where they are going—and we don't ask." It is the business of free port officials, and has been from time immemorial, not to ask embarrassing questions.

Davidovic's successors have grown even smarter. They too use the free ports. But since shipping by sea is sometimes too slow, they have developed some fine techniques of smuggling by land. A West German factory, at the behest of a sixth columnist, makes a high-quality lathe designed for a munitions factory in Czechoslovakia. Rather than being shipped directly to its destination, the lathe is sent westward out of Germany.

Somewhere in France, Holland or Belgium, the sixth columnist takes delivery. In one way or another—perhaps even by using phony shipping papers and licenses that certify the contents of the crate to be merely old Coca-Cola bottles—the sixth columnist gets permission to send it to Czechoslovakia.



PAPERWORK occupies MP checking manifests at Passau, Germany. The cargo is sealed, untouchable.

Sixth Column CONTINUED

It crosses West Germany by rail under the sacred-cow category of "in transit" goods.

The 7751 MPs can stop it only if they can prove it originated in West Germany. But the MPs can rarely furnish proof. One of them said, "We see all this machinery going through labeled 'in transit.' It looks amazing like some of the stuff we used to see from factories in the Ruhr. But nowadays it's a little bit different. There's no serial number, no trademark, no code name, no nothing. The damn stuff isn't made any place!"

The authorities in West Germany, German and U.S. alike, will tell you that this MP was talking through his hat, that it would be impossible to manufacture anything important and get it into trade channels without obeying the conventions of trademark and serial number. Again you have to take your choice as to whom you believe.

In smuggling with the avowed enemy, no country has completely clean hands. The Russians are certainly getting strategic goods from West Germany, France, Holland, Belgium, England, Scandinavia, Spain, South America, Africa and Canada. Although the U.S. has been the leader in the attempt to embargo strategic materials, some U.S. businessmen have also been offenders.

The problem is by no means a simple one that could be solved by putting some unscrupulous villains behind bars. Western Europe needs a lot of the things the Iron Curtain countries can provide, notably coal, timber and food, and the only way it can get them is by some kind of exchange. As long as the U.S. tariff makes it difficult for West Europe's surplus manufactures to find profitable markets here, we are not too convincing when we condemn those countries for selling where they can.

The answer cannot be provided by the U.S. alone but must be worked out internationally in such groupings as NATO. Inside the U.S., however, the problem deserves a good deal more attention and open discussion than it has been getting. Smuggling is as old as sin and almost as hard to dispel. But as recent history has proved, it is silly to make money selling scrap iron which is earmarked for a Pearl Harbor.



PAPER TRAIL left by strategic material going to Iron Curtain countries under protection of the "in

transit" code is laid out by MPs in the rotunda of I. G. Farben building, Frankfurt. Each sheet records



the passage of one shipment through the border by train or truck. The MPs know all about almost all

shipments even though they can't do a thing about many. This accumulation of what is called *The Daily*

News totals more than 1,500 reports and represents only a fraction of one month's east-bound traffic.

Like our own government, the government of France has just been entrusted to a new administration. It is not likely, though, that Premier René Mayer will be in office long. Before World War II the Third French Republic averaged a new government every six months. The Fourth Republic has averaged a new government every four and one half months.

French intellectuals have often pictured the U.S. government as dominated by gangsters and Coca-Cola millionaires. A strictly intellectual U.S. citizens' concept of government in France might be something like this:

The building where the National Assembly (French Congress) convenes is really a theater, with a stage instead of a speaker's rostrum. The show on the stage is produced and played in by the current premier and cabinet ministers; the members of the Assembly make up the audience. The show always opens with a rollicking bedroom farce involving Marianne—the beautiful girl who symbolizes the Republic—and the prime minister and cabinet members, who rush around and hide behind and under things whenever there's another knock on the door. From time to time a big can-can chorus comes running on stage and starts kicking away to loud Offenbach music. Then the stage darlings: Edith Piaf in a spotlight begins to sing a sob ballad about how tough things were during the war for French politicians. She is interrupted by a hubbub between a man and a woman sitting in a nearby box. They turn out to be Marianne—this time played by Zsa Zsa Gabor—and the U.S. State Department, played by W. C. Fields. Zsa Zsa's sore because, while he's told her repeatedly that she's the loveliest woman in the world, he hasn't once told her she's also the most formidable. He does so and slips a billion dollar bill into her stocking.

Every now and then members of the audience grow bored

and start wandering out to the buffet. If at any time the critics can prove that less than 51% of the audience is still in its seat, the government falls. And the show is over till another team of producers can be picked.

This concept may seem outrageous to a French intellectual, but he would be surprised at how closely it approximates concepts held by quite a few U.S. congressmen who will be voting on foreign aid this session. Why must France have not three or four but a dozen major political parties? The legislative branch of the French government can overthrow the executive branch at will but doesn't have to run for office itself except once every four years: what's the sense to that? When will French politicians start being their political age?

We don't envy anybody who is trying to make sense of French politics. It would be pleasanter to concentrate on the things Frenchmen have given civilization to make life more worth living: great painting, prose, architecture; the best food and drink, the best ways to make women look and smell lovelier. Unfortunately the whole world—of which France is a part—is in a political crisis which demands everybody's first attention.

Without a politically stable France there can be no self-governing and self-defending Europe. Without a Europe there will be little chance for Western civilization. Plenty of individual Frenchmen know this for logic is a French specialty. Individual Frenchmen are "good Europeans"—among the best. The coal-and-steel community now beginning to knit the continent together is the work of individual Frenchmen. So it must be hoped that individual Frenchmen will find a way to change the No. 1 obstacle to European unity, which is France's own impossible political habits and machinery.

A MILLION HOMES A YEAR A PROPOSAL TO IKE

In America's postwar boom no industry has performed more muscular feats than the former craft called home building. With its new assembly-line methods in seven years it has built more than seven million homes, an all-time record.

Since the new administration will need a housing policy and since the industry's basic market situation is changing significantly, *LIFE* and its sister magazine, *HOUSE & HOME*, thought this a good time to invite the leaders of every association in the industry to a stock-taking round table. They met and asked themselves what federal laws should be retained, which discarded, in order to assure the maintenance of a healthy rate and high standard of home building for Americans. Here, in summary, are their main findings, which we commend to President Eisenhower:

To be kept or extended. The home mortgage insurance program. This is as essential to widespread home ownership (a sound and legitimate goal of public policy) as federal deposit insurance is to maintaining confidence in banks. Furthermore the one need involve no more government subsidy than the other, if kept on a sound actuarial basis.

Not only did the round table favor retaining federal mortgage insurance and low down payments; it would like these extended. The insurance should cover the sale of modernized old homes on the same terms as new ones. The quickest and cheapest way to raise our housing standards is to spend money on our huge but largely neglected reservoir of 43 million existing structures. Their owners should be given every credit inducement to repair and modernize them. The industry

foresees a trade-in market for homes like the one for automobiles, but this can only come if the terms of financing new homes and old are the same.

To be dropped or revised downward. Practically all subsidies. The forum does not rule out federal subsidies for lowest cost multiple-unit public projects where local initiative has first exhausted all other slum-clearing remedies. The recommended method is along the lines of the "Baltimore Plan." This is simply a block-by-block enforcement of existing building and sanitary codes, with the support of an aroused public opinion against backsliding owners.

The round table also demanded an end to all federal rent control, except that "in certain critical defense areas it might be continued briefly at the specific request of local authorities." The utter stagnation of private building in France (and to a lesser extent in Great Britain) shows the surest result of rent controls kept too long. U.S. rents today are not inflated; on the average, Americans pay a smaller percentage of their total incomes for rent than at any time in the past 100 years.

Such are the chief *LIFE-HOUSE & HOME* proposals to Ike. Nationally speaking, the postwar housing shortage and boom are over. The industry now faces seven leaner years of a buyers' market. It would like to stabilize itself at around one million new units a year. These experts think it can be done under the unfamiliar stimulus of competition, not government aid. The industry must now shift its emphasis from quantity to quality, which only a free market can bring out.



LADY VS. SEA

Sitting at the ocean's edge like a latter-day Canute, Mrs. Barbara McCampbell of Redondo Beach, Calif. watches the advancing waves chew at her apartment's foundations and shatter its doors and its

windows. A wild storm and high winds far out at sea have brought 20-foot waves and abnormally high tides to damage or destroy hundreds of houses like hers along the coast of Southern California.



INAUGURAL ITCH

Frank Clement Jr., 3, was patient through the prayer service preceding his father's inauguration as governor of Tennessee. But up on the platform, having to listen to a farewell speech

by the ex-governor, Frank stretched, squirmed, finally was hauded by his mother to a policeman who took him to wait for something more pleasant—a reception with something to eat.



Tender *BEEF* and Tempting *VEGETABLES*

"THE SQUARE-MEAL SOUP"

Yes, from its glistening surface right down to the bottom of the bowl, this is truly a "square-meal" soup. In its hearty beef stock you'll find tender pieces of lean beef and lots of luscious vegetables. Your family will enjoy this old-fashioned meat-and-vegetable soup. They'll especially welcome it these winter days. The menfolk go for it, and it's a "natural" for the children's lunch or for an early-to-bed supper. So keep it handy on your soup shelf. It'll serve you well at many a mealtime.



Right after play, each winter's day,
I join the family group
At meals built 'round a hearty dish
Like Veg'table Beef Soup!

Campbell's **VEGETABLE BEEF SOUP**



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So you can always
be **sure** you're getting
only the **finest, freshest,**
most **flavorful** crackers
and cookies...so you and
millions of American
homemakers **will not be**
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OREO

NABISCO
FIG NEWTONS
cakes

Thin Crisp
SNOW FLAKE
saltine
CRACKERS

MALTED MILK
COOKIES

Devil's Food
COOKIES

Sugar
HONEY GRAHAMS

NEW RICHER CRISPER
RITZ
CRACKERS
ONE POUND
SIZES

Devil's Food
COOKIES

Thin Crisp
PREMIUM
saltine
CRACKERS

NABISCO
GRAHAM CRACKERS

NABISCO
Vanilla Wafers

VERI-THIN
Pretzel
Sticks

BERRY PRIMA

OREO

CHEESE

NABISCO
FANCY CRESTS



It's not on the
savings alone, sir,
That the friends of Paul Jones
look with favor.

The reason you'll
make it your own, sir,
Is its velvety-smooth,
mellow flavor.

Paul Jones

SINCE 1865...
Now 5 generations finer

*You just can't buy a
better drink at any price!*



LONG-LEGGED SUDANESE TRIBESMAN, LEAPING HIGH INTO THE AIR DURING WAR DANCE, LOOKS DOWN ON THE EFFORT OF EGYPTIAN ENVOY TO MATCH HIS STEPS

A NEW HIGH IN DIPLOMACY

For years Great Britain and Egypt have argued over control of the Sudan, the strategic million square miles of swampland and grassy savannah which contain the vital headwaters of the Nile River. The British occupy it under a condominium; the Egyptians, who long claimed it, now simply say the Sudanese should have a chance to be independent if they want to be.

To find out how the Sudanese—who are largely illiterate tribesmen—feel about their future and to win friends for Egypt, General Naguib sent an affable young aide, Major Salah Salem, into the swamps. Salem has the reputation of being a man who could charm the wings off birds, but he was warned he might be in danger among the wild tribes. Salem went

boldly in, passed out trinkets, gave chiefs their first look into mirrors, delivered speeches against the British. But he made his noblest effort while visiting a Nilotic tribe whose long-legged spearmen put on a war dance for their visitor. Leaping into their midst, the major started to jounce up and down in imitation of his hosts' high-bounding steps.

Athletically Salem's effort could have been better. But diplomatically it was a huge success with the delighted tribesmen. Its effect was felt in faraway England. There British diplomats, already haunted by recent embarrassments, were heckled by a newspaper (right) which hinted they could learn something from Major Salem's new style of dancing diplomacy.



JIBE at British diplomats, a cartoon in the London *Daily Express*, has Foreign Secretary Anthony Eden tell his staff, "... It is time, gentlemen, to exchange our traditional methods of diplomacy for those that get results."



TIME OF CRASH, just after 8:38 a.m., was recorded by big electric clock below the concourse

which stopped when train fell through floor. In left background is first car, at right, rear of engine.



RESCUE WORKERS, right after crash, work in the baggage room below concourse where the

engine and first car dropped. They dug frantically through rubble in search of bodies, found none.



WRECK OF THE FEDERAL SPANS UNION STATION'S

A TRAIN RUNS OUT OF TRACK



SHATTERING NEWSSTAND, cars narrowly missed vendor who saw train coming, leaped counter and fled.



CONCOURSE. THE ENGINE IS TILTED UPWARD AT RIGHT. THE SECOND CAR, WHICH HAS CRASHED AHEAD, HIDES FIRST CAR, PARTLY ON THE FLOOR BELOW

The train director took one look at the Pennsylvania Railroad's Federal Express as it passed his tower, turned pale and grabbed for a phone. Heading into Track 16 of Washington's Union Station, less than a thousand feet away, the Federal should have been slowing down; instead it was cranking along at 45, its horn blasting, its engineer gesturing and sparks shooting from its coaches' wheels. Guessing at once that the brakes had failed, the train director called the stationmaster's office at the end of Track 16 and yelled, "Runaway train coming right at you!" Only seconds

after the office was cleared, the Federal, with its engine in reverse but still doing 35, hit the stopblock, crashed through the steel gate into the huge concourse and, in a roar of smoke and sparks, sank through the concourse floor. When the smoke cleared there were six seriously injured and no dead. What had saved the Federal from causing worse catastrophe was the fact that the concourse floor had collapsed, stopping the engine before it could plow into the crowded waiting room just inches away, leaving the train dumped in the huge station like a scene out of a bad dream.



NUDGING A DOOR, a highlight on nose of the tilted engine pokes into the station's waiting room.



UPENDED, the rear of the first car broke through station wall. Laddler was used to get passengers out.



WRECKING OFFICE of the stationmaster, the first car (foreground) sank in hole made by engine.

LIFE ON THE NEWSFRONTS OF THE WORLD

The Russians purge some doctors, Truman says goodbye and a kidnaped boy returns to his true home

The knock in the night which means the secret police torture, probably a "confession," almost certainly death, came to nine Russian doctors. They stood accused of having killed Politburo man Andrei Zhdanov in 1938 by giving him wrong treatment for heart condition and of plotting to murder several generals.

When Moscow papers denounced the security services for not discovering the "plot" sooner, Western observers speculated that a move was afoot to get rid of Lavrenty Beria.

Beyond speculation was the anti-Semitic nature of the move. Most of the accused were Jews, and all were linked to "espionage activity" of "Jewish bourgeois nationalist" outfits. The Communist anti-Semitic purge, revealed by the Slansky trial in Prague, moved into East Germany from which four leaders of the Jewish community fled West last week.



T.W.U. "HOWLING MOB" IN PHILADELPHIA

The transport workers of Philadelphia went out on strike, partly paralyzing the city, after voting down a contract which their union officials had negotiated with the management. Repudiated T.W.U. Boss Mike Quill blamed his awkward situation on "a howling mob in the front seats." It was a product, he said, of "stamped, stupidity and hysteria.... This is anarchy." Four days later the strikers returned to work on Quill-approved terms.

Death of the two platoons

The National Collegiate Athletic Association unanimously killed the free substitution rule. It thus ended the two-platoon system under which colleges had to have what amounted to two separate teams, one for offense and one for defense. The change raised a storm of praise and vituperation, in terms familiar enough to the editors of LIFE who denounced the two-platoon system 18 months ago ("Football Is a Farce," Sept. 17, 1951), were in turn denounced by scores of readers for trying to undermine American institutions.

William O'Dwyer, ex-mayor of New York, ex-ambassador to Mexico, announced his marriage to ex-model Sloan Simpson has ended in separation.

Dr. Erich Knaffl-Lenz von Fohnsdorf of the University of Vienna, one of the world's leading experts on narcotics, reports after long researches that tea is the appropriate stimulant for intellectuals and coffee for athletes, while a good cigar relieves anxiety, banishes fatigue and lessens preoccupation with the ego.

Truman's farewell address

President Truman gave a farewell talk on TV to the American people before going back to be a "plain private citizen" in Independence. The speech, which was not ghostwritten, was humble and friendly. He urged the "understanding and help" of all for his successor, warned against any idea of launching a preventive war. Then, as Bess Truman and Margaret came in to stand at his side for the last time in public as America's first family, Harry Truman ended with, "Goodnight and God bless you all."

Cinematic Commentator Hedda Hopper offered readers of Modern Screen a summary character study of Lana Turner: "To her, men are like new dresses to be donned and doffed at pleasure. Seeing a fellow that attracts her, she's like a child looking at a new doll. . . . And like a child, she can knock the stuffing out of the doll in a week."

Spy case in Vienna

Two Austrian-born American citizens who had served in the U.S. Army in World War II were arrested in Vienna and flown to Washington to stand trial there on charges of 14 overt acts of espionage by handing over American intelligence information to the Russians. Yuri V. Novikov, second secretary of the Soviet Embassy to the U.S., was named co-conspirator and declared *persona non grata*.

Charley Joe Tipp, 9, of Mishawaka, Ind., learned in court that he was really Ronnie Thompson of Dayton, Ohio. He had been kidnaped by Mrs. Tipp (now in a mental hospital after murdering a small boy) when he was a year old. Returned to his rightful parents, he was readjusting his life with apparent ease.



RONNIE (SECOND FROM RIGHT) REJOINS FAMILY



TOKYO STRIPPERS RESISTING INFECTION

An epidemic of flu, fortunately not of a particularly virulent kind, is racing eastward across the U.S. A similar epidemic is reported raging in Japan, where most places of entertainment had to shut down, with the single exception of the strip tease establishments. The performers, who have had to work mostly in unheated buildings, have apparently built up an immunity against respiratory infection.

The Thai that binds not

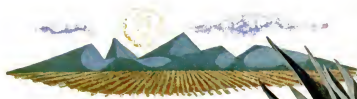
Pvt. Walter Johnson of Greeley, Neb., was barely off the boat in Korea when he received orders to put on full dress uniform and receive a medal from Prince Pridi Dhappong Davakul of Thailand. The prince was decorating American soldiers who had served with the Thai battalion. Private Johnson protested that he wasn't even sure where Thailand was, but he was peremptorily told to obey the orders. After he had duly received the medal, it was discovered that in translating from Thai to English his name had been confused with that of a soldier who had genuinely fought with the Thais. Army authorities said Private Johnson would have to give the medal back.

The Yugoslav parliament elected a president of the country under a revised constitution. Marshal Josip Broz Tito was triumphantly elected by a vote of 568 to 1. The balloting was done in secret, and the lone dissenter did not care to come forward to identify himself.

Brothers in Korea

Pvt. Irwin Rietz, 21, an Army medic, treating his first combat casualty on the front lines in Korea, bandaged a moaning soldier's chest wound. As he was lifting him onto an evacuation litter jeep, he looked at the casualty's face for the first time and saw that it was his twin brother Edwin. Thirty minutes later Edwin died of his wound at an aid station.

The school trustees in Conroe, Texas became alarmed at the latest "fad" in the high school and junior high school set: getting married (eight did last fall). Any student who marries from now on will be expelled.



Quick-Packed in Hawaii -to bring you
 -the freshest-tasting pineapple ever
 -from Libby's own plantations, in the land
 where the finest pineapples grow-



Libby, McNeill & Libby, Honolulu, Hawaii

-that's why **Libby's** is the kind to get!

Libby's  juice
 Libby's  chunks
 Libby's  crushed don't forget!

Quickest Nut Bread ever . . .



and you make it with Bisquick!



- No easier way! • Saves 3 tedious steps!
- You don't sift flour! • You don't measure shortening!
- You don't blend it in! • Mix everything in one bowl!
- Beat only 30 seconds! • Yet this Quick Nut Bread comes out moist and rich with old-time flavor!
- Reach for the Bisquick!

QUICKEST NUT BREAD EVER



Betty Crocker

Mix together..... $\frac{1}{2}$ cup sugar
 1 egg
 $1\frac{1}{4}$ cups milk
 $1\frac{1}{2}$ cups chopped
 Diamond Brand Walnuts

Mix in well.....3 cups Bisquick

Beat hard for 30 seconds.

Bake in well greased loaf pan, $9\frac{1}{2} \times 5\frac{1}{4} \times 2\frac{3}{4}$ -in., 45 to 50 min. in moderate oven (350°), until pick thrust into center comes out clean. Cool before cutting.

THE
12-IN-1
 MIX

TRY THESE WONDERFULLY DIFFERENT NUT BREADS!

FRUIT NUT BREAD Make same as NUT BREAD above—except use $\frac{3}{4}$ cup sugar and instead of milk use orange juice. Use only $\frac{3}{4}$ cup chopped Diamond Brand Walnuts and add 1 cup raisins or chopped dried apricots, dates or figs. Bake 55 to 60 min.

ORANGE NUT BREAD Same as FRUIT NUT BREAD above but add 1 tsp. grated orange rind instead of dried fruit. Bake 50 to 55 min.

BANANA NUT BREAD Follow basic NUT BREAD directions (in pink panel above), except use $\frac{3}{4}$ cup sugar, $\frac{1}{2}$ cup milk, $\frac{3}{4}$ cup chopped Diamond Brand Walnuts and add 1 cup mashed bananas (2 or 3 bananas).



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



COBBLER



COFFEE CAKE



MILK PIE



BISCUITS



VELVET-CRUMBLE CAKE



NUT BREAD



SHORTCAKE



COOKIES

For feeding a family you can't beat **Bisquick**



Deliciously yours!

*P.S. Hunt-for the best. See your grocer's ads
and look in his store for the low price!*

THE GREAT SPANISH BULLFIGHT SCANDAL



HORN TIPS HAVE BEEN COVERED WITH GREASES TO HIDE THE MUTILATION



MATADOR RESTS ARM ON BULL'S HEAD TO SHOW SCORN FOR ANIMAL, BUT OLDTIME FANS ARE JUST AS SCORNFUL OF MATADOR FOR THIS KIND OF CLOWNING

Doctoring of horns explains why the matadors have become so brave and the fierce bulls so timid



SAWING takes off horn's hard points. Then the softer tissue is filed to make relatively harmless tip.

Even more than the U.S. over its basketball scandal, Spain has exploded over startling evidence that its bullfight audiences are being horns-wiggled. According to Antonio Bienvenida, a top-notch bullfighter himself, who has these photographs to back up his charges, the bulls in nearly all of Spain's 350 *corridos* are secretly mutilated to make them lose their fight. This is accomplished partly by sawing off the horn tips (*left*), partly by filing off the outer material of the horns (*right*), making them so tender that the bulls actually become afraid to gore the matadors. Bienvenida said the mutilation has been standard practice for the past four or five years. His revelation, if true, may explain why some of Spain's *toreros* can dance and disport themselves in front of the supposedly vicious animals (*above*) as if they were playing ring-around-the-rosy.



RASPING makes horns sensitive, causes bull to "favor" it as human would finger that had lost nail.

87

NEW FEATURES CELEBRATE BUICK'S GOLDEN ANNIVERSARY

—make the 1953 Buicks the
finest in fifty great years

Shock absorbers newly calibrated
for better balanced ride

Power Brakes reduce needed
pedal pressure by 50% (Optional,
ROADMASTER only)

Front wheels brought to zero
caster to reduce steering effort,
tire wear, wind buffeting

Steering gear ratio increased to
23.6 to 1, greatly reduces steering
effort (SPECIAL and SUPER)

Effective braking area increased
to 207.5 sq. in. (SUPER)

New Twin-Turbine Dynaflow Drive
gives for faster, quieter getaway
(Standard on ROADMASTER,
optional on other Series)

New Dynaflow seal at propeller
shaft prevents flow of oil from
transmission

Dynamic flow muffler cuts power
loss to zero—first time in car history
(SUPER and ROADMASTER)

Side frame rail and extensions
thickened to increase frame rigidity
(SPECIAL)

New Dynaflow ratio is 2.45 to 1
for greater power at low speeds

Dynaflow torque output efficiency
increased

New Dynaflow control lever is
spring loaded, rolls to position
for smoother, easier selection of
ranges

New Dynaflow range indicator
designed for better visibility of
letters and quadrant

Front cross-member of chassis
widened—stronger, more rigid—to
improve steering and roadability
(SUPER and ROADMASTER)

Front wheel tread widened 1
inch—better road stance and
sure-footedness (SUPER and
ROADMASTER)

Spring rates reduced for better
cushioning (ROADMASTER)

Self-energizing braking action increased
to lighten needed pedal
pressure (ROADMASTER)

New higher-friction brake lining
gives braking power and lining life
(ROADMASTER)

Brake pedal widened and relocated
closer to accelerator for
greater safety and convenience

Power Steering now standard on
ROADMASTER, optional on extra
cost on other Series

Turn radius reduced for easier
parking, handling (ROADMASTER)

New massive 2-piece bumper gives added protection of double rails	New "scoop" hood ornament recessed into and unitized with hood				New-type drain gutter permits opening of front vent windows in rain		
New vent between bumper rails acts as air scoop, improves cooling of engine compartment	New Tri-Color Golden Anniversary medallion, originated on experimental "Car of Future" XP-300, gives striking color contrast on upper bumper rail	New visored head-lights cued by experimental "Car of Future" XP-300	Higher rear fenders and trunk lid widen rear appearance of car, increase trunk capacity (SPECIAL)	One-piece curved windshield now standard in all models, all Series	New one-piece panoramic rear window with no vertical divider bars provides unobstructed view	New chrome wheel discs with embossed "locomotive" hub relief denting, eliminate need for wheel trim rings	Car interior heater bypasses transmission system for increased efficiency (Optional, all Series)
New integrated bumper guard bumps with center projectile in more advanced position for greater protection	New cow-linged one-piece safety hood gives easier access to engine, more light	Unit grouping of head-light, parking light and turn signal puts parking light in safer position, signal in more functional location	Front and rear fenders up-contoured to give car lower, longer look	New sweeppear extension along bottom of rear fender furthers car styling, gives added parking protection (ROADMASTER)	New semaphore arrangement of rear light grouping puts tail lights, reflectors, stop lights and direction signals in higher position for greater visibility	New chrome wire wheel covers add sports car appearance (Optional, all Series)	New valve-covered opening in defroster improves heat distribution, heats front compartment faster (Optional, all Series)
	Radiator grille widened for greater air intake	New identifying fender ports are sleek type, with inner screen		New "speed line" chrome molding on rear fender widens car appearance, adds scratch protection (SUPER)	New rear-deck ornament serves as lid lifter for trunk		Air intake of car interior ventilating system increased by 70%

WHETHER you read every one of these 87 items—or simply glance through them—you will realize that Buick engineers have gone all out in this Jubilee Year of 1953.

Obviously, the Golden Anniversary Buick is a new-day automobile—new in performance, new in thrill, new in comfort, new in appearance.

The score of new V8 Engine features

have produced the most advanced V8 ever placed in a production car.

The new Twin-Turbine Dynaflow features have given a spectacular new getaway and quiet to this infinitely smooth transmission.

The dozen-plus new chassis features have added new luxury and levelness to the famed Buick Million Dollar Ride.

The 30-odd new body and style features

have increased the distinctiveness of appearance, the richness of appointments, the sumptuousness of comfort.

Above all, new value has been engineered into these motorscars by these 87 advances—value that celebrates half a century of Buick building. So we invite you to come in and let us show you that these are, in all truth, the greatest Buicks—and the greatest values—in fifty great years.

When better automobiles are built Buick will build them

Equipment, accessories, trim and models are subject to change without notice.

SEE YOUR NEAREST BUICK

Television treat—the BUICK CIRCUS HOUR—every fourth Tuesday.



V8 Fireball Engine, world's newest, most advanced V8 (SUPER and ROADMASTER)

Compression ratio of 8.5 to 1—record high—better economy in V8

Record high 188 hp in ROADMASTER gives 20% better performance, better road economy

New-type exhaust manifold in V8 locates separate parts at each cylinder

Bore in V8 increased to 4.0, stroke reduced to 3.2—to increase compression and power with almost same displacement

Vertical valves—first time in any V8—far more compact engine, longer valvetrain life, better oil economy

12-volt electrical system in V8 provides higher voltage needed for high compression

New "T" type intake manifold of V8 gives more uniform fuel distribution

Binnetic thermostat in V8 controls heat valve on exhaust manifold

V8 cylinder head designed to angle flow of incoming fuel to "fireball" the charge for greater turbulence

V8 piston heads flattened off and domed to closely fit cylinder head for minimum flame travel

Spark plugs centered in V8 combustion chambers for uniform flame travel

Rubber boot covers for spark plugs and wiring of V8 keep out moisture, dirt, oil

Crankshaft in V8 has 36% less length, 50% less weight, yet has greater torsional rigidity

F-263 Fireball 8 Engine redesigned to reach 7.6 to 1 compression ratio (SPECIAL)

New hp high of 130 in F-263 Engine gives faster acceleration, better performance

New, more compacted combustion chambers of F-263 Engine increase power, compression, efficiency, economy

New piston dome design in F-263 Engine shortens flame travel

Spark plugs of F-263 Engine relocated toward center of Fireball charge for better combustion

2 engine breathers keep crankcase clear of fumes

Water pump and timing chain cover in V8 compacted to reduce weight, space, noise

New inverted elbowtype air cleaner and silencer for V8 increases air volume with less noise

Cam-contoured crankshaft counterweights in V8 permit full-depth, stronger pistons

New starter for V8 has faster cranking speed for better cold-weather starting

New shroud around V8 fan provides more efficient cooling of all speeds

New-type full-flow oil filter directly connected to V8 Engine insures constantly clean oil intake

Compacted V8 Engine—13 inches shorter, and with 40% more engine hp per lb.—permits more maneuverable chassis

New Buick Airconditioner automatically regulates car interior temperature (Optional, models 72R, 76R, 52 and 55R)

New zig-zag type springs on all seats and backs add to ride comfort (SPECIAL)

Front seat width increased 3 inches (SPECIAL)

Broken warning light incorporated into instrument panel (Standard on ROADMASTER, optional on other Series)

New "slide-away" front-seat feature in ROADMASTER and SUPER 2-door models adds 4 1/2 inches to rear loading entrance

Newly designed door panels and armrest carry out instrument panel motif (ROADMASTER)

New instrument panel has easy-grip, safety-style control knobs, eliminates chrome reflections

New plated tops of Cardovanod chrome on ROADMASTER door panels

Acoustics refined to new levels of quiet; all models, all Series

Newly styled door panels and kick plates of Sealtran have almost indestructible wearing qualities (SPECIAL)

New "tilt-away" front seats in all 2-door models increase entrance ease to rear compartment

New 4-bar, 2-spoke steering wheel increases instrument readability, wheel flexibility, handrest convenience

Newly designed hardware and escutcheons with appearance of fine silver

New nylon fabrics and firmer seat cushions (ROADMASTER)

New rubber-base seedib-paint nylon carpeting, front and rear, adds living-room comfort (ROADMASTER)



The greatest

BUICK

in 50 great years

DEALER



FIRST MEETING OF IKE WITH CABINET

In New York last week the top figures of the new administration gathered for the first time to give a preview of the Eisenhower cabinet and advisers of near cabinet rank. Left to right, front row, are Herbert Brownell, Attorney General; George Humphrey, Secretary of Treasury; Vice President Richard Nixon; Eisenhower; John Foster Dulles, Secretary of State, and Charles E. Wilson, Secretary of Defense. Standing are Joseph

Dodge, Budget Director; Oveta Culp Hobby, Federal Security; Sherman Adams, Assistant to the President; Sinclair Weeks, Commerce; Douglas McKay, Interior; Arthur Summerfield, Postmaster General; Ezra Taft Benson, Agriculture; Martin Durkin, Labor; Henry Cabot Lodge Jr., U.N. Ambassador, and Harold Stassen, Mutual Security Director. Later in the week Mrs. Eisenhower gave a preview of her inaugural dresses (p. 77)



SALUTE TO IKE FROM THE EIGHTH ARMY

On a parade ground at Tokyo's Camp Drake last month members of a provisional company of the U.S. Eighth Army snapped to attention. These were the combat veterans chosen to march in the Inaugural Parade up Pennsylvania Avenue on Jan. 20, carrying—as they do here—the colors of the 23 Army and Marine regiments now serving under General Van Fleet. In Washington they would wear standard battle dress, with the

Marines in the second rank easily distinguished by the mottled camouflage on their helmets. More used to patrolling than marching, both soldiers and Marines were put through intensive drill under their commander, Captain Joseph B. Love, chosen because he had been a rifle company commander longer "than anyone in Korea." Then they were ready to march for the soldier-president they were traveling 8,000 miles to honor.

16-Minute* Marvel!

*Easiest (and fastest) homemade apple pie ever
with Comstock Pie-Sliced Apples and Pillsbury Pie Crust Mix*

*That's making time—ready for the oven.



You get the extra flaky crust...

that makes the pie. It's Pillsbury Pie Crust Mix, the only mix that's *Chill-Blended* (the old-time secret of super flakiness). So quick and completely simple, too. Just add water, bake . . . and proudly marvel!



Chill-blended for flakier crust, pie after pie after pie.

Pillsbury Pie Crust Mix

The Chill-Blended Mix

You get tart, pie-sliced apples...

for that true-tart flavor of homemade apple pie. Firm, tender, perfect apple slices with all the flavor goodness of fresh apples but none of the work or waste. Pour. Season to taste. Enjoy!



No peel!
No core!
No waste!

Comstock PIE-SLICED APPLES

Tart, pie-perfect slices ready for the crust.



GLISTENING WITH PERSPIRATION FROM HIS ACTIVITY, THE DEVIL SHOWS THE EAGER, TOOTHY LOOK WITH WHICH HE CONFRONTS MORTALS IN THE PLAY

DIABOLICAL DOINGS IN ATLANTA

A posturing Devil in Atlanta morality play tries to keep mortals from getting by Gates of Heaven

For two nights in the Big Bethel Church in Atlanta, Ga. a red-robed, fearsomely horned Devil chased in pursuit of 24 mortals, trying to keep them out of Heaven. As he leaped and cavorted, he was watched with delight by a church full of Negroes and whites who had come to see *Heaven Bound*, a morality play which Big

Bethel's African Methodist Episcopal congregation has presented every year since 1930.

Staged at the front of the church with few props and with actors ranging up and down the aisles, the play chronicles the attempt of 24 souls to get through the Gates of Heaven. Although the audience also came to hear the loud,

rhythmic choir singing which accompanies the dramatic action, the main attraction was the Devil himself. His leaping, his grimacing and his wild posturing were so convincing that when at times he flopped himself down in a vacant seat in the audience for a breather people around him shrieked and fled in terror.



PILGRIM OF THE CROSS, played by Dora Morgan, sings "Going to shoulder up my cross, going to take it home to Jesus." Devil cannot lure her.

**NEW PLASTIC BANDAGE
WON'T LOOSEN IN WATER**



WAYWARD GIRL, played by Bernice Gross, staggers in tipsily, almost falls into audience, makes no effort to rebuff Devil, who dances around her.

**FLESH-COLORED!
STAYS NEAT
AND CLEAN!**



WATERPROOF!
Smooth plastic sheds water, washes clean, never gets soggy.

FLESH-COLORED!
Blends with the color of your skin. Thin and flexible, it stretches with every movement and fits snugly even on hard-to-bandage places.

Johnson & Johnson

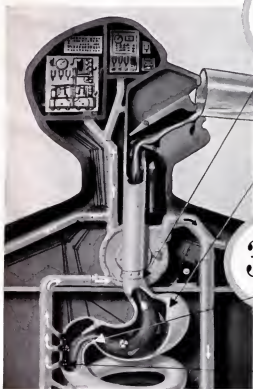


TURNED AWAY by St. Peter, Wayward Girl kneels at Gates of Heaven as choir sings "Too late to enter the Golden Gate." Then she disappears in smoke.

CONTINUED ON PAGE 28



New way for you to get fast pain relief!



1 Here's why Bufferin does everything aspirin does and does it faster and better!

2 Before any product can relieve pain, the pain-relieving ingredients must get out of the stomach and into the bloodstream.

3 Bufferin, being antacid, opens the trap door of the stomach, gets into the bloodstream twice as fast as aspirin.

4 That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset your stomach!

Bufferin[®]

- acts twice as fast
as aspirin!
- doesn't upset your
stomach!



PRODUCT OF BRISTOL-MYERS

No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin's special formula combines aspirin with two antacid ingredients. Being antacid, Bufferin *opens* the stomach valve, gets the pain-relieving ingredient *into* the bloodstream *twice as fast* as aspirin. Therefore, Bufferin acts twice as fast to relieve pain.

Clinical studies prove that people who took Bufferin had more pain-relieving ingredients *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. And Bufferin won't upset your stomach because Bufferin is antacid.

For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist . . . today!

If you suffer from pain of ARTHRITIS or RHEUMATISM, ask your physician about Bufferin

BETTER THAN EVER!

NEW ROLLS RAZOR



The new Rolls Razor 53. In beautiful, maroon, satin-lined case, only \$17.50 (no luxury tax) at all leading stores.

STREAMLINED SHAVING!



The built-in "Miracle Strop" and hone permit you to completely control the shaving edge so that it's exactly right for your skin and beard.



The Rolls hollow-ground Super-Blade of Sheffield steel holds the secret of happy shaving... every shave!

For 25 years the Rolls Razor has been acclaimed, by men who have tried them all, the finest safety razor in the world. For your shaving pleasure, we proudly present the time-proven Rolls mechanism and unequalled Rolls Super-Blade in this new, compact, streamlined model.

STREAMLINED STYLING!

NEW

ROLLS RAZOR

338 Madison Avenue,



New York 17, N. Y.

Morality Play CONTINUED



GAMBLER IS CHASED by Devil who has caught him throwing dice. But another gambler who heeds mother's prayers is pardoned, admitted to heaven.



DEVIL IS SLAIN at end of play by a Soldier in the Army of the Lord, played by Weyman Bray. Final score: 20 mortals admitted to Heaven, four to Hell.



DEHORND DEVIL chats after the show. He is Henry Furlow, high-school social science teacher who has been both Devil and director of play since 1944.

If you like beer... You'll Love Schlitz

'ROUND THE CLOCK and 'round the calendar—day in and day out—Schlitz quality is assured by hundreds of special, rigid safeguards.

That's why every time you taste Schlitz, it *always* has the same *matchless flavor*... the flavor that has made this one beer America's first choice over all others.

Never bitter, never harsh—the light, dry and winsome flavor of Schlitz sparkles with "just the kiss of the hops."

That's why more bottles and cans of Schlitz are sold—*millions more*—than any other beer.

Sales prove Schlitz is the beer the world loves best.



HOW THE MATCHLESS FLAVOR
OF SCHLITZ IS PROTECTED

Clear glass offers no protection from the harmful rays of light. Research demonstrates that the Brown Bottle (pioneered by Schlitz) gives beer protection just as a ten-gallon hat protects a cowboy from the damaging rays of sunlight.



ON TV EVERY WEEK—the popular "Schlitz Playhouse of Stars." See your newspaper for time and station.

First in Sales

The Beer that Made Milwaukee Famous

100 YEARS OF PROVEN



1853



THE CONTINENTAL
INSURANCE COMPANY



FIDELITY-PHENIX
FIRE INSURANCE COMPANY

About the middle of the Nineteenth Century this country was suffering acute growing pains. Immigration was heavy. The gold rush was on. Railroads were pushing westward. New frontiers and communities were being established.

Insurance was scarce.

Responding to this need, courageous businessmen furnished capital and launched several insurance companies. Many of these, or their successors, are prominent today. Among them are The Continental Insurance Company, the Fidelity-Phenix Fire Insurance Company and the Niagara Fire Insurance Company, all members of the America Fore Insurance Group.

For more than a century these companies have shared in the trials and triumphs of America by providing industry and individuals with insurance protection and peace of mind.

*A Salute to the 40,000
Who Bring Protection to You!*

In this anniversary year, we salute our 40,000 Agents and the Brokers across the United States and Canada who bring America Fore protection into every community—to you.



- * THE CONTINENTAL INSURANCE COMPANY
- * FIDELITY-PHENIX FIRE INSURANCE COMPANY
- * NIAGARA FIRE INSURANCE COMPANY
- * AMERICAN EAGLE FIRE INSURANCE COMPANY
- * THE FIDELITY AND CASUALTY COMPANY OF NEW YORK

INSURANCE PROTECTION



1953

Harry
Slaty



If you read between



the lines of this page—



you'll run right out



and buy 'em



The candy with the hole ... Still only 5¢



FASHION FINDER for Ohrbach's shown on LIFE's cover is Sigrid Soelster, 24, a store stylist, standing in Union Square near the store on 14th Street.

High Style Cash-and-Carry

OHRBACH'S BECAME A BIG SUCCESS
BY DISREGARDING ALL THE RULES
by HERBERT BREAN

STUDENTS of modern retailing have yet to produce a foolproof formula for successfully operating a store. They can, however, list a number of foolproof ways whereby a retail business can be hastened into bankruptcy. One is to locate the store in an area inconvenient to the customer. Another is to sell the merchandise at a low, profit-cutting markup but never to advertise these low prices, or better still, refrain from advertising the merchandise at all. Another device calculated to keep sales low is to hire a bare minimum of sales personnel and enjoy them to leave the customers alone unless they ask questions and never, never do any "persuasive" or high-pressure selling.

If these measures do not keep customers away by the thousands, there are more skillful refinements for alienating the buying public. This is particularly true if the store caters chiefly to women, whose instinctual urge to shop has long been cultivated by certain little thoughtful acts provided by most stores and to which a woman by now feels entitled. So, to keep her out of your store, refuse to allow her a charge account. Sell her smart clothes, but refuse to alter them. Make her carry all her bundles home. Accept no mail orders, even if your location is inconvenient. If you feel obliged to provide a desk for wrapping packages to be mailed, supply no stamps; let the customer take the package to the post office herself. Of course the interior of the store should be kept as inexpensively plain as possible with a minimum of open space. Above all, never hold sales since they notoriously attract customers, especially women.

Any one of these hints to the would-be bankrupt can be depended on to discourage a portion of his trade. Put into operation *in toto* they should effect a business's early demise with predictable certainty. Nevertheless on New York's 14th Street, quite distant from the city's fashionable shopping center, there stands a retail clothing establishment which has so religiously followed this and all the other precepts that it is now exuberantly entering its 30th year of disobliging customers, and in recent years has even had to extend its program of



BARGAIN HUNTERS at Ohrbach's lay siege to a main floor counter of 14th Street store where "cobblers," a species of apron, are being sold for only 59¢.

studied disservice to Newark and to Los Angeles. Indeed, this week it announced a fourth store to be opened in 15 months near Hempstead, N.Y. at a cost of \$4 million and there is reason to believe that this is not necessarily the last expansion. During 1952 this enterprise sold at least \$50 million worth of clothing, mostly feminine and mostly coats and suits but also 89¢ nylons, French handbags at \$250 and American evening gowns at \$295. It is not only one of the most successful operations in the whole field of U.S. merchandising, but some people believe it is the pattern of successful future retailing in the U.S. Its name is Ohrbach's.

The proofs of Ohrbach's unorthodox success are many and varied. One is that while last month it experienced the usual Christmas rush, it did not, relatively speaking, feel rushed at all since its really heavy seasons come at the time of the major fashion change-overs in spring and fall. Another is the veneration in which its customers hold it for saving them money, whether on heavy woolen shirts for truck-driver husbands or velvet wraps in which to attend opera openings.

For while Ohrbach's originally stocked chiefly odd lots and job lots bought cheaply and sold quickly at a low markup, over the years it has found it practical and profitable to add more and more "quality" and fashion items, and even to originate them. All of this, high fashion or low, is sold at an average of 20% to 22% below the prices of more stylish competitors. As a result Ohrbach's attracts a custom which is extremely varied: bargain-conscious salesgirls from other stores, fashion-conscious models from top agencies, movie stars like Joan Crawford and Jeanne Crain when they are in town, cotton-clad housewives from the lower East Side and silk-rustling matrons from the upper East Side.

This unusually wide feminine cross section, incidentally, is regarded by some manufacturers as a sensitive barometer of what will and will not sell, and they often place two dozen dresses of a new style on sale in Ohrbach's second floor as a test. If 18 have been bought by the end of the first day the manufacturer will order the

IF YOU LIKE PEPPERMINT

YOU'LL LOVE...

Arrow

PEPPERMINT SCHNAPPS

Liqueur

*It's America's Biggest Seller**

Here is all the goodness and natural flavor of fresh grown mint that's both delicious and refreshing.



There's nothing quite like it!



*Based on the total sales of all Peppermint Schnapps in 17 representative States for the last complete calendar year.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN © 50 PROOF



Delightful
STRAIGHT DRINK



Delicious MIXED
WITH WHISKEY
OR BRANDY



Different IN
A HIGHBALL



Refreshing
"ON THE ROCKS"



OHRBACH'S EYE-CATCHING ADS SOMETIMES KID OTHER ADVERTISEMENTS

OHRBACH'S CONTINUED

materials for several thousand, confident that he has a best seller. This cross section occasionally produces some curious contretemps. There is a famous story of one genteel lady who was caught up in the crush milling around an Ohrbach's table of doeskin gloves and was pushed squarely into another woman. "Oh, I do beg your pardon," she fluted delicately. "I simply could not help myself." Her vis-à-vis regarded her with aversion. "If you are so goddam polite," she observed, "why aren't you shopping at Altman's?"

Ohrbach's offers other contrasts. A cut-price store in a cut-price neighborhood, the 14th Street establishment probably sells as many cashmere sweaters and top-quality woolens as any individual store in the U.S. English Argyle men's socks are another best seller.

As much as 40% of the approximately 150,000 garments which the store may stock at any one time is often "name" merchandise, the work of nationally named designers (whose labels have been ripped out, however, and Ohrbach's own substituted, because other stores supplied by the designers complain loudly at being undersold). It provides the clothes for a number of television shows, including Lucille Ball's in *I Love Lucy*, and many Broadway plays and movies. When the Los Angeles branch held a fashion show last year, guests included Princess Pignatelli, Lady Lawford and Baroness d'Eranger. Yet this store, like the other two, contains more than a trace of the proletarian serve-yourself or supermarket element. Ohrbach's, a pioneer in the retailing trend toward self-service, believes that the reduction in labor costs more than offsets losses through shoplifting and damage from customers.

Ohrbach's buys as much as \$45,000 worth of a single model of a suit at one time, in contrast to the \$1,500 worth that another store might purchase, and turns this stock over an incredible 15 times a year in contrast to the average department store's six or seven. Ohrbach's accomplishes this by assuming that everything must sell within two weeks. If it doesn't there begins a series of scheduled price reductions calculated to move unsold merchandise within a month after it has come into the store. A dress which remains on the racks at \$49.95 is reduced 20% to \$39.95. If it still does not move in a few days, it drops another 10% to \$35.95. If it still does not sell, additional cuts of 10% are made until it does.

Such reductions are never announced by advertising or even by a "sale" sign in the store. The woman shopper who drops into Ohrbach's on any given day can never tell when she may find an original by a famous designer in the last stages of markdown and thus selling at half of what it costs elsewhere. This makes the 14th Street establishment a powerful lure to shoppers that benefits the whole business neighborhood, and as a result Ohrbach's receives weekly requests from real-estate developers and bankers in other cities to open branches. Similarly a steady stream of store owners from other cities and even foreign countries tour the store every year, studying how the Ohrbachs do it. Nathan ("N.M.") and Jerry Ohrbach, the father-and-son team which owns and operates the store, answer all questions fully and frankly, knowing well that their operation is a little more difficult to copy than might appear. Indeed, the chief argument against those who hold that Ohrbach's high-volume low-profit pattern is the shape of retailing to come is the list of stores which have tried to imitate it, sometimes within a stone's throw of Ohrbach's main location and even with former Ohrbach personnel—and failed.



BUT THE HANDSOME DESIGNS HAVE WON MANY PROFESSIONAL AWARDS

To keep business flowing through the six 75-year-old buildings put together to form the 14th Street store, Ohrbach's employs a number of techniques. One is to hold operating expenses to 17% of gross sales, which is about half the average department store's overhead. This is done in part by buying and selling for cash on the barrelhead always, even when, as in Los Angeles, the store sells in quantity to movie costume departments. Even M-G-M must pay cash. The elder Ohrbach argues, "The more billing, the less coming."

The stock inventory department is equipped with a battery of I.B.M. machines that each night tabulate the stock tickets from every item sold during the day. When an Ohrbach buyer comes to work next morning he knows at once how his lines of merchandise have done and can reorder goods or reduce prices as seems indicated. Being able to react sensitively and quickly to public demand keeps the stock moving and enables Ohrbach's to limit its markup to 20%. The businesswide average is 40%.

The basic Ohrbach technique, however, is the store's aggressive dedication to the heart-warming proposition that the customer is a lot smarter than anyone suspects. In years past Nathan Ohrbach has proved this to his satisfaction by putting 100 handbags on sale at a very low price, 92 of them bags of high quality and eight of them shoddy ones. Ohrbach grinned from ear to ear at the day's end when he found that of the six bags left four were "dogs."

This attitude is reflected also in Ohrbach's advertising which is entirely institutional. It simply advertises Ohrbach's as a place to buy fashion cheaply. Ohrbach ads were among the first to use cartoons. They have also employed old movie stills and modern art, and tend to be handsome, striking and rather humorous, as the current series (which kids other advertising) illustrates. Though the average store spends 5% of its gross on advertising, Ohrbach's spends less than 1% and has even completely discontinued advertising for a year at a time.

Several years ago a well-known Hollywood actress, while visiting New York, dropped into Ohrbach's and bought some \$1,200 worth of dresses. When she got them back to her hotel she commented loudly and flatteringly on how much she had received for her money, and her vigilant press agent wrote Ohrbach's a letter saying she would be very happy to compose a free, publishable testimonial to the quality of their merchandise. Jerry Ohrbach wrote back thanking her kindly but declining the offer because Ohrbach's refuses to bother with testimonials.

'Promotion is like taking dope'

OH RBACH'S in fact refuses to indulge in anything that smacks of promotion such as "birthday sales," January "whitesales" and the like. "Promotion," says the elder Ohrbach (with whom this is a favorite subject), "is like taking dope. You use one dose of it and you have to have another, and another, and then another. These people who advertise enormous bargains such as \$119 'values' for \$39 simply insult their customers' intelligence. Everyone knows that you cannot sell a \$119 item for \$39 and stay in business." Dwelling on these matters, he is likely to brandish a newspaper containing a rival's advertisement, raise his voice until it is audible six offices away and continue: "Or now you take the marked-down item. A store advertises a sale of shoes that originally retailed at \$24.50 for only \$14.95. Actually they are telling the customer: We thought we could get you to pay \$24.50 for

CONTINUED ON NEXT PAGE

Will your TV set get UHF Channel 23?



Yes - it's a RAYTHEON!

RAYTHEON SAW IT COMING

70 new Ultra High Frequency Channels numbered from 14 to 83...1,434 new UHF TV stations projected for 1,182 communities...all in addition to the 12 present VHF channels!

RAYTHEON PLANNED FOR IT

Three years ago we began to develop a TV set engineered for all the new UHF channels...not just "adapted" to receive a few. Today, Raytheon guarantees all-channel VHF-UHF tuning with the exclusive one-knob-VU-matic tuner factory installed inside the cabinet. No costly strips or bulky converters necessary.

MORE FOR YOUR TV DOLLAR

Raytheon is ready for UHF...gives you life-tru pictures in distant "fringe" areas...offers more for your TV dollar. It will pay you to talk with a Raytheon dealer!

Raytheon TV from \$199.95 to \$750.00, including federal tax and one-year warranty. Prices and specifications subject to change without notice.



THE 21" MADRID All-channel VU-matic tuner, AM radio, provision for phonograph and earphones. Styled in mahogany or black. AC. \$64.95

Built FOR TODAY... **RAYTHEON** ...Designed FOR TOMORROW



RADAR IN THE SICK-ROOM. Using the magnetron radar tube, Raytheon Microtherm provides deep heat treatment used by leading doctors and hospitals. No electrodes, arcs or shocks. Avoids TV interference!



RAYTHEON FM-AM RADIO gathers in regular AM programs plus static-free FM—both in bell-like natural tones. Engineered for years of trouble-free performance. Styled in mahogany or black. AC. \$64.95

RAYTHEON TELEVISION AND RADIO CORPORATION

8921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

BAD BREATH

"Kissing Sweet"

IN SECONDS



Clorets, with active chlorophyll*, banish odors from such causes as: ONIONS, GARLIC, SMOKING, ALCOHOL

CLORETS HAVE ONLY ONE PURPOSE They make breath "Kissing Sweet" in the quickest, pleasantest way possible. More people buy CLORETS than any other product made for this purpose.

It's simply amazing how fast new CLORETS Candy Mints or CLORETS Chewing Gum banish breath odors even after onions, smoking, alcohol.

True, not synthetic... CLORETS contain active chlorophyll. CLORETS Candy Mints and delicious CLORETS Gum bring you the astounding benefits of chlorophyll, put into a most effective, quick-acting form. You'll love the fresh, minty flavor of CLORETS Mints and Chewing Gum. Keep your breath "Kissing Sweet" with CLORETS.

*water soluble chlorophyll factors



Enjoy Clorets candy mints



SHIPMENT FROM PARIS of new models begins frantic 24 hours of package opening (above), sketching, conferences with manufacturers about copies.

OHRBACH'S CONTINUED

these things and you wouldn't. So now we'll try to get you to buy them for \$14.95."

When Ohrbach's finds itself in this predicament it avoids the embarrassment of admitting it by never scratching the price on a price tag and writing in a lesser one. The entire tag, which includes a seal to prevent a garment being worn and returned, is removed and the new one inscribed with the lower price substituted. This practice can give an Ohrbach customer something of the pleasant thrill of a Wall Street operator watching A.T. and T. on the ticker tape. The housewife interested in a \$19.95 coat knows that by holding out a day or two she may get it for \$15.95—but she may also lose it to another, less patient speculator.

The fact is that both Nathan and Jerry Ohrbach are primarily agile merchandisers in an age when department store executives are more and more inclined to concern themselves with over-all planning and long-range thinking. Both subscribe to the principle that intelligent buying automatically assures quick sales—"The goods just walk out of the store." in 14th Street's breezy argot. For that reason they give their buyers more authority than is customary. Far from maintaining losing departments, as do many stores for prestige reasons or to attract trade ("better" dresses are often losers), Ohrbach's has had no losing departments at all. Their space being at a premium, they do not launch a new department until they are sure it can make more money than the present one.

They have also helped extend the principles of self-service and self-selection to the field of women's wear. As a result, the amount of service which a customer receives in the 54 departments of the parent store varies enormously, being provided on a basis of what it takes to sell the merchandise involved. In the Oval Room, for example, where Ohrbach's sells its most expensive women's clothes, the customer gets individual attention from a saleswoman. In the better-shoe department, however, the customer is confronted by a display of 300 shoes from which she selects styles that appeal to her. Their numbers are jotted down for her by a clerk and handed to a salesman who brings out the shoes she likes in her size. In cheaper shoes, however, and inexpensive blouses, sweaters and house dresses the customer is likely never to be waited on at all but simply expected to choose what she wants from large tables, try them on herself and take her purchase directly to a cashier.

The difference plus 10%

NATHAN OHRBACH founded his store 30 years ago on low prices, and today if a customer can prove Ohrbach's is being undersold on a given item she is immediately rebated not merely the difference but 10% of the rival store's price as well. However, in the past 10 years Ohrbach's has become as conscious of fashion as it has always been of price. Now it sends buyers to Paris and Rome twice yearly to buy originals by Dior, Fath and other top couturiers and fly them back here. These styles, some of which cost \$900 apiece, are shown to manufacturers summoned from Seventh Avenue who are commissioned to make relatively inexpensive copies within 5 to 12 days. The result is that a week after she has read the fall or spring fashion news in *Vogue*, *LIFE* or *Harper's Bazaar*, the less wealthy housewife can find compe-

CONTINUED ON PAGE 99



Now's the time for

It may be only a coincidence—but every future halfback we ever heard of simply loves healthful Jell-O gelatin desserts.





*Only the Best
is Labelled*
BELLOWS

PEOPLE WHO DRINK BELLOWS
**PARTNERS
CHOICE**
SELDOM CHANGE

*You might as well
Serve the Best...*

IT COSTS YOU NO MORE



text reproductions of the new models in Ohrbach's for around \$89.50. Meanwhile, knowing that their copies will be copied again by cheaper manufacturers, Ohrbach's tries to beat them to the draw by getting their own makers to do \$49.50 versions, and even a \$25 version, ahead of the competition. Since obtaining comparable materials on short notice has proved an obstacle in the past, the most recent Ohrbach refinement in this streamlined process of translating high fashion into low price has been in commission top French designers to do their originals in fabrics which are inexpensive and abundant in the U.S. Additionally, the store regularly buys out virtually a whole year's output of certain European manufacturers of gloves, sweaters and handbags to sell at cut prices here. These accessories are sold in the *boutiques*, or "little shops," which have been installed in the Ohrbach stores in a recent concession to elegance.

More typical, however, of an organization which still deals heavily in staples and "distress merchandise" is a schizophrenic department in the parent store which is called the "Cruise Shop"

in early winter when it sells chic resort clothes, becomes the "Beach Shop" to sell bathing attire in late spring, changes into the "College Shop" to deal in campus fashions in early fall and, whenever it can catch its breath in between, straightforwardly sells sportswear.

Such luxuries as the *boutiques*, Cruise Shop and even the modestly modern décor which is slowly replacing some of the 14th Street store's elderly fittings reflect, like the relatively new interest in high fashion, the influence of 45-year-old Jerry Ohrbach, now president of the firm. When the store opened in 1923 it faced the competition of such



IN 1923 when the store opened, its narrow front was gaudily festooned.

remorseless price cutters as Sam Klein, just across Union Square, who originated many of the fast-turnover, money-saving techniques now used to such advantage by Ohrbach's. In 1923 some of the 14th Street stores still employed shills and cappers to entice people from the sidewalk into the store where the proprietor charged whatever it seemed the traffic would bear. Such practices sickened Nathan Ohrbach, even though he had grown up in the trade.

Born in Vienna in 1895, Ohrbach came to this country as a child with his parents and took his first mercantile job when he was 14, sweeping out J. M. Tobias's wholesale coat and suit store. At 17, he became a traveling salesman and worked as salesman and buyer for a number of wholesale and retail firms. Later he opened the first of several small stores of his own. He and a partner, Max Wiesen, opened the original of the present one with a sale of dresses at \$1 and coats at \$5. On opening day crowds stormed the store and broke its windows; 20 were hurt and the cops had to be called. The opening was considered a success.

From the first the store stocked only staples, coats and suits, sold cut-rate. From the first the public affirmed Ohrbach's principle of one cash-and-carry price to everyone. However, the partners fell out in time on the subject of store policy, and Ohrbach tried to buy out his associate. Wiesen would not sell. In a demonstration of the hardheaded dollar sense that would propel him presently to much greater success, Ohrbach leased another store nearby and announced in the newspapers he was opening a business of his own. Wiesen caved in and agreed to accept half a million for his share of the business, which the partners had launched three years before with an investment of \$62,500 each. Thereupon Ohrbach subleased the other store at a profit.

It was about this time that he advertised an unusual sale of bargains, and on the morning it began opened the doors himself, a practice in which he indulges to this day. A crowd had begun forming at dawn, and the instant Ohrbach twisted the bolt the mob burst in, carrying him to the very back wall of the store and smashing him against it, dazed and disheveled. His distaste for sales may date from this experience.

As the years passed, the store began to change its character, seeking more "quality" merchandise, toning down and presently abandoning flamboyant advertising and developing the friendship

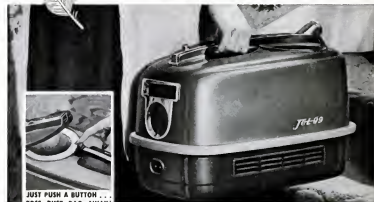
CONTINUED ON NEXT PAGE

CLEAN BETTER...FASTER WITH

Jet Power!



Easy to Carry
AS A PORTABLE RADIO!



JUST PUSH A BUTTON...
TOSS DUST BAG AWAY!



NEW BAG WHOOSHES IN!
Push a button—the top
pops open—the old dust
bag slips out—the new
bag whooshes in auto-
matically! Takes 2 sec-
onds! No mess to lift!
No clamps to fiddle with!

MORE POWER...MORE SUCTION! 56% more rated horsepower than the average of the four other most popular cleaners! Jet 99 gives you all the suction of a full horsepower motor...not just a half...or three-quarter horsepower. That extra power gets more dirt quicker. Picks up threads and lint the first time over!

NEW MODERN DESIGN! Jet 99 carries as easily as a portable radio, glides with you as you clean, stores as easily as a suitcase.

Jet 99 cleans better, faster, easier...only \$99.95

UNIVERSAL **Jet 99**
VACUUM CLEANER

JET 99 SERVA-TOOLS HAVE 99 USES!



EASILY ATTACHED SERVA-TOOLS DO EVERY CLEANING JOB IN THE HOUSE



Out in the cold

—facing a cold cash loss
of \$12,000 due to under-insurance

(A true story based on Company File #205417)

I MOVED FAST when I smelled the smoke. But before I got downstairs, I knew the house was doomed. The house and almost everything in it! All I could do was get the family out. Out in the cold of a bitter January dawn!

Worst thing about it, though, wasn't the cold weather. It was the cold cash loss facing me and my family. I was *very* under-insured on both house and furnishings. Therefore, the fire left me out of pocket more than \$12,000.

Are your house and furnishings under-insured?

Likely enough, they are . . . unless you've recently brought your fire insurance into line with today's increased values.

If you haven't, do this now to protect yourself against serious loss; write for a free Inventory Booklet that helps you to figure the present value of your household contents and personal belongings.

And don't delay seeing your Hartford Fire Insurance Company Agent or your own insurance broker. It's an insurance man's business to find the weak spots in your protection program . . . and to show you how to "plug" them efficiently and economically.

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

Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

OHRBACH'S CONTINUED

of quality manufacturers willing to sell to a price cutter despite the objections of rival, nonprice-cutting stores. In fact, when the Los Angeles store opened on Wilshire Boulevard in 1948 it largely abandoned the Spartan plainness of 14th Street and revealed itself as a chi-chi emporium complete with murals. (Even so, on opening day the cops still had to be called.) Ohrbach's founder has been made a chevalier of the Legion of Honor, named Retailer of the Year and lectures to college classes. Many of his establishment's uptown customers have taken to elegantly pronouncing it "Awe-bach's." But the proprietors themselves still pronounce their name "Oar-back" and their store has never lost its essential character as a place to buy "more for less or your money back." Said Nathan Ohrbach recently, "It makes no difference to us whether it's a wedding gown or a shroud—the markup is the same."

Considering the uncertainty of the fashion market, in which one rainy week during the height of the selling season can be a real disaster, Ohrbach's steadfast devotion to the low markup is as remarkable as it is seemingly masochistic. It evidences itself in many ways. One occurred several years ago when both the New York and Newark stores were selling umbrellas at an exceptionally low price. An executive of the Newark store telephoned "N.M." that it was raining in Newark and that the price could easily be raised and all the umbrellas be moved quickly. "We set that price to make our usual profit," Ohrbach roared apoplectically into the phone, "and that's all we want. Don't change it." For the same reason Ohrbach refuses to pay more than the legal maximum for a pair of theater tickets, although he could buy a couple of theaters without difficulty.

More significant, perhaps, is what both Ohrbachs regard as their most remarkable merchandising feat. They purchased the bankrupt Merry Hull line of costly and luxurious little boys' clothes and sold them out at a markdown of about 70%, selling \$6.95 boys' shirts at \$1.95, for example. Mrs. Alfred Vanderbilt hurried to the Los Angeles store (after telephoning the younger Ohrbach that if he did not save her some of the clothes she would never speak to him) and bought \$600 worth; Lauren Bacall bought \$500 worth, went back later for \$300 more. But what pleased both Ohrbach *père* and *fils* was not that they provided bargains for the families of an extremely well-to-do millionaire and an extremely well-to-do movie actor but that they enabled thousands of lesser scions to wear some very smart, long-wearing clothes they would otherwise never have owned. "That is the sort of thing on which our business is founded," Ohrbach senior likes to remind the help.

He has reminded them so well that when the Los Angeles store opened, the new manager there was able to include a curious, seemingly extraneous fact in an early report on how things were going. The employees' lounge in the store needed a cigaret machine, he said, and after shopping around he had been able to get one installed that would sell Ohrbach's clerks their cigarettes at 2¢ a pack less than they paid elsewhere. Jerry and "N.M." Ohrbach feel that their Los Angeles man is an able guy, with a real future in their business.



"N.M." AND SON confer over the blouse racks before the 14th Street store's day begins. Both still check stock and store operations in person.

Reader's Digest tells you how to save money with nonfat dry milk!

(See "More Milk for Less Money," p. 119, January Issue)

.....

Borden's **STARLAC**

*America's leading nonfat dry milk
gives you good, healthful nonfat milk*

FOR ONLY 9¢ A QUART

Starlac is made by Borden—and you know what that name means on any milk product. It is your assurance that Starlac nonfat dry milk is made of top-quality milk from tested herds only.

Except for the fat, Borden guarantees Starlac to give you the same quality and quantity of B vitamins, proteins, calcium, and other milk minerals you get in the finest milk. Yet Starlac costs you only 9¢ a quart.

To get top-quality nonfat milk for drinking, cooking and baking, pick up some Borden's Starlac at your grocer's today. Just add back water—beat or shake.



1. Grand for drinking! With meals or snacks! Keep at least a quart in refrigerator at all times.



2. Marvellous for cooking and baking! Use it in sauces, pies, cakes, cookies, and in any recipe calling for milk.



3. Like lean meat, Borden's Starlac is filled with valuable B vitamins, proteins, calcium, and other milk minerals.



4. Starlac is top-quality milk from tested herds, minus the water and fat. Guaranteed by Borden's.

Get **STARLAC** at your grocer's!

©The Borden Company



PEREIRA BEHIND THE GLASS APPEARS UNREFRACTED

Passion for Light

PEREIRA WORKS OUT
A NEW ART ON GLASS

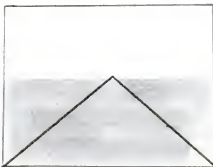
The kaleidoscopic picture at left is a portrait of an artist looking through a painting. She is 45-year-old Irene Rice Pereira and the painting is one of her ingenious compositions done on glass. Miss Pereira, who has been producing these unorthodox works of art for 14 years, has achieved such startling effects of refracted light, color and rippling movement that she has become one of the most highly respected artists of the U.S. Today she is being honored with a huge retrospective exhibition of her work at New York's Whitney Museum.

What got Miss Pereira started on her fragile art is a passion for light. As a child in Great Barrington, Mass. she spent hours studying reflections of the sun on drops of water. As an art student in the '30s, she made a trip to the Sahara desert where she was overwhelmed by the immensities of space flooded by dazzling light. Such experiences led Miss Pereira to evolve an intricate art of interwoven lines and planes through which she could symbolize the spatial structure of the universe pervaded by light. At first she painted on canvas (*opposite page*), suggesting the back-and-forth movement of light by progressions of colored planes. But in 1939 she hit upon a means of actually incorporating light into her picture. By painting on layers of glass and mounting the layers together (pp. 74, 75), she was able to obtain reflections and refractions of light within the picture itself, creating impressions of continuous movement in space.

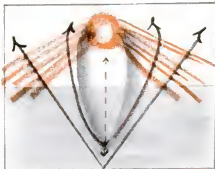
Although Pereira's paintings seem mathematically cool and impersonal, the artist herself is warmly emotional. Married to a poet, she also writes poetry and uses its "rhythms" to inspire her paintings. "If I don't lose the rhythms," she says, "I won't make mistakes."



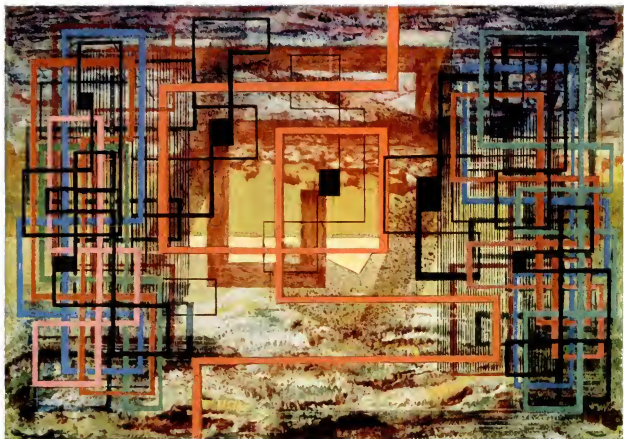
PEREIRA BEHIND CORRUGATED GLASS CREATES PATTERN OF REFRACTIONS WHICH MERGES WITH PAINTED DESIGN



EXPLAINING HER WORK with mixture of physics and philosophy, Pereira uses these diagrams. In traditional art (*left*), planes in perspective recede to point on horizon and light comes from only one



direction. In Pereira's art (*right*), planes go out in all directions toward infinity as light from sun flows back in all directions. This simultaneous movement (arrows), she says, links man with infinite,



MELTING HORIZON is a Pereira canvas based on a Pereira poem describing how vapors (*top*) from earth (*bottom*) are drawn toward sun (*center*),

merging horizon with infinity. Networks of lines represent planes of visual world which spectator looks through, "like gates," to infinity.



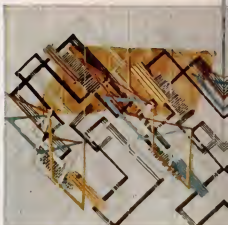
DEEP VISION, painted in oil on a flat canvas, was designed to create effect of deep space and movement. Diagonal blue lines, superimposed on

overlapping rectangles, lead eye to depths of picture from which yellow light shines back through layers of color, like sun permeating mists.



HOW PEREIRA PRODUCES three-dimensional picture is shown on these pages. Beginning with bottom

layer of painting, she covers gesso panel (above) with design of overlapping parallelograms in casein paint.

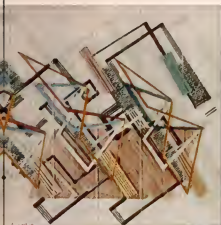


MIDDLE PANEL of ridged glass has design of parallelograms painted on underside. On



ASSEMBLED PAINTING consists of the three panels (shown in top row) which are mounted together but separated from each other by half-inch frames made

of wood. Miss Pereira calls the picture *Transflux* in order to describe the fluid movement of lines and colors across the painting. The effect of movement is



top artist created linear pattern slanting to left to contrast with angles of bottom panel.



TOP PANEL is corrugated glass. Like middle panel it is one fourth inch thick but its ridges are wider. The

design of three parallelograms was painted on the underside of the glass with transparent lacquer colors.



produced by the corrugated glass which breaks the straight diagonals of the design into a series of undulating lines and causes refractions of light which shimmer

and change as the spectator moves his position. The entire painting, which is a little larger than this reproduction, is two inches thick and weighs 20 pounds.

JANE POWELL, co-starring in M-G-M's "SMALL TOWN GIRL"—Color by Technicolor.



JANE POWELL . . . Lustre-Creme presents one of Hollywood's most glamorous stars. Like the majority of top Hollywood stars, Miss Powell uses Lustre-Creme Shampoo to care for her beautiful hair.

The Most Beautiful Hair in the World is kept at its loveliest...with Lustre-Creme Shampoo

Yes, Jane Powell uses Lustre-Creme Shampoo to keep her hair always alluring. The care of her beautiful hair is vital to her glamour-career.

You, too, like Jane Powell, will notice a glorious difference in your hair, once you know the magic of Lustre-Creme shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . no need for a special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. For hair that behaves like the angels and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR



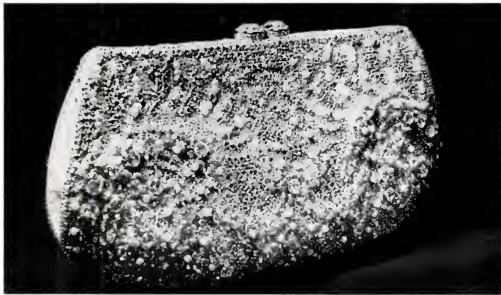
MATCHED JEWELRY OF ARTIFICIAL PEARLS SEPARATED BY RHINESTONES WAS SPECIALLY DESIGNED BY TRIFARI

FIRST LADY'S FINERY

For the Inaugural Ball she chose pearls and glittery pink

The U.S. public last week was given a pre-party peek at Mamie Eisenhower's finery for the Inaugural Ball. Her costume jewelry (*above*) would clear her to millions who also manage without the real thing. (The maker made up two sets for Mrs. Eisenhower, one for herself and the other, in accordance with tradition, for the Smithsonian.) The gown (p. 78)

was one of several submitted by Neiman-Marcus. Mrs. Eisenhower, who has a discerning interest in fashions, chose a Nettie Rosenstein design which shows off her pretty neck and shoulders. She specified pink and asked for some additional glitter. Gauging a First Lady's influence, the fashion industry predicted a big year for party dress of sparkling pink.



EVENING BAG was also made by Nettie Rosenstein to go with the dress she designed. Of matching pink silk fabric

with a silver frame, it is nine inches long and solidly encrusted with 3,156 pink stones, pink pearls and beads.

CONTINUED ON NEXT PAGE



FOLKS LOOK DOWN THEIR
NOSES AT YOUR PARTIES?



NEXT TIME SERVE KING
—IT'S THE BLEND THAT
TASTES THE BEST!



FOR SMOOTHER, MILDER,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

LET'S EAT!



**NO FEAR OF
ACID INDIGESTION,
HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums Gas Heartburn, full feeling go fast. Tums neutralize excess acid, soothe and set in upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

Don't be a
**Dumb
Flora
Dora**



Get wise to new non-scrub plastic floor. Dirt wipes off fast, easy. Never needs waxing for wear-protection. No kitchen mess can stain. Wears longer! 25 colors by tile or yard. The MODERN floor — and counter top, too.

Flor-Ever®

FINEST Vinyl FLOORING

DELAWARE FLOOR PRODUCTS
division of Conglomerate-Paper Inc.
WILMINGTON 99, DEL.



INAUGURAL BALL GOWN is made of pale pink ribbed silk embroidered with 4,000 sparkling stones in shades of

rose and pink. Dress has taffeta and horse-chair petticoats built into it. The gloves and shoes are of matching fabric.

You can wash the new plastic bandage



Dirt washes right off! You can wash, shower, or swim—a CURAD stays good as new. Doesn't get soggy or watersoaked.

CURAD[®]
and it stays on!



**CURAD
PLASTIC
BANDAGE**

NOW THIS! A CURAD fits like your skin, moves with your skin. Outlasts 3 old-style cloth bandages. Paper-thin, elastic, and plastic.



**OLD-STYLE
CLOTH
BANDAGE**

NOT THIS! A CURAD stays neat-looking. Doesn't get ragged or dirty-looking like old-style cloth bandages. Doesn't leave messy streaks on your finger.

FIGHTS GERMS
—doesn't just cover 'em!

Only the CURAD pad contains Furacin[®]-Tyrothricin, the new wonder drug that in laboratory tests killed or inhibited all 28 common wound bacteria.

And a CURAD is 100% sterile.

CURAD PLASTIC BANDAGES

Made by Bauer & Black, Division of The Kendall Company



**ECONOMY
PACKAGE**
69¢
(54 bandages)

**REGULAR
PACKAGE**
39¢
(27 bandages)

[®]Eaton Laboratories brand of Nitrofurazone

AFTER SHAVING



Dims face shine

Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for men, of imported Italian talc, micro-pulverized for fineness.

AFTER BATHING



Relieves body chafe

After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!

Make the finishing touch



Largest selling men's talc in America



STRANDED IN EAST AFRICA, AVA GARDNER AS A SHOW GIRL NAMED HONEYBEAR BATHES IN AN OUTDOOR STOCKADE

New Bather, Same Gable

It must have seemed like the good old days to Clark Gable. Here he was, on the fringes of the white man's world, looking avidly at a beautiful woman bathing. In 1932 Gable had done this boy-meets-naked-girl routine in *Red Dust*. The girl was Jean Harlow and the place Indo-China. A few weeks ago, playing in M-G-M's *Mogambo*, an adaptation of *Red Dust*,

Gable was watching Ava Gardner take a bath in East Africa. Playing a trapper who is death on wild game but easy prey for a pretty girl, Gable falls as hard for Gardner as he did for Harlow. Like Harlow, Gardner is cast as a girl no better than she has to be. But her bath is more refined. Jean took hers in an old rain barrel. Ava takes hers in a nearly modern shower.



HOLDING HARLOW'S HAIR, Gable in 1932's *Red Dust* looks boldly down into the rain barrel as she bathes.



HOLDING GARDNER'S ROBE, Gable in 1953's *Mogambo*, now being shot in Africa, peeps over fence at her.



Superb Modern for living room or bedroom in blond oak, with carved center panel. \$49.95* Model #2907; in walnut, model #2908. (Lane Table, model #49.) Each chest, Reg. \$59.95.

Give her love's most sentimental and lasting Valentine —

A LANE CEDAR CHEST!

IF YOU'RE LOOKING for a Valentine that will say—for a lifetime—all the things she wants most to hear, you'll choose a Lane Cedar Chest.

No other gift carries with it a sentiment so tender, so sincere. It's a beautiful expression of your love that she'll cherish in her heart—and in her home—for years to come. What gift could be more appropriate on this one day gift aside especially for sweethearts?

And what finer sanctuary for the dainty lingerie, sweaters—all the pretty silks and woolsens

that every girl treasures—than a mothproof, dustproof Lane Cedar Chest! Into her Lane, too, will go a wealth of lovely linens and blankets . . . to be kept sweet-smelling and fresh-as-new . . . ready for "I do" day.

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. The Lane Company, Inc., Dept. L., Alexandria, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

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Save \$10

VALENTINE SPECIALS!
AS LOW AS \$49.95*
REG. \$59.95 VALUE
WHILE THEY LAST

Choose any one of these magnificent Lane Valentine Specials at a big ten-dollar saving! Exceptional values—at furniture and department stores. Small down payment.

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*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



Streamlined Modern in matched American walnut and Paldao woods. Convenient self-lifting tray. Model #2910—\$49.95.* Reg. \$59.95. Lane Table, model #205.



Distinctive 18th Century chest in rich mahogany. Self-lifting tray, concealed drawer in base. Model #2911—\$59.95.* Reg. \$69.95. Lane Table, model #55.



Arresting Modern in White Fawn mahogany, satin finish. Self-lifting tray. Concealed drawer. Model #2909—\$59.95.* Reg. \$69.95. Lane Table, model #195.



Charming Queen Anne lowboy in lustrous mahogany. Large drawer in base, simulated drawers above. Model #2912—Reg. \$79.95.

ONLY \$69.95*



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GENERAL MOTORS PRESENTS The Key Values For 1953—
Handsome examples of the engineering progress that makes the key
to a General Motors car your key to greater value!



NOW ON DISPLAY AT CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, CADILLAC DEALERS



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DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. T. MARKOE ROBERTSON, distinguished society leader of New York, Southampton and Palm Beach. Discriminating in her choice of rigarettres, Mrs. Robertson says: "Herbert Tareyton is always the favorite with my guests because they enjoy the cork tip and mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

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HERE IS A COMPOSITE PICTURE BY GJON MILI OF JUDITH ANDERSON, TYRONE POWER AND RAYMOND MASSEY USING ONLY THEIR VOICES AND EXPRESSIONS

Poetic Platform Drama

THREE STARS MAKE STAGE TRIUMPH OF BENET'S 'JOHN BROWN'S BODY'

Actors on a bare stage, with little to do but stand in a spotlight and recite lines, made a hit out of Shaw's *Don Juan in Hell* (LIFE, Nov. 5, 1951). Using the same technique, Charles Laughton, who directed and appeared in *Don Juan*, has made another platform drama out of Stephen Vincent Benet's epic Civil War poem,

John Brown's Body. Laughton, who does not appear in this one, has enlisted a cast of three stars and a choral group of 21. Dressed in formal clothes, the actors take turns delivering Benet's descriptive passages and jump from one role to another. Massey portrays both Lincoln and Negro servant; Power is both a

Yankee and a Confederate soldier; Anderson is a Southern matriarch and Northern girl. Starting its U.S. tour, *John Brown's Body* was an immediate box office success, indicating that the U.S. public, perhaps bored by too much movie and stage realism, is delighted to accept a theater that relies heavily on imagination.

MORE MEN SMOKE PRINCE ALBERT

than
any other
smoking
tobacco

Mild!
Tasty!



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

CHECK COLD MISERY
Quickly



Get rid of aches and feverishness with STANBACK. Take two tablets or one powder . . . and see how quickly relief comes. STANBACK is easy and pleasant to take . . . convenient to carry. Millions use STANBACK for the discomforts of a common cold . . . as well as to relieve simple headaches, neuralgia and muscular aches and pains. Test STANBACK yourself . . . tablets or powders . . . against any preparation you've ever used. The yellow and blue packages in a 4's your getting genuine STANBACK . . . trial sizes 10c and 25c. Family size bottles of 50 and 100 tablets.



STANBACK



AS A GEORGIA GENTLEMAN, CLAY WINGATE, POWER DESCRIBES HIS HALCYON LIFE. ANDERSON AND MASSEY LISTEN

HOW A SOUTHERNER FELT AS WAR BEGAN

Clay Wingate was the last to feel
The prick of that spur of tarnished steel,
Shaking his heart with pity and pride
That had nothing to do with the things he eyed.

It is not lucky to dream such stuff—
Dreaming men are haunted men.
Though Wingate's face looked lucky enough
To anyone that had seen him then,
Riding back through the Georgia Fall
To the white-pillared porch of Wingate Hall,
Fall of the 'possum, fall of the 'coon
And the lop-eared hound-dog baying the moon.
Fall that is neither bitter nor swift
But a brown girl bearing an idle gift,
A smokiness so vague in the air
You feel it rather than see it there,
A brief, white rime on the red clay road
And slow mules creaking a lazy load
Through endless acres of afternoon,
A pine-cone fire and a banjo-tune,
And a julep mixed with a silver spoon.

This was his Georgia, this his share
Of pine and river and sleepy air,
Of summer thunder and winter rain
For, wherever the winds of Georgia run,
It smells of peaches long in the sun
And the white wolf-winter, hungry and fore,
Can prowl the North by a frozen door
But here we have fed him on bacon-fat
And he sleeps by the stove like a lazy cat.
Here Christmas stops at everyone's house
With a jug of molasses and green, young boughs,
And the little New Year, the weakling one,
Can lie outdoors in the noonday sun,
Blowing the fluff from a turkey-wing
At skies already haunted with Spring—
Oh, Georgia . . . Georgia—!

He drank his fill of the air, and then,
Was just about to ride on again
When—what was that noise beyond the sky,
That harry of unseen cavalry
Riding the wind?

WHY A
"HALF"
SHAMPOO
MAKES YOUR WIFE'S HAIR
"TWICE"
AS LOVELY



—at the Procter & Gamble beauty shop, better shampoos are discovered
by washing half a head at a time

One way your wife can measure the sparkle and shine a shampoo puts in her hair is to check the way it lights up your eyes.

Here at Procter & Gamble we have other ways of testing new improvements in shampoos. More scientific, if not so much fun.

One place we do this is in our own Experimental Beauty Shop, where everything is just like downtown except for the magazines.

Here are expert hairdressers and "Customers" by the hundreds—willing volunteers who naturally enough love to have their hair washed . . . especially when it's free.

The only catch is, we give them what we call a "split" shampoo—one kind of shampoo on one side of the head, another preparation on the other. Then both sides are measured with a "Lustrometer," a photoelectric device which registers the amount of light reflected from the hair (a sort of pre-husband test, you might say).

Tests like these help our scientists keep right on improving shampoos like Drene and Prell and Shasta. (Even though they please your wife just as they are).

Any extra gleam we can put in her hair means progress for us. Because the only way we know to keep your wife as a customer is to wash her hair better than our competitors do.

That's why we leave no hair unturned.



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Progress Through Constantly Trying To Please



No wantum fire water—catchum squaw better with non-alcoholic Wildroot Cream-Oil!



Get that successful look with America's largest selling Hair Tonic!



CAN YOUR SCALP PASS THE FINGERNAIL TEST? Don't give dandruff and dryness a chance to ruin the looks of your hair. Keep it neat and natural all day with Wildroot Cream-Oil. Made with the heart of Lanolin, so much like the natural oil of your skin!

29¢ 60¢ \$1



JOHN BROWN'S BODY *CONTINUED*

A YANKEE AT GETTYSBURG

In his brilliant and teeming tapestry of the Civil War, Benét writes of high personages and plain soldiers. In telling how Yankee Jack Ellyat almost died at Gettysburg, Tyrone Power breaks into one of the show's few scenes of action (*below*). His performance comes as a surprise to most people who, having seen Power only in overstudied costume movies, could never discover what an uncommonly able actor he is.



Jack Ellyat saw

Through the falling night, that slight grey fringe that was war
Coming against them, not as it came in pictures
With a ruler-edge, but a crinkled and smudgy line
Like a child's vague scrawl in soft crayon . . .



"By God," he said,

Loading and firing, "You're not going to get this hill,
You're not going to get this hill. By God, but you're not!"
He saw one grey man spin like a crazy dancer

And another fall at his heels—but the hill kept growing them.



He wouldn't have time to load now—they were too near.
He was up and screaming. He swung his gun like a club
Through a twilight full of bright stabbings, and felt it crash
On a thing that broke. He had no breath anymore.
He had no thoughts. He was down in the grass.

CONTINUED ON PAGE 39

When guests drop in . . .



Serve 'em
**CHUNKING
CHOW MEIN**
and Chop Suey

In 10 minutes . . . get a dinner you'll be proud to serve. So "different", too. Big 3 lb. size serves six for less than a dollar. Try it! Regular 1 lb. can serves 2 to 3.



JUST HEAT AND SERVE

Hear

HERITAGE!

the Radio Show based on

LIFE'S PICTURE HISTORY OF WESTERN MAN

American Broadcasting Company
Every Thursday 8:30 PM (EST)



Tops for
CHOPS

A.I.
SAUCE

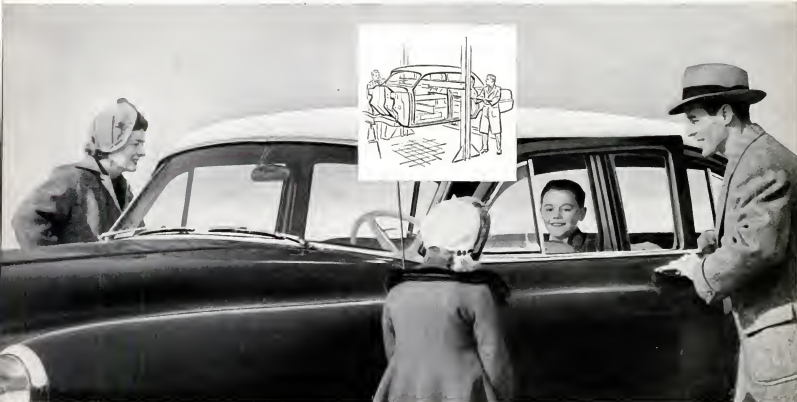
the dish that makes the dish

Ask for A.I.
when dining out, too.



YOUR SAFETY IS A FIRST AND THIS IS WHY

*There are engineering reasons for every benefit
your new Chrysler Corporation car offers you*



EVEN BEFORE you turn the starter key, you sense the strength built into every new Plymouth, Dodge, DeSoto and Chrysler. The tight, firm way the doors latch hints that here is a body-and-frame structure ruggedly safe throughout. You notice, too, the wide, full-circle view through the smart new curved one-piece windshield and added window space all around. On Comfort-Level seats, you sit naturally erect, better able to see the road.

THERE ARE REASONS. Chrysler Corporation engineers manhandle every inch of a car's body and frame. They jolt it, strain it, literally try to twist it apart. Every component of the body is checked for endurance—locks, hinges, springs, window regulators, even the fabrics. Then the car is subjected to thousands of severe road-test miles. When our cars shrug off this punishment, we know they're ready to guard the safety of your family.



UNDER WAY, you control your car with complete confidence. All your stops are smooth with Chrysler-engineered Safe-Guard Hydraulic Brakes. In case of a blowout, exclusive Safety-Rim Wheels hold the deflated tire firmly, let you make a safe, controlled stop. A new method of "springing" helps give you a sure, steady ride even on the worst roads. And in rain, the constant-speed electric windshield wiper keeps your vision clear at all times.

THERE ARE REASONS. Putting on the brakes a thousand times a day with a test dynamometer is one way Chrysler Corporation engineers make certain your brakes will stop your car safely and surely every time. Tests like this helped develop Cyclbond brake linings, with almost twice as much useful lining life as ordinary linings. Safe-Guard Hydraulic Brakes furnish quick stopping power through six cylinders instead of the usual four.

Back of every development that makes your Chrysler Corporation car so safe to drive are the talent and experience of engineers, scientists and technicians with the one aim—to produce fine cars of superior worth.

CHRYSLER CORPORATION

engineers and builds Plymouth, Dodge, De Soto, Chrysler Cars & Dodge Trucks

JUST ONE BRUSHING WITH **COLGATE** Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.

Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly, acts thoroughly, and the purifying action lasts for hours!



Help Your Children Have Sound, Healthy Gums!

Actual clinical tests (now published in a dental journal!) with 589 children show that Chlorophyll Toothpaste can reduce gingivitis faster as fast as a white toothpaste! Even severe cases of this serious gum trouble were quickly improved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

RIDES MOUTH OF DECAY BACTERIA!

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of bacteria. Remember: bacteria and acids are a chief cause of tooth decay. Every time you brush with Colgate Chlorophyll Toothpaste you reduce these destructive acids!

**Now! The Full Benefits of a
Chlorophyll Toothpaste in a New,
Exclusive Colgate Formula!**



*Contains water-soluble chlorophyllins

JOHN BROWN'S BODY CONTINUED

CHORUS SINGS AND TOOTS

The young ladies (below), who look as if they might be giving a Bronx cheer, are actually tooting behind their uplifted palms to imitate an oldtime brass band. They are members of the choral group in *John Brown's Body*, which provides throughout the performance a stirring background of chants, orchestral sound effects and sometimes breaks into Civil War songs such as Benét's *Jubili, Jubilo* printed below.



Sherman's buzzin' along to de sea,
Jubili, Jubilo!
Sherman's buzzin' along to de sea,
Like Moses ridin' on a bumblebee,
Settin' de prisoned and de humble free!
Hit's de year of Jubilo.

Oh, hit don't matter if you's black or tan,
Jubili, Jubilo!
Hit don't matter if you's black or tan,
When you hear de noise of de freedom-ban'
You's snatched baldheaded to de Promise' Lan',
Hit's de year of Jubilo!



SOUTHERN BALL at Wingate Hall is described by the chief performers with background singing while a member of the chorus dances romantically.



YOUR insurance premium is being determined now

This could be any courtroom in the country. Behind the locked door, twelve men and women are reaching a verdict involving a defendant protected by a casualty insurance company. What they decide affects your pocketbook.

All claims against insurance companies have to be paid out of funds created by premiums from policyholders. When these funds are insufficient, insurance rates must be increased.

Casualty insurance companies have been losing an average of \$11 on every \$100 of earned automobile liability premiums. More accidents are partly responsible. So are excessive jury awards, rendered by jurors who feel they can afford to be generous with the "rich" insurance com-

pany's money. Actually, jurors who are responsible for awards in excess of what is just and reasonable are soaking you by raising insurance rates.

Most claims for damages are legitimate and reasonable, and are amicably settled out of court. However, as jurors tend more and more to give excessive awards in cases that do go to court, such valuations are regarded as establishing the "going" rate for the day-to-day out-of-court claims—all of which means increased insurance premium cost to the public.

A M E R I C A N - A S S O C I A T E D I N S U R A N C E C O M P A N I E S

AMERICAN AUTOMOBILE INSURANCE COMPANY • ASSOCIATED INDEMNITY CORPORATION • SAINT LOUIS 2, MISSOURI

...he comes bucking over



JOHN STEINBECK, who writes with equal facility of *Mice and Men*, of *Cannery Row*, or of turmoil East of Eden, learned about thirst and its quenching by doing the parching work of a harvest hand in California's Salinas Valley. There the heat waves shimmer across such scenes as the one shown here in Thomas Hart Benton's fine watercolor, and thirst is intimately known.

the stubble in a jeep...

writes JOHN STEINBECK, famous novelist

JOHN STEINBECK

The sun is straight overhead. There isn't enough shade to fit under a dog. The threshing machine clanks in a cloud of choking yellow chaff-dust. You wear a bandana over your nose and mouth, but your throat aches and your lips are cracking. Your shirt is black with sweat, but inside you're dry as the Los Angeles River. The water in the barrel tastes like chaff. It only makes you thirstier.

Let's say the boss is a man of sense and humanity. When the machine stops for lunch, he comes bucking over the stubble in a jeep, and on the back seat is a wash boiler of crushed ice and bottles of Ballantine Ale. Such a boss will never lack for threshing hands.

Well, first you take a big swallow to cut the crust, and suddenly you can taste again. Then you let cold Ballantine Ale rill into your parched throat like spring rain on the desert. Smooth malt and hops pull together against heat and dust and weariness. That's the biggest thirst I know, and the best antidote.

John Steinbeck

more people like it . . . more people buy it . . .
than any other ale . . . by Four to One

BALLANTINE ALE



Since 1840

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







EMPTY HOUSES (left) in the gingerbread town of Oak Bluffs stand shuttered against wind and rain. Oak Bluffs houses nearly 15,000 people in summer, only 1,500 in winter.

SCALLOP SEASON, in winter brings gulls to docks to wait for returning boats. Gulls eat scallop remains while shells (foreground) are used to surface parking lots, private roads.



A Summer Resort in Winter

Emptied Martha's Vineyard takes on a bleak beauty

PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTADT

To millions of American vacationers a summer resort is a place that does not really exist except between the Fourth of July and Labor Day. Even when a vacationer keeps going back to the same place summer after summer until he knows every road and every house, he tends to think of it always as a land of warm sun and bathing suits, of afternoon sailboat races and Saturday night dances. But sooner or later every summer visitor gets around to asking a question of some year-round resident: "What's it like here in the winter?"

The pictures on these pages answer the question by showing what happens to Martha's Vineyard after the last vacation visitor has gone. This 100-square-mile island off the coast of Massachusetts undergoes its great annual emptying-out in early September when the population

suddenly drops from more than 40,000 to less than 6,000. Those who stay behind slowly recuperate from the bustle of summer, prepare (pp. 96, 97) for the next year's tourist invasion and find time at last for all the social life they have been too busy to enjoy. Most of the island's stores, restaurants and hotels are closed. There is no longer a parking problem on the town streets nor a traffic jam every time the steamer arrives from the mainland. Town meetings, church socials and lodge parties take the place of beach picnics and yacht club dinners. Winters are mild with few heavy snowfalls, and permanent residents feel that in spite of the emptiness the Vineyard is a friendlier place, for now everyone knows everyone else. They inherit an island that is restfully quiet and beautiful in the bleakness of its boarded-up houses and its snow-swept beaches.

POSITIVELY
NO SMOKING





HOOKED RUGS are made in the winter by ladies who meet every two weeks at one another's houses. Occasionally they sell completed rugs but usually keep them for their own homes.



A CHICKEN FARMER, Peter Mitchell was once an engineer in New York City. A summer visitor, he decided Vineyard is better place for his family, now has three children, 18,000 chickens.

Preparing for summer

During the winter many Vineyarders live primarily off the profits from last summer's visitors and get ready for next summer's. Like all resorts the island does a big business in souvenirs, mostly made on the Vineyard. Winter is also the time for building houses, redecorating hotels and putting up new stores. Although Martha's Vineyard counts heavily on this trade, the year-round islanders have a curious attitude toward summer people—partly reproachful because of the invasion, partly grateful for the thriving business, and always a little pitying because the people who come just in summer can never fully know and appreciate the island.



A POTTER, Tom Thatcher first came to Vineyard as youth hosteler, realized it would be ideal to sell pottery to tourists. He works all winter to have enough stock on hand for summer trade.



WEATHER VANES in form of sailing ships are made by Lawrence Winterbottom in his basement. A house builder, he makes vanes in evenings and when bad weather halts outdoor carpentry.



A CARTOONIST, Denys Wortman, creator of *Mopey Dick* and *the Duke*, spent longer and longer vacations on the island, finally decided 10 years ago to buy a house, live there permanently.

A BOAT BUILDER, Manuel Swartz Roberts has used same shop for 43 years. In the winter, when the boat business is slow, he makes handsome tables which he sells in the summer for \$50.



A STEAMER WAITS in Vineyard Haven until a storm dies down. In summer pier is jammed with cars going to and from the island, but in winter the steamer carries only a few cars a day.

BARREN SANDS of one of island's most popular summertime beaches are swept by wind and snow of a winter storm as an islander trudges home along shore toward Edgartown (*background*).





FROZEN ANCHORS, relics of old ships, lie at Edgartown as fishing boats await clearer weather. This is unusually cold for Vineyard, where average winter temperature is above freezing.



FISHERMAN'S HOME is a warm place for Dave Vanderhoop's painting and wife's crocheting when it is too cold for scalloping. Vanderhoop paints as a hobby, seldom sells his work.

WINTER SUNSET spreads a golden ladder from the shores of Menemsha Bight across the still waters to Gay Head, as two fishing boats return to Menemsha harbor with the day's catch.



The boy who put the world on wheels

The boy was ten years old, slim as a buggy-whip and quick as a cricket. He had a passion for machinery. He tinkered with all the clocks in the old white clapboard farmhouse until they tick-tocked the right time.

One Sunday morning, after church, a neighbor took out his big gold hunting-case watch. He said: "Henry, can you fix my old turnip?" The boy found that a jewel was loose in the works; he juggled it back into place and the watch ran.

The neighbors around Dearborn began to bring him their ailing timepieces. So young Henry Ford set up shop on a shelf in his bedroom, working nights after chores—in the spring to the fragrance of the farmyard lilacs, in the winter keeping warm with an oil lantern between his feet.

He ground a shingle nail down into a tiny screwdriver, made tweezers from his mother's corset-stays, and little files from knitting needles. All his life he tinkered watches, and never had to use a jeweler's eyeglass.

For he could almost see with his long thin steel-sprung fingers—the fingers of the hands that put a nation on wheels. His passion for machinery became an idea, and the power of that idea has rolled on through the years.

He learned how to run and fix and make every kind of machine there was. Then he began on the machine that wasn't—a horseless carriage.

In 1896, seven years before the founding of the Ford Motor Company, he trundled his first little two-passenger machine out into the alley back of Bagley Avenue in Detroit, and ran it around the block. It had two cylinders, four bicycle wheels and he steered it with a tiller, like a boat. He called it a "motor-wagon." Long since it has become a museum-piece, but it still runs—and it has had 36,000,000 descendants on the highways of the world.

His idea was to make a useful thing—as useful as possible, as low-priced as possible—a car for everyone. The Ford Motor Company was founded, on June 16, 1903, in the hope the world was ready for the idea.

This year is the Fiftieth Anniversary of the Ford Motor Company. To us this anniversary has one meaning above all others—it means that this is still the kind of world in which a farm boy's useful idea can gradually bring about a better way of life for millions of people.

Henry Ford brought only his idea, his car and his bare hands to the company fifty years ago. Then the pavements ended just outside the cities, in dust tracks. Now the American Road means far more than a vast network of highways. It is a symbol of a never-ending search for progress, peace and plenty for all mankind.

The Ford Motor Company, in celebrating its 50th Anniversary, is dedicated to one simple proposition; the best along that road is yet to be.



Ford Motor Company

Fifty Years Forward on The American Road

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS





Norman
Rockwell



"Mother's Night Off," by Douglass Crockwell. Number 77 in the series "Home Life in America"

In this friendly, freedom-loving land of ours—Beer belongs . . . enjoy it!

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation . . . Chartered 1862





ARTIST'S RECONSTRUCTION SHOWS ANCIENT LAKE DWELLER GUARDING HUT BUILT ON PILE OF STONE. UNDERWATER CAUSEWAY AT LEFT LEADS TO SHORE

IRELAND'S ANCIENT LAKE DWELLERS

The draining of Lough Gara reveals that its rocky 'islands' were man-made homesites of Stone Agers

Although the history of their land is a favorite subject with Irishmen, no one in Roscommon County gave any thought to the clusters of rocky islands in the lake called Lough Gara. But when a drainage project lowered the lake level last year, some relics of Ireland's ancient past turned up to prove the islands an important archaeological find and turn the farmers into amateur anthropologists. They have found stone weapons on the islands used at least 1,500 years ago in the New Stone Age and metal tools used by men during two later periods (p. 106). But the islands

themselves were the most interesting find of all. They were man-made platforms, built of pumpkin-sized stones stacked inside a ring of wood pilings (*drawing above*). On them the ancient Irelanders built their thatch-roofed huts and lived in the lake, safe from roaming animals.

Most of the lake dwellers commuted to shore in dugout canoes, but a few added an ingenious safeguard. They built zigzag underwater causeways, then waded from shore to island. Strangers, unfamiliar with the causeways, would step off and sink into the boggy bottom of Lough Gara.

TWO LOCAL MEN SEARCH AN ISLAND PLATFORM FOR IMPLEMENTS LEFT BY ITS INHABITANTS. THIS ISLAND HELD FOUR OR FIVE HUTS, IS ONE OF 160 IN LAKE



RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

FAST

The way
thousands of
physicians and
dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give **FAST, LONG LASTING** relief. Don't wait. Buy Anacin today.

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ADULTS CHILDREN **THE MEDO**

STRICTLY IN CONFIDENCE

—that's how millions of dog owners buy Rival Dog Food! They choose it with the assurance that it will feed their dogs best, and save them money. "Meat-plus" formula. Chlorophyllin added. Laboratory-tested, kennel-proved. Give your dog bright eyes, a sleek coat, and a silky coat — change to **RIVAL DOG FOOD**

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A Lift Without a Letdown

Before Fatigue "creeps up" on you take a NoDor Awakener. Helps you become your normal, alert self in minutes. Keep a package handy in your car... in your desk... at home. At your drugstore.

ON THE HIGHWAY

ON THE JOB

AFTER HOURS

USED AND APPROVED BY
MILLIONS SINCE 1923

As the Economy Size

HARMLESS AS COFFEE



ANCIENT DUGOUT, one of 17 canoes found in the lake, was hollered from a solid oak tree. It dates back at

least to the 10th Century, possibly much earlier. Men are workmen from the drainage project who found boats.



LAKE DWELLER'S SKULL crumbled until only this fragment remained.

AT CLOONLOO SCHOOL class and teacher look at animal bone they found. Children found 160 stone tools, an iron chain and a bronze spearhead.

CONTINUED ON PAGE 188



The age-old secret of softer skin is true today! "It is well established that men who sort wools in the grease form . . . develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

In the gentle hands of shepherds... they found *the clue to gentler shaving*

For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. And yet this contradicted common sense:

How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?

And then someone came up with the answer! A mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin. This discovery has made possible one of the most important steps forward in modern shaving . . .

Now scientists confirm that discover and concentrate 25 times as

much of this beneficial substance in a new ingredient—LANOTRATE²⁵—which lets you shave close without irritating your skin.

With active Lanotate²⁵ found only in the new Williams shaving creams, you:

1. Actually increase water's ability to penetrate and soften stubborn stubble —for closer shaves . . .
2. Protect your skin with a lubricant coating, ease the razor across your face —for faster, more comfortable shaves . . .
3. Leave active LANOTRATE²⁵ on the face—easily absorbed, to condition your skin for shaves to come.

Choose either of the new

Williams luxury shaving creams, *Lather* or *Brushless*—or the new Williams Instant Lather, an automatic "push-button" shave in the pressure can. See what a difference you feel—see how your razor glides across your cheek.

Special Introductory Offer

Buy your choice of the new Williams today. If you don't agree that it is what you have wanted for years, mail the partially used container to us and we'll send you your money back, plus postage.

251 skin specialists acclaim use of new LANOTRATE²⁵*

Registered skin specialists were asked what they thought of the new Williams Shaving Cream. 90% of those replying approved the inclusion of LANOTRATE²⁵. Here are typical replies (actual letters in our files):

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave." . . . M.D., Waterbury, Conn.

"Excellent for skin; in fact, I do not know a better shaving cream."

. . . M.D., Watertown, Mass.

"I believe it to be a distinct advantage." . . . M.D., Boston, Mass.

*LANOTRATE²⁵ is a liquid multiteral extract which is non-ionic, surface-active agent. The active factors in this product are free sterols and related compounds.



Exclusive to Williams, Lanotate²⁵ is available no matter which shave cream you prefer: Williams Lather, Williams Brushless, and the new Williams Instant Lather.

FALSE TEETH

Often Have a Certain Odor!



1 When you whisper—Denture Breath may tell everyone you wear false teeth.



2 When you laugh, the odor of Denture Breath is not so funny to those around you!



CLEANS WITHOUT BRUSHING!



3 Soak plates daily—15 minutes or more—in a fresh solution of Polident and water.

4 Smile and know you can't offend. No Denture Breath—thanks to POLIDENT.

Without harmful brushing, Polident cleans your False Teeth—like no soap or tooth-paste can. Recommended by more dentists than any other denture cleanser, Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor free or your money back. Get it today.

POLIDENT

World's Largest Selling
Denture Cleanser

CHRIS-CRAFT BOAT KITS

for as little as **\$45** SAVE 1/2 or more!

EASY to assemble! Precut Philippine Mahogany parts. Fiberglass-reinforced panels. Iron fastenings compound. Instructions. Priced from \$41 for 8-ft. Pram Kit. Many more models in 11 ft. Also, boat trailer—only \$125 (tax extra). Mail coupon today for FREE catalog!

(Kit prices quoted L.S. factory, subject to change without notice.)



16-ft. Sportman Kit Boat—\$139



17-ft. Kit Speedboat—\$449
Kit also available assembled and painted, \$749



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Kit also available assembled and painted, \$895

WORLD'S LARGEST BUILDERS OF BOAT KITS
Dealer inquiries invited—Prompt Delivery

CHRIS-CRAFT CORPORATION
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Send FREE Chris-Craft Kit Catalog to:
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ECONOMY SIZE PACKAGE PHOTO CORNERS

Mounties

300 of 25¢

ALSO 10¢ SIZE AT CHAIN DRUG AND VARIETY STORES

Skin Sufferers

Very first use of soothing cooling, liquid D. D. D. Prescription positively relieves raw red itch—caused by eczema, rashes, scald irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for D. D. D. PRESCRIPTION.

CORNS GO FAST!

Enjoy quick relief and speedy removal of corns with soothing, cushioning, protective, world-famous Dr. Scholl's Zino-pads!

Dr. Scholl's Zino-pads

COUGHERS!

DOCTORS REPORT MENTHOL BRINGS RELIEF



Luden's contains extra menthol. It's this extra menthol in Luden's Menthol Cough Drops that brings quick, effective relief.



5¢

Ireland's Lake Dwellers CONTINUED

2500 B.C.



STONE AGE WEAPONS found on the islands include axes (top row). At center is stone from which knife would be made and at bottom cutting tools.

500 B.C.



BRONZE AGE RELICS found were (from left) a bronze sword, a knife, two decorative pins, bronze ax head and chisel, a crooked bronze spearhead.

900 A.D.



IRON AGE OBJECTS from the islands are two bronze pins (upper left), an iron hillhook (center), two iron ax heads (right) and an iron farming tool.

From head to toe

cats grow and grow...

in HEALTH, VIGOR, BEAUTY

A BEAUTY COURSE
FOR KITTY



On a Puss 'n Boots diet, your cat quickly shows the benefits of good nutrition

WHAT A JOY to see your cat really at its best... full of fun...handsome. And that's your reward when you put your pet on a scientifically balanced diet. You see beauty you never dreamed of, not only in a glossier coat, but in sparkling eyes and a sunny disposition.

Puss 'n Boots is a balanced diet...far more perfect than any you can improvise. It's the choice of veterinarians and breeders who've studied cat nutrition. It's fed by mil-

lions of pet owners who have learned from experience how much it will do for any cat of any age.

HERE'S HOW PUSS 'N BOOTS ADDS THE PLUS

It assures your cat of all the proteins, carbohydrates and minerals it needs. It's a rich source of vital Vitamin D. Puss 'n Boots provides the same nutrients found in costly liver, kidney, beef, salmon and milk... and provides them in better balance. Puss 'n Boots is made from fresh-caught whole fish with selected cereals added... no scraps or by-products or fillers. It's made just for your cat. Get the convenient 8 oz. can or the 15 oz. economy size.



OUR CAT FAMILY
is the popular and widely
loved Seal Point Siamese. In-
telligent, mischievous and play-
ful...yet always affectionate pets.

PUSS 'n BOOTS

AMERICA'S LARGEST SELLING CAT FOOD
...ADDS THE PLUS IN HEALTH AND BEAUTY

Coast Fisheries, Division of the Quaker Oats Co., Wilmington, California

New Kind of Residential Awning Sweeping America



See the extra beauty that Childers Awnings add to this house. You can add the same style and distinction to your own home, even if you live in a block of look-alike houses. Childers Awnings improve the appearance of your home and give you year-round

protection at a price you can afford. Because they are 100% aluminum, you invest in a lifetime of awning beauty. You avoid the frequent repairs and high replacement costs of ordinary wood or cloth awnings that soon rot, fade or leak.

Flattering new all-aluminum

CHILDERS AWNINGS

add extra beauty and coolness to \$10,000-to-\$60,000 homes — new or old



You can make more outdoor living space with a beautiful new Childers Patio Cover like this. It gives you an extra "living room" for at least six months of the year—and it's yours for as little as \$2.45 a sq. ft.



Look what you can do with an open porch. This Childers Porch Canopy "dresses up" the front of this house, adds greatly to its value. It also gives you more comfort and protection from the weather, both summer and winter. The cost is surprisingly low.

America's only complete line of ready-to-install aluminum awnings for all

Keep your rooms 8° to 20° cooler, and make your home look better, too, with Childers All-Aluminum Awnings. The low cost will amaze you. This is America's first awning to be built by the same precision, low-cost, production methods used in building your automobile or refrigerator. They are Government-approved for FHA home improvement loans. Can be installed on your home for no money down and up to three years to pay.

There is probably a Childers franchised dealer nearby to give you a free estimate. Call him, or if you don't know his name, write us.

Which design would look best on your home?

Only Childers gives you the choice of two different awning designs for residential windows... plus special canopies for doors, porches and patios. You select the design you prefer for your home.

Ventilated top—keeps rooms 8° to 20° cooler.

Solid Face Sheet—No slats to leak.

Two designs for regular windows. You take your choice.

The Berkley

100% Aluminum Won't rust away, warp or rot. Should last as long as your home.

The Windsor

Refrigerated-type bared hard enamel finish.

CHILDERS ALL-ALUMINUM Awnings

Childers Manufacturing Co. Houston 8, Texas

SPECIAL WINTER

SALE

CHILDERS DOOR CANOPY



Year-round protection for your doorways.

If you act now, you can get this winter-time bargain. To introduce you to Childers Awnings, your Childers dealer offers you a regular full-size Door Canopy for as little as a third as much as \$50.00. Winter special as much as \$29.95 until March 1 only.....

Take advantage of this special: Full, 48-in. width door canopy, regularly \$50.00. Winter special as much as \$29.95 until March 1 only.....

Your Childers dealer will install for small extra charge; or you can easily install it yourself in 20 minutes. Note: Childers franchise dealers are independent business firms, who set their own prices. Price quoted here is recommended and subject to variance, but will be standard with most dealers. Dealers: A few choice protected franchisees are still available. Write for complete information.



for windows and porches;



for doors;



for porches, patios, etc.



TURNING BACK ON MASSES OF CAMERAS TO FACE STILL ANOTHER, LADY CAROLINE PERCY, A BRIDESMAID, MAKES POISED ENTRANCE TO EDINBURGH CATHEDRAL

Life Goes to an Earl's Wedding

SMALL AND GREAT LADIES SEE SCOTTISH LORD TAKE COMMONER BRIDE

The excitement was almost more than a 5-year-old could bear, but Lady Caroline Percy carried it off with style. She was a bridesmaid for the wedding of her Uncle Johnny, Earl of Dalkeith, heir to Scotland's Buccleuch dukedom. Favorite of the royal family and godson of Queen Mary, the earl was marrying Jane McNeill, 22-year-old daughter of a Hong Kong lawyer. Part of the excitement came because Princess Margaret, who only a year

ago was rumored engaged to the earl himself, had come to see him marry a commoner who had helped earn her own living—as a dressmaker's model. It was all even more exciting because another guest was Queen Elizabeth herself—the first recorded attendance of a British sovereign at a Scottish wedding since 1603. In fact, next to the coronation, the wedding was likely to prove the biggest social event in the British Isles in 1953.



DRESSING FOR WEDDING, bride drapes veil over wedding gown of white lace loomed to match Mayflower design of diamond tiara, a Buccleuch heirloom.



ALL READY, she smiles with assurance of professional model. Though dress had seven petticoats, one of horsehair, she managed graceful curtsy to queen.

PEERING OUT DOOR, BRIDE CALLS ATTENDANT FOR LAST MINUTE HELP →





ON FATHER'S ARM, she leaves car at St. Giles, the greatest of Scotland's Presbyterian cathedrals.



WITH HUSBAND, she leaves after first Anglican wedding permitted by the cathedral in 300 years.



TOP-HATTED GUESTS, who included 600 of British aristocracy, crowd into buses to go to the

reception. Buses were provided because street near cathedral was too narrow for many autos to park.



AT RECEPTION, held in the city "Assembly Rooms," nobility mingles with 1,000 workers from

Buccleuch estates. One reason wedding was held in Edinburgh was to make their attendance possible.



YOU DON'T have to be on a low-salt diet to enjoy the wonderful lift lemons —are made instantly more flavorful, more delicious with a good squeeze of give food flavors. Soups, salads, meats, vegetables—even your breakfast eggs lemon. And lemon works this flavor magic *with or without salt.*

Lemons solve No. 1 problem of low-salt diets

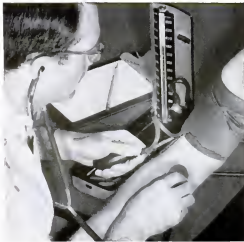
A STARTLING NEW TREND in food and nutrition is the fast-increasing use of lemons on the table as a means of cutting down on salt. This new seasoning idea is of special value to the millions of Americans on low-salt and low-sodium diets. The *real* problem of these diets, according to doctors and home economists, is to make unsalted foods appetizing. Lemons, themselves virtually salt-free, are a wonderful help, patients find.

A good squeeze of fresh lemon added at the table transforms tasteless, unsalted foods into delicious, tempting ones. The taste of salt is replaced by the sharp tang and aromatic flavor of fresh lemons. Long recognized as an indispensable flavoring for pies,

tomato juice, tea, fish and seafood, lemons are now finding wide acceptance as an *all-purpose* table seasoning.

"Use of lemon as a seasoning grows on you," says Gertrude Austin, Sunkist Consumer Service Director. "The family in which one member is on a low-sodium diet all tend to take up the lemon idea. They are astonished to find how lemon enhances a surprising variety of foods *with or without salt.*"

FREE BOOKLET! "When the doctor says: *Cut down on salt.*" A helpful guide for planning low-salt menus. Write Sunkist, Sec. 2701A, Box 2706, Terminal Annex, Los Angeles 54, California.



RECENT ESTIMATES place more than 10 million Americans on prescribed low-salt and low-sodium diets. Patients report that the use of lemon as a table seasoning is a wonderful help in cutting down on salt.



OVERWEIGHT? Many reducing diets recommend *cutting down* on salt. Seasoning with lemons instead of salt makes reducing *easier*. Not only does it help you lose weight *faster*, but a squeeze of tangy, fresh lemon gives new life to listless low-calorie foods.



START YOUR FAMILY on the lemon-seasoning habit. Serve a dish of plump, easy-to-squeeze wedges on the table morning, noon and night.

ADVERTISEMENT: copyrighted by **Sunkist**.

OFFICIAL PHOTOGRAPHER HAS HIS TRIALS



CONFUSION reigns in efforts to pose the child attendants for a wedding picture. Bride and bridegroom are in the center. The Duchess of Gloucester (at left, rear), aunt of both earl and the queen, smooths hair of her son, Prince Richard. Photographer L. G. Craft (at front) kneels with Alistair Bruce.



PERSUASION, as exercised by the photographer, has group almost whipped into shape. Queen Elizabeth has taken seat behind photographer who is posing Lady Caroline Percy with her flowers. Princess Margaret is sitting at the right, smiling toward Lady Victoria Percy, 3, and William Legge (seated, center).



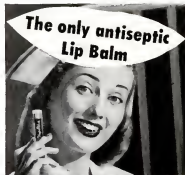
FINAL TOUCH is given by Craft before taking picture. At back (from the left) are Dalkeith's father, the Duke of Buccleuch, bride's mother, Mrs. John McNeill, Duke and Duchess of Gloucester, bride and bridegroom, Duke of Edinburgh, best man John Syngue, the bridegroom's mother and bride's father.

CONTINUED ON NEXT PAGE



Watch your lips in winter weather. Always use 'CHAP STICK' at the first sign of lip-chap.

'CHAP STICK' for Double-quick relief



'CHAP STICK' is specially medicated, specially soothing, and the only antiseptic lip balm.

'CHAP STICK'—More lasting in results



For young and old, there is nothing like 'CHAP STICK' for lips dried and cracked by wintry weather.

'CHAP STICK'—Extra soothing

☆

Make it a family custom to buy a "Personalized" "CHAP STICK" for everyone in the house—each is individually marked for quick identification. Millions in every walk of life think of 'CHAP STICK' first, for dry, chapped, cracked lips. Take it with you wherever you go. Say "no" to substitutes.

• For hands that work, there's nothing like 'CHAP-ANS'—the man's hand cream.



WHEN HE SHAVED FROM THE RAIN BARREL GRANDDAD HAD THE RIGHT IDEA!

Now you can have a really close, wonderfully comfortable shave—even in the hardest water

• Why did Granddad so often take the trouble to get water from the rain barrel for his shave?

Because rain water is soft water . . . and the softer the water, the wetter your whiskers and the better shave you get.

Better than the softest rain water!

Today, with the new Glider Instant Brushless you get a good shave without using rain water! Glider Instant has a special wetting agent that does a better job than the softest rain water!

Results? With new Glider Instant Brushless your beard is conditioned to let you shave fast as you want and close as you need . . . and your skin has unbelievable freedom from the razor's irritation.

You'll find this wonderful new Glider Instant Brushless Shave at



all drug counters now. And in spite of all it does—there's no increase in price! So get your tube of the new Glider Instant—today!

Try the new Glider—FREE

You'll find a real difference in the new Glider Instant—the brushless shaving cream that soaks beards "rain-water" soft on contact.

We're so sure you'll like it that we give you this chance to try it free: Just send your name and address to The J. B. Williams Co., Dept. LG-17, Glastonbury, Conn.

We'll send you a Guest Size tube, absolutely free, by return mail.

Better Than Beer?



That depends on your taste!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and

dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!



GUARD OF HONOR, kilted police hands-men, line up at reception to clear a path toward wedding cake after newlyweds spent two hours in receiving line.



WEDDING CAKE confronts couple. Numb after shaking 1,600 hands, they have difficulty cutting into confection, four feet tall and weighing 175 pounds.

"GET
ACQUAINTED"

SALE!

8 DAYS ONLY

**Starts Friday Jan. 23
Ends Saturday Jan. 31**

FAMOUS
SIL-O-ETTE®
PANTY GIRDLES

REDUCED FOR THIS SALE ONLY!

SPORT-TIGHTS

Regularly \$4.50
\$3.69

DRESS-TIGHTS

Regularly \$5.50
\$4.49

Here's your money saving opportunity to get acquainted with fabulous fitting Sil-o-ette panty girdles!

And it couldn't be timed more perfectly because the new fashion trend demands a smooth line from hip to thigh . . . and that's exactly what Sport-Tights and Dress-Tights are famous for! Their extra leg length really streamlines your thigh-line like no other foundation garment you've ever worn!

They're incomparable values at regular prices . . . practically a gift during this eight day coast to coast sale. Try them once and you'll wear them forever after!



DRESS-TIGHTS Made with satin panel for firmer tummy control.

SIZED BY HIP MEASURE
(Widest Part of Body)
TO ASSURE PERFECT FIT

HIP SIZES
34 • 36 • 38 • 40 • 42
TEAROSE and WHITE



SPORT-TIGHTS

OUTSTANDING SIL-O-ETTE FEATURES

- Long leg streamlines your thighline, eliminating fleshy thigh-line bulges and chafing!
- Fit low on waistline to prevent rolling!
- Patented design perfectly conforms to the lines of the body!
- Famous contour crutch eliminates all strain . . . no cutting . . . no binding . . . no riding up!
- Made of long stretch Len-o-Lastic, with nylon added for quick drying!
- Crutch made of rayon tricot, for greater absorption and comfort!
- No bones, no hooks, no zippers!

At Leading Department and Specialty Stores in Knit Underwear or Corset Department

WE WILL FILL YOUR MAIL ORDER THROUGH YOUR NEAREST DEALER IF NOT POSTMARKED AFTER JAN. 31

SIL-O-ETTE UNDERWEAR CO. JAMAICA 35, NEW YORK

My Waist Measure Hip Measure Widest Part

SPORT-TIGHTS . . . at \$2.69 | DRESS-TIGHTS . . . at \$4.49
 TEAROSE WHITE | TEAROSE WHITE

Enclosed is \$_____ to cover order.

Add Sales Tax, if any, in your city or state.



HERE COMES THE LITTLE CROCODILE

When this baby was being born, the mother was, fortunately, 4,000 miles away. Twelve weeks before she had laid 16 eggs on an island in Lake Victoria in Africa, where they were found by a British naturalist and dispatched by plane to the London zoo. Six of the eggs hatched on the plane during the 24-hour flight, the others within a few days

after arriving at the zoo. This little whippersnapper, who measured 10 inches from whip to snap, took 10 hours to wriggle himself out of the 3½-inch shell in which he had been coiled. Crocodiles keep growing all their lives, and this one, if he has his normal life span of 75 years and gets his normal growth, may wind up being 17 feet long.

What made Milwaukee change its mind?

No doubt about it... modern times and modern taste have changed Milwaukee's mind about beer.

Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed! So lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing:

*"I'm from Milwaukee and I ought to know,
it's Blatz, Blatz, Blatz, wherever you go."*

Today it's Blatz!



See Amos 'n' Andy on CBS-TV... consult newspaper for time and channel.



Milwaukee's finest beer!

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THEY SATISFY *AND HOW!*

"FOR 25 YEARS I've been a steady Chesterfield smoker," says prominent tobacco farmer Pearsall L. Rogers. "They buy the world's best tobaccos and make the world's best cigarette."

Pearsall L. Rogers. MULLINS, S. C.



ASK YOUR DEALER FOR
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WAY YOU LIKE 'EM



AND NOW—CHESTERFIELD FIRST TO GIVE YOU SCIENTIFIC FACTS IN SUPPORT OF SMOKING

A responsible consulting organization reports a study by a competent medical specialist and staff on the effects of smoking Chesterfields. For six months a group of men and women smoked only Chesterfield—10 to 40 a day—their normal amount. 45 percent of the group have smoked Chesterfields from one to thirty years for an average of ten years each.

At the beginning and end of the six-months, each smoker was given a thorough examination including X-rays, and covering the sinuses, nose, ears and throat. After these examinations, the medical specialist stated . . .

"It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were

not adversely affected in the six-months period by smoking the cigarettes provided."

Remember this report and buy Chesterfields—regular or king-size.

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BETTER QUALITY AND HIGHER
PRICE THAN ANY OTHER
KING-SIZE CIGARETTE

Buy CHESTERFIELD *Much Milder*

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