

Look

AUGUST 16, 1949

15¢

A Southerner tells

What's Wrong with the North

By HODDING CARTER

page 21



Betty Grable

page 80

F.D.R.

a Growing Legend

page 55

The LUTHERANS

page 24

OMAHA 9 NEBR
2326 S 19TH ST
MISS ALICE BLACKFORD
L501958 2 SEP49



Stan Musial shows son Dickie how to snag a wide one. St. Louis Cards' slugging outfielder hopes someday to see Dickie a champion too . . . belting homers . . . winning a case of Wheaties every time. Could be! This eight year old "rookie" has eaten Wheaties several years already.

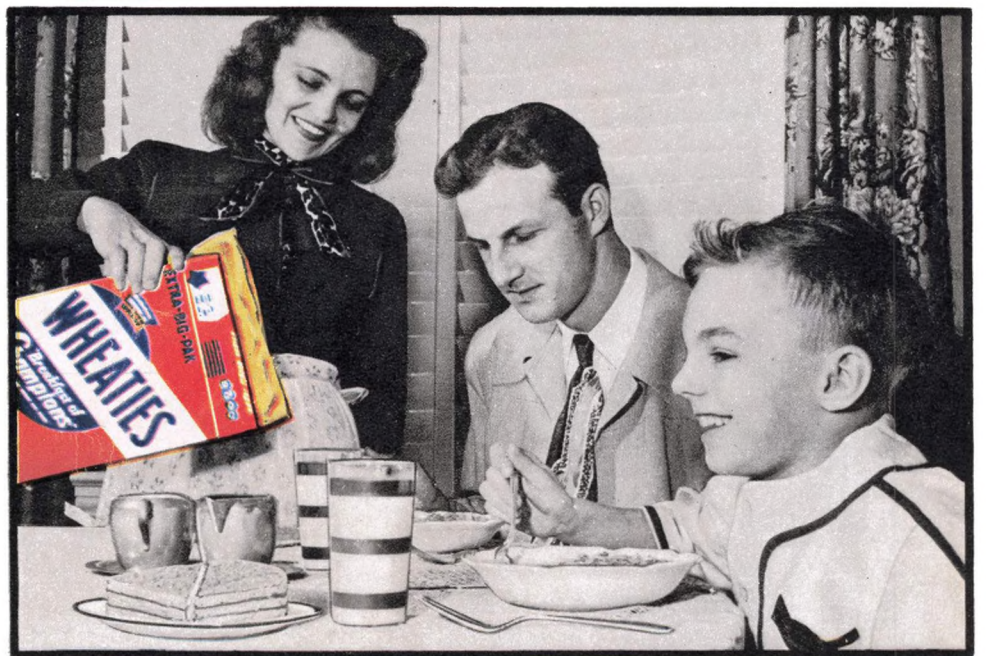
Start them young if you want your youngsters to develop the energy and endurance of true champions! See that they *eat* like champions. Begin breakfast with that famous training dish—Wheaties, milk and fruit. Many big leaguers started eating these whole wheat flakes in childhood.

*Champions
start young!*



'48 batting champion Musial says, "I'd advise *any* young athlete to start on Wheaties. Swell for flavor . . . and nourishing." Many a top flight athletic coach agrees with Stan . . . likes Wheaties on the team's training table. Wheaties, with that second-helping flavor millions love! Had *your* Wheaties today?

"Wheaties" and "Breakfast of Champions" are registered trademarks of General Mills



Does Dick eat more than dad? Ask Mom . . . she knows! Speaking for himself, Stan Musial says, "You'll find *me* polishing off a couple of bowlfuls of Wheaties most every morning." Want to bet Dick keeps up? Real enjoyment for *all* the family in these 100% whole wheat flakes. He-man nourishment, too . . . three B

vitamins, also minerals, food energy, protein. Wheaties a year 'round training dish of many famous stars—Musial, Boudreau, Stephens, Lemon, Bearden. Have Wheaties tomorrow.

"Breakfast of Champions"

JOIN THE CHAMPIONS . . . TOMORROW!

You can't laugh off
**INFECTIOUS
DANDRUFF!**

INFECTIOUS DANDRUFF, with its tell-tale flakes and scales, is an all too common ailment which should never be taken lightly.

If you have any evidence of it don't fool around with so-called "overnight" cures devoid of antiseptic power. Get busy with Listerine Antiseptic and massage which treats infection as it should be treated . . . with rapid germ-killing action.

Kills "Bottle Bacillus"

You simply douse Listerine Antiseptic on the scalp and it goes to work, kill-

ing literally millions of germs. Most important of all, it kills the stubborn "bottle bacillus" (*P. ovale*).

This is the ugly customer that so many dermatologists say is a causative agent of infectious dandruff.

See Quick Results

You'll be delighted to see how quickly you begin to note improvement. Embarrassing flakes and scales begin to disappear from scalp, hair and coat collar. Itching is alleviated. Your scalp feels marvelously cool, fresh and healthier. And your hair returns to its natural good-looks. Remember, in clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of the dandruff sufferers.

Don't wait till infectious dandruff gets a head start. Guard against it now. Make Listerine Antiseptic and massage a regular part of regular hair-washing routine. For more than 60 years the chief use of Listerine Antiseptic has been as an antiseptic mouthwash and gargle.

LAMBERT PHARMACAL CO., St. Louis, Mo.



AT THE FIRST SIGN OF FLAKES AND SCALES
LISTERINE ANTISEPTIC
Quick!

P. S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?

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TOREN

as SABRA...woman in a man's world
and worth 20 men in any fight. Worth
\$10,000 to the enemy, dead or alive.

Stephen
McNALLY

as DAVID...fighter in the secret Desert
Legion. He had everything to win
and nothing to lose—but his life.

They drove
the Sword of
Adventure
deep into
the flaming
heart of
the world's
most
dangerous
land!

SWORD IN THE DESERT

with JEFF CHANDLER • PHILIP FRIEND • HUGH FRENCH • LIAM REDMOND • Directed by GEORGE SHERMAN • Written and Produced by ROBERT BUCKNER

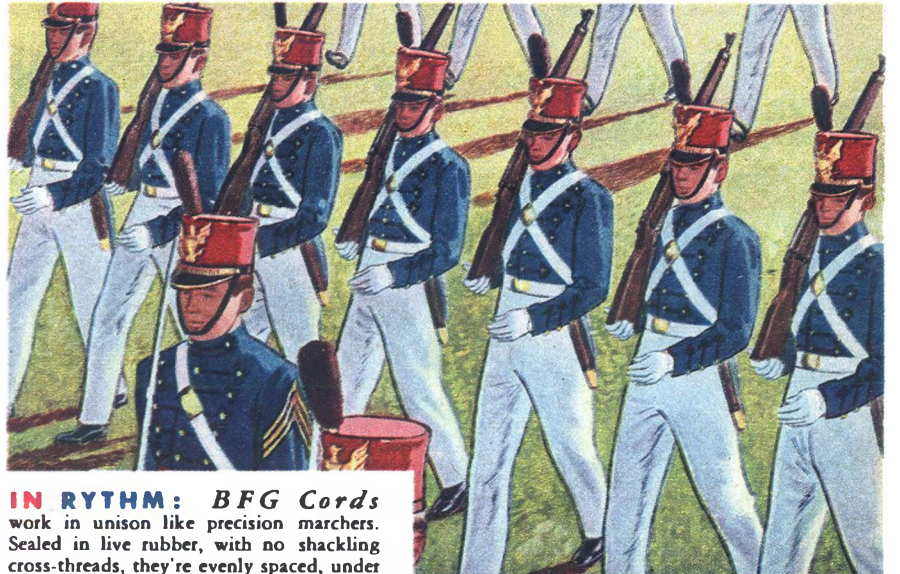
LOOK LOOK is published every-other-Tuesday by COWLES MAGAZINES, INC., at 715 Locust Street, Des Moines 4, Iowa, U. S. A., and entered as second-class matter November 27, 1936, at the Post Office at Vol. 13 Aug. 16, 1949 Des Moines, Iowa, under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions: One year, \$3.50 (\$4.50 in Canada). No. 17

New B.F. Goodrich "Rythm Ride"

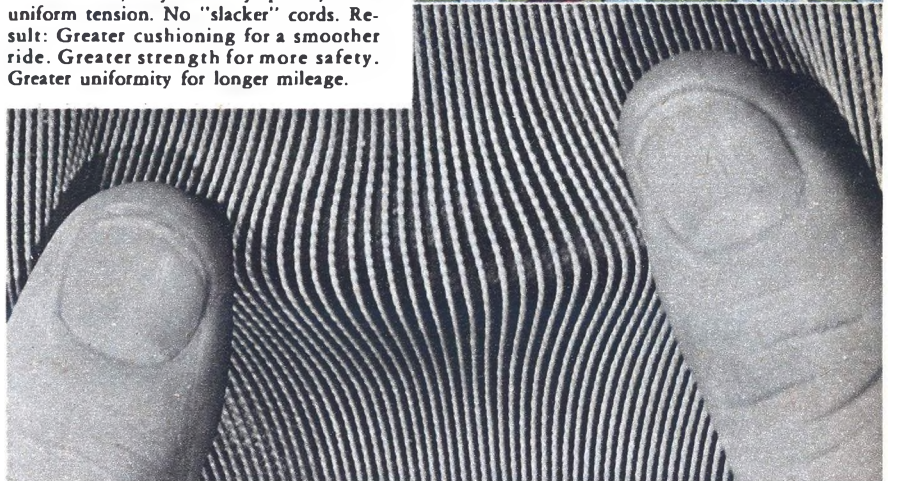
GIVES YOU GREATER COMFORT, SAFETY, MILEAGE



OUT OF RYTHM: Most Cords are "out-of-step" like an awkward squad. Loosely tied by cross-threads, they tend to bunch or separate. Some work too hard, others not hard enough. They don't work together. Result: Tire doesn't run as smoothly. Weak spots invite trouble. Overstrained cords soon wear out.



IN RYTHM: BFG Cords work in unison like precision marchers. Sealed in live rubber, with no shackling cross-threads, they're evenly spaced, under uniform tension. No "slacker" cords. Result: Greater cushioning for a smoother ride. Greater strength for more safety. Greater uniformity for longer mileage.



"RYTHMIC-FLEXING CORDS" MAKE THE DIFFERENCE

Here it is—a basic difference in tires. A difference you can see for yourself.

It's the new B. F. Goodrich Silvertown—with "rythmic-flexing cords" that give you a "Rythm Ride"! More *comfort*, more *safety*, more *miles*!

In every tire there are thousands of cords that flex as you ride. Comfort, safety, mileage depend a lot on how well they work together.

In *most* tires, cords are "hobbled" by cross-threads. Some are too loose, some too tight. They bunch in places, gap in others. Some carry too much strain, some loaf.

GREATER COMFORT BFG engineers have done away with cross-threads. Cords are evenly spaced under uniform tension and sealed in live rubber. As a result, BFG cords flex

together in perfect rythm to give you more cushioning effect and a smoother ride.

EXTRA SAFETY Each cord carries its share. No overstrained cords to break under stress. No "slacker" cords. BFG "rythmic-flexing cords" take the gaff—flex right back for more.

LONGER MILEAGE See this basic difference in tires for yourself at your B. F. Goodrich dealer. Once you compare "rythmic-flexing cords" with old-type cords, you'll never be satisfied with anything less than the B. F. Goodrich "Rythm Ride"! The B. F. Goodrich Company, Akron, Ohio.

P. S. Today's long-mileage cold rubber was made possible by B. F. Goodrich discoveries on which patents were applied for as early as 1941. BFG is now developing advanced cold rubber compounds to improve B. F. Goodrich tires even further, when cold rubber becomes available in quantity.

Only B. F. Goodrich gives you "rythmic-flexing cords" in every tire for every purpose



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"Many hands make light work," is a practical rule of thumb on the farm—neighborly helpfulness a tradition. But the modern farmer will tell you that power farming equipment is the one thing that has helped him most to increase his farm production. Car, truck, tractor, stationary engines and other power farming equipment are used year 'round to lighten and speed up work. That's why dependable spark plugs are of paramount importance to him—why he uses dependable Champion Spark Plugs in vast majority. This preference is unquestionably based upon better performance in every type of engine so whether you are farm, town or city folk, insist on Champion Spark Plugs—the leader in public preference for more than a quarter century.



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USE THE SPARK PLUGS CHAMPIONS USE!

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Listen to the CHAMPION ROLL CALL . . . Harry Wisner's fast sportscast every Friday night, over the ABC network

Letters and Pictures

TO THE EDITOR

Something Old, Something New



TO THE EDITOR: The up-to-the-minute beach hat (above, left) by John-Frederics on LOOK's lovely cover girl, Kit Curran (LOOK, June 21), is the product, I presume, of creative inspiration. I'd like to point out, however, that a similar head-

piece was worn by young Florentine bucks (above, right) 500 years ago—as anyone can see if he visits the Mellon Collection in the National Gallery, Washington, D. C.

PETER P. BRADWELL
New York, N. Y.

Too Dangerous

TO THE EDITOR: Until articles like Dr. David Bradley's *How Dangerous Is the A-Bomb?* (LOOK, July 5) come along to remind us, we are inclined to become indifferent to the terrible consequences that would result from using atomic power for war-making purposes. If we are to survive, we must immediately begin directing a fraction of our energy away from scientific achievement, in favor of social achievement on an international basis.

FRANCES R. M. DANBERRY
New York, N. Y.

Missing at MGM

TO THE EDITOR: How you forgot Mickey Rooney when naming the top MGM stars in *MGM Celebrates Its Twenty-fifth Birthday* (LOOK, July 5), is beyond me. He's been one of the top Metro-Goldwyn-Mayer stars for years.

JOSEPH KASZEWICZ
Chicago, Ill.

An MGM star, true, Mickey Rooney is also a frenetic young man who is sometimes difficult even for editors to corner.—Ed.

(Continued on page 6)

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says The Cleveland Press

And how you'll agree, as you race through the blazing pages of F. Van Wyck Mason's rip-roaring romantic novel about Sir Harry Morgan, history's most famous—and most amorous—blue-blooded renegade—and about some of the lovely, scheming women in his lawless life.

"Swords flash plenty, so do the petticoats."

Omaha World-Herald

Yes, this bold buccaneer seemed to cast a spell over all women. And most of them would go to any length to keep him. There was Anne Pruett, the tavernkeeper's bewitching daughter, who risked her liberty to save him. There was Susan Watts, the beautiful, but overly-anxious daughter of the English governor himself! And there was Morgan's wife, the disturbingly lovely young Mary Elizabeth, who worshipped him—and perhaps understood him better than any other woman. Yet only one—a woman as wild and ruthless as he—gambled everything, including her life, to hold him. She was the sultry, beautiful Carlotta de Sandoval—the high-born Spanish beauty given to him as a slave. Only Carlotta dared to promise him what no other dared to offer!

Thrill to unforgettable drama in the stirring climax of this big new best-seller, as Morgan drives his wild buccaneers to even greater glory while his heart aches for the one glory only a woman can give him. "Cutlass Empire" is yours FREE—together with "Bonanza Queen"—yes, BOTH free when you mail the coupon below. Act at once!



Meet Mary Elizabeth, the wife who waited—and won!

Yes, Mary Elizabeth closed her lovely eyes to many things—and waited—for the glory and wealth that were to become hers alone!

She Promised Him What No Other Woman Dared to Offer . . .

knowing it meant certain death for her if this cruelst of tricks was discovered! Could anyone—but Carlotta—have planned such a devilish deception for a man in love? Meet this Spanish vixen soon—in this new best-seller, "Cutlass Empire."



She hated the one man who dared to give her orders until that strange and unforgettable climax when

Her Hate Turned to Love

She's Rene, the wildcat Bonanza Queen who clawed and purred her way to power and riches in the wildest boom town ever!

Only a woman as beautiful—and passionately greedy as Rene—could bear the scandal heaped on her as she dared to run not only a saloon but a "poker parlor" and try to beat men at their own games. And only Rene would dare to spurn Nick Strange—a man so careless with life and love.

There's one man she can't defy—or deny!

Yes, in Nick, Rene meets her match—and learns the facts of love—the hard way. But "Bonanza Queen," by Zola Ross, is far more than a blazing love story! "The mine disasters . . . the big Virginia City fires . . . are stirring stuff!"—N. Y. Times. Yours FREE, with "Cutlass Empire"—BOTH free when you mail the coupon.



"You're No Woman to Be a Widow for Three Years, Rene. It's Against Nature's Law." Before she could stop him, Nick pulled her to him, kissed her roughly. Yes, when Rene and Nick Strange get together, the combination is as dangerous as a mine blast.

Rene learns the facts of love—the hard way

The word "lady" wasn't in Rene's dictionary. In rough, rowdy Virginia City, it was every man for himself . . . and Rene strictly for Rene. She could fight anything—and anyone—except Nick Strange. He was the fastest shot in all Nevada—a man as quick to kiss as to kill—and the only one who could put Rene in her woman's place.



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please: so send me regularly FREE the Club's monthly bulletin, in order that I may choose from the many books listed in the course of a year, the six I agree to purchase at only \$1.89 each (plus shipping) within the next twelve months. Since this offer may be withdrawn at any time—rush my free copies of "Cutlass Empire" and "Bonanza Queen" and begin Club services with that top best-seller by Lajos Zilahy, "The Dukays," in the Club's special edition.

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LETTERS and PICTURES

continued

Tooth and Nail

TO THE EDITOR: THANKS FOR ONE OF THE MOST ENTRANCING LONG SHOTS OF A SET OF TEETH AND FINGERNAILS I HAVE EVER SEEN, IN YOUR ANIMAL PARTY STORY (LOOK, JUNE 7). INDEED A RARE TREAT.

WILLIAM EYTHE
NEW YORK, N. Y.

In a more conspicuous party shot (below) screen actor Eythe, as green dragon, lends tail for rope-jumping.—Ed.



Grass Roots

TO THE EDITOR: I think it is a fine thing to publicize the *Country Preacher* (LOOK, June 21), for I know many of them, and in my opinion, they are the finest men on earth. They are all glorious fellows, completely and thoroughly consecrated to their jobs. They are not only helping the people spiritually, but they are continuing to make sturdy and solid the foundation upon which America's freedom rests.

NORMAN VINCENT PEALE, D.D.
New York, N. Y.

Grandpa Rich at College



TO THE EDITOR: Now that the school year is over, I am wondering how Grandpa Rich, the 85-year-old retired textile merchant who enrolled at Bergen Junior College (LOOK, February 1), rated against the competition of his younger classmates.

WILLIAM D. THRASHER
Glen Ellyn, Ill.

Louis Rich, Bergen officials report, made the youngsters hustle. He earned a solid "B" average, received a special certificate for achievement (left, above). And he's already enrolled for the fall term.—Ed.

(Continued on page 8)

Fast HELP for HEADACHE

BROMO-SELTZER

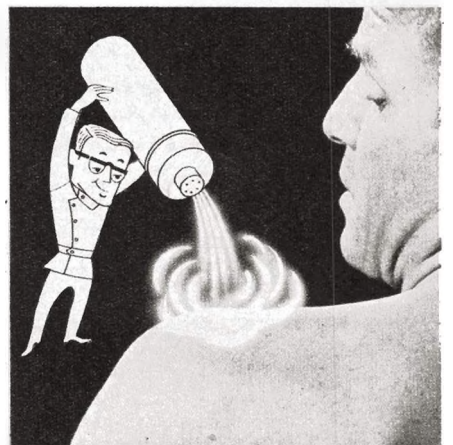
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
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Caution: Use only as directed. Get Bromo-Seltzer from your druggist today. A product of Emerson Drug Company since 1887.

SUNBURN?



Get SOOTHING RELIEF with this PROTECTIVE Powder!

For sunburn discomfort, sprinkle on Ammens Powder right away! It cushions the contact between your clothes and tender skin—helps prevent irritating clothes rub.

You'll find Ammens Antiseptic Powder soothing, protective for all skin irritations. It's so soft—provides remarkable "cushion comfort." Relieves itching, burning, chafing and soreness of prickly heat, diaper rash, athlete's foot, etc.

Get Ammens Powder today—enjoy its medicated relief and "cushion comfort" all summer.

FREE trial-size can. Write today to Dept. K-1192, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)



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Screen

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New,
Revolutionary
FULL SIZE
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It's here! The wonder television receiver you have been waiting for! Completely new and revolutionary! Super-powered to outperform even Admiral's famous 30 tube chassis . . . the chassis that has made television history by its unequalled performance in outlying areas where ordinary sets fail. Pictures clearer than the movies. They're in with a click when you switch stations . . . tuning is so simple. The full size, one-piece console of glorious mahogany color is a miracle of cabinet making . . . extra strong . . . virtually wearproof . . . resists scuffs and scratches . . . alcohol and other liquids won't mar it. Prove this Wonder Value to yourself. See! Hear! Compare!

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LETTERS
and
PICTURES

continued

Courtship Advice Lauded

TO THE EDITOR: I find most articles on how normal human beings should behave preached in such a complex style that they are difficult to understand, let alone put into practice.

That is the reason I enjoyed reading *Behavior in Courtship* (LOOK, July 5). It is worth studying. It says something in simple language on one of the most important subjects in life. By my comment, you will deduce that I thoroughly agree with authors Bacal and Sloane. This judgment is predicated upon the experience of trying thousands of cases involving disturbed homes and children.

I. MONTEFIORE LEVY
Justice, Domestic
Relations Court
New York, N. Y.

Buckeye Jester

TO THE EDITOR: Without taking the due recognition from those "ex-Lions" of Columbia University, I note, you mentioned in your story, *The Jesters Get Together* (LOOK, June 21), that the star of the show was "like an engaging imp," and was none other than the talented James Thurber.

For the record — glory be! — Jim Thurber is a past editor of the Ohio State University humor magazine, *Sundial* — and, incidentally, one of Ohio State's famous alumni.

Hail the Buckeye who is called upon to "entertain" the humorous Jesters!

PHIL KAPLANSKY
Sundial Editor, '43
Hollywood, Calif.

Hail, indeed, jester James Thurber, whom LOOK described, indisputably, as a "funnyman," but not as a former Jester editor. — Ed.

Sex Education Views

TO THE EDITOR: Regarding your article, *Mommy, Where Did I Come From?* (LOOK, July 5): Let's give credit where credit is due. If the clergy is finally being forced to admit the necessity of sex education, it is through the efforts of those writers and publishers who haven't always agreed with the Church.

DON BALTES
Kenosha, Wis.

... May I congratulate LOOK for the best picture that I have ever seen — anywhere? Your picture of the expectant mother and her little daughter is evidence that the Chinese proverb — "A picture is worth a thousand words" — is hopelessly conservative. Here, in one uninhibited glance, is proof that man will never destroy himself.

BOB SAXTON
Canby, Ore.

Address letters to Editor of LOOK, 511 Fifth Avenue, New York 17, N. Y. No anonymous letters will be considered for publication.

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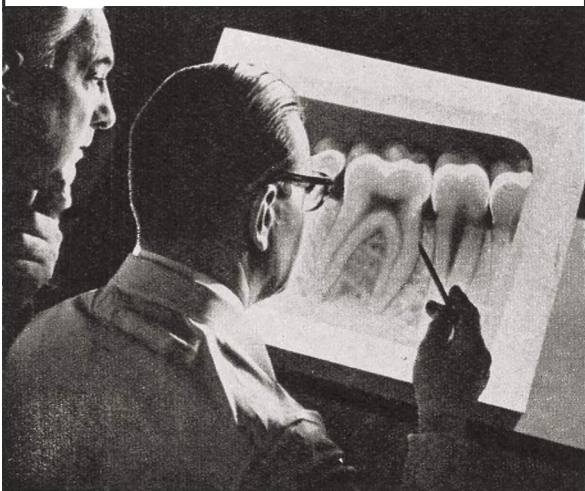
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X-RAYS SHOW HOW PROPER USE OF COLGATE'S HELPS STOP TOOTH DECAY!



Eminent dental authorities supervised 2 groups of college men and women for over a year. One group always brushed their teeth with Colgate's right after eating. The other group followed usual dental care. X-rays were taken at regular intervals.

The average of the group using Colgate Dental Cream as directed was a startling reduction in number of cavities—*far less tooth decay!* The other group developed new cavities at a much higher rate!

Regular visits to your dentist are necessary for complete dental care. No home method can help everyone; nor can it stop *all* tooth decay or help cavities already started!

NOW dental science offers scientific *proof* that brushing teeth with Colgate Dental Cream right after eating is an effective, *safe* way to help prevent new cavities, greatly reduce tooth decay!

More than a year's continuous research—hundreds of case histories—makes this the most important news in dental history!

For now—the same toothpaste you use to clean your breath while you clean your teeth—offers a *safe, proved* way to reduce tooth decay!

No Change in Flavor, Foam, or Cleansing Action!

Millions know that Colgate's cleans their breath while it cleans their teeth. That its wake-up flavor is preferred over all other dentifrices tested. That no other toothpaste cleans teeth better. And there has been no change in Colgate's flavor, foam, or cleansing action.

Colgate Dental Cream has been proved to contain all the

necessary ingredients—including an exclusive *patented* ingredient—for effective daily dental care. The Colgate Dental Cream now at your dealer's is the same formula that was used in the tests.

To The Dental Profession

The research described here was conducted in dental clinics under the supervision of some of America's leading dental scientists.

A detailed report of the tests is now in preparation and will be available for your use and study in the near future. If you wish a copy, send your request on your own professional letterhead to Colgate, Jersey City 2, N. J.

These studies represent the most exhaustive evidence ever offered to the dental profession of actual reduction of cavities. They present scientific proof that always brushing teeth right after eating is one of the most effective ways yet known to help stop tooth decay before it starts. And Colgate Dental Cream is the only dentifrice that can prove the statements reported here.

**Mothers! Children Love Colgate's Flavor!
It's Easy to Start Them on the
Colgate Way to Reduce Tooth Decay!**



9 out of 10 children have one or more decayed teeth by the time they enter school. So don't wait another day to start your children on Colgate Dental Cream. Teach them the importance of always brushing their teeth right after meals or snacks. They'll love Colgate's flavor—so it's easy to get them to use Colgate's correctly, give them all the benefits of this *safe, proved* way to reduce tooth decay!



**THERE IS ONLY ONE
COLGATE DENTAL CREAM! YOUR DEALER HAS
IT NOW—IN THE SAME FAMILIAR PACKAGE**

**Always use Colgate's* to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**

* Right after eating

Picture OF THE MONTH

Metro-Goldwyn-Mayer presents

JENNIFER JONES
VAN HEFLIN
LOUIS JOURDAN



in
"MADAME BOVARY"

with CHRISTOPHER KENT

GENE LOCKHART • FRANK ALLENBY • GLADYS COOPER
and

JAMES MASON

Portraying Gustave Flaubert, The Author

Screen Play by Robert Ardrey

Based on the novel by Gustave Flaubert

Directed by.....VINCENTE MINNELLI

Produced by.....PANDRO S. BERMAN



In Paris, in the mid-nineteenth century, Gustave Flaubert went on trial for committing an outrage against French morals and for insulting French womanhood. Flaubert's crime was a book called "Madame Bovary" which had shocked and scandalized even sophisticated Paris. Yet on the stand, Flaubert managed to turn the most damaging evidence against him—"Madame Bovary" herself—into his most dramatic defense.

This is the point of departure for M-G-M's brilliant screen adaptation of "Madame Bovary". Having seen the picture, we feel that it will cause just as much of a sensation as the novel did.

"Madame Bovary" is exciting fare. It is the story of all the Emma Bovarys—beautiful, romantic women, trapped by day-to-day drudgery and monotony. Women who seek escape—who try to resist and yet are consumed by the emotions that churn within them—who, in one errant instant, imagine they have found happiness.

Gorgeous Jennifer Jones, in the challenging and fascinating role of Emma Bovary, creates one of the great characterizations of our time. She brings to it all the sultry fire and radiant beauty of the woman who defied convention.

James Mason portrays the author who looked into the hearts of men and women and dared to tell the truth. Van Heflin is the country doctor who is deeply in love with the wife he knows is unfaithful.

Louis Jourdan is the handsome, pleasure-loving aristocrat to whom Emma is just another woman. And Christopher Kent shows exceptional talent as the irresolute, love-smitten Leon.

Director Vincente Minnelli and producer Pandro S. Berman have filmed "Madame Bovary" with great imagination, refinement and taste. Robert Ardrey's screenplay is a masterpiece of the first order.

"Madame Bovary"—*magnifique!*

Look

REG. U. S. PAT. OFF.

AMERICA'S FAMILY MAGAZINE

AUGUST 16, 1949 • VOL. 13, NO. 17

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Address all Editorial Mail to 511 Fifth Ave., N. Y. 17, N. Y.

Address all Subscription Mail to LOOK Building, Des Moines 4, Iowa

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FACT FOR TODAY

ELBOWS AND KNUCKLES can bend comfortably when protected with BAND-AID* Elastic Adhesive Bandages.



So comfortable! BAND-AID Elastic Adhesive Bandage fits snugly on hard-to-bandage places. Stretches as you move. Stays put without binding. Flesh color—less conspicuous.

*BAND-AID MEANS MADE BY

Johnson & Johnson

Hunter bags new CROSLEY record

"I can vouch for Crosley cars being tough and capable," says E. B. Walters of Oxford, Pa. He recently took a hunting trip to the Canadian wilds in his Crosley Station Wagon, pulling a trailer with 1,500 lbs. of equipment, including a boat! (We don't recommend such use of a Crosley... but it certainly demonstrates stamina!)

See the new Crosley with CIBA (cast-iron block) engine and Hydradisc (airplane-type hydraulic) Brakes. Prices range downward from the Station Wagon at \$929 F.O.B. Marion, Ind. For catalog of 6 new models, write Crosley Motors, Inc., 2530-NJ Spring Grove Ave., Cincinnati 14, Ohio.



HERE'S HOW!

Yes Sir! Here's how to make your feet feel like a "million" in a jiffy—if they are hot, tired, tender, chafed, sweaty or odorous. Just dust them with Dr. Scholl's Foot Powder.

Wonderfully soothing relief will be yours almost instantly. Eases new or tight shoes. Helps prevent Athlete's Foot. Use Dr. Scholl's Foot Powder every day!

NEW! ADVERTISING MACHINE

PRINTS & ILLUSTRATES FREE PENNY POST CARDS

Learn how thousands are boosting sales with Cardmaster. Not a toy but a sturdy Advertising Machine. Get money-making ideas & more. Get money-making facts FREE. Send name, address, business. Get it CARDMASTER, 1920 Sunnyside, Dept. 758, Chicago 40



"They used to Hit the Ceiling!"

"Mornings at our house used to be bedlam with everybody complaining about breakfast. Then I learned about Post-Tens—the cereal assortment with 10 individual *no-waste* packages of 7 different cereals—all favorites like *keep-fit* Bran Flakes and crispy Grape-Nuts. Now everybody can choose their particular favorite or treat themselves to a different cereal every day in the week. What's more, Post-Tens introduced us to Post Toasties—and shoved us what a surprising difference *Post-Toasting* makes in corn flakes!"



7 CEREAL FAVORITES
10 INDIVIDUAL PACKAGES

- | | |
|--------------------------|-----------------|
| 3 Post Toasties | 1 Grape-Nuts |
| 2 Grape-Nuts Flakes | 1 Raisin Bran |
| 1 40% Bran Flakes | 1 Rice Toasties |
| 1 Nabisco Shredded Wheat | |

There's a surprising DIFFERENCE in corn flakes!

POST TOASTIES tops 'em all... so fresh...so crisp...
...so grand!

POST-TOASTING makes the difference!



TIME AND AGAIN, nation-wide taste tests show there's a real difference in corn flakes. These tests also show that more and more people prefer crispy-fresh Post Toasties to any other corn flakes. Yes, they agree:

Post Toasties tops 'em all. That's the difference *Post-Toasting* makes!

POST-TOASTING is that special process that toasts sweet golden corn right up to its absolute peak of goodness. Then the new *Trip-L-Wrap*

"Keep-Fresh" package *keeps* those delicate, thinner flakes just the way you like them—so fresh, so crisp, so grand! Ask your grocer for Post Toasties in the large, economy-size package. And remember...

A Product of General Foods







Don't say "Corn Flakes"—Say **POST TOASTIES** — the BETTER Corn Flakes!

Nourishing MEAT

You knew it was good..

but.. did you know it was this good?

Slice after slice, bite after bite, meat gives generously of juicy flavor. And every bite is nourishment—a serving of protein, of B vitamins, of minerals. That *complete* protein has all ten of the essential amino acids that must be provided together to work best at tissue building. Did you know meat was *this* good?

Meat as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	THIAMIN B1	VITAMINS B6 & B12	NIACIN	FOOD IRON
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, BOLOGNA)	Excellent	Good	Good	Good	Excellent

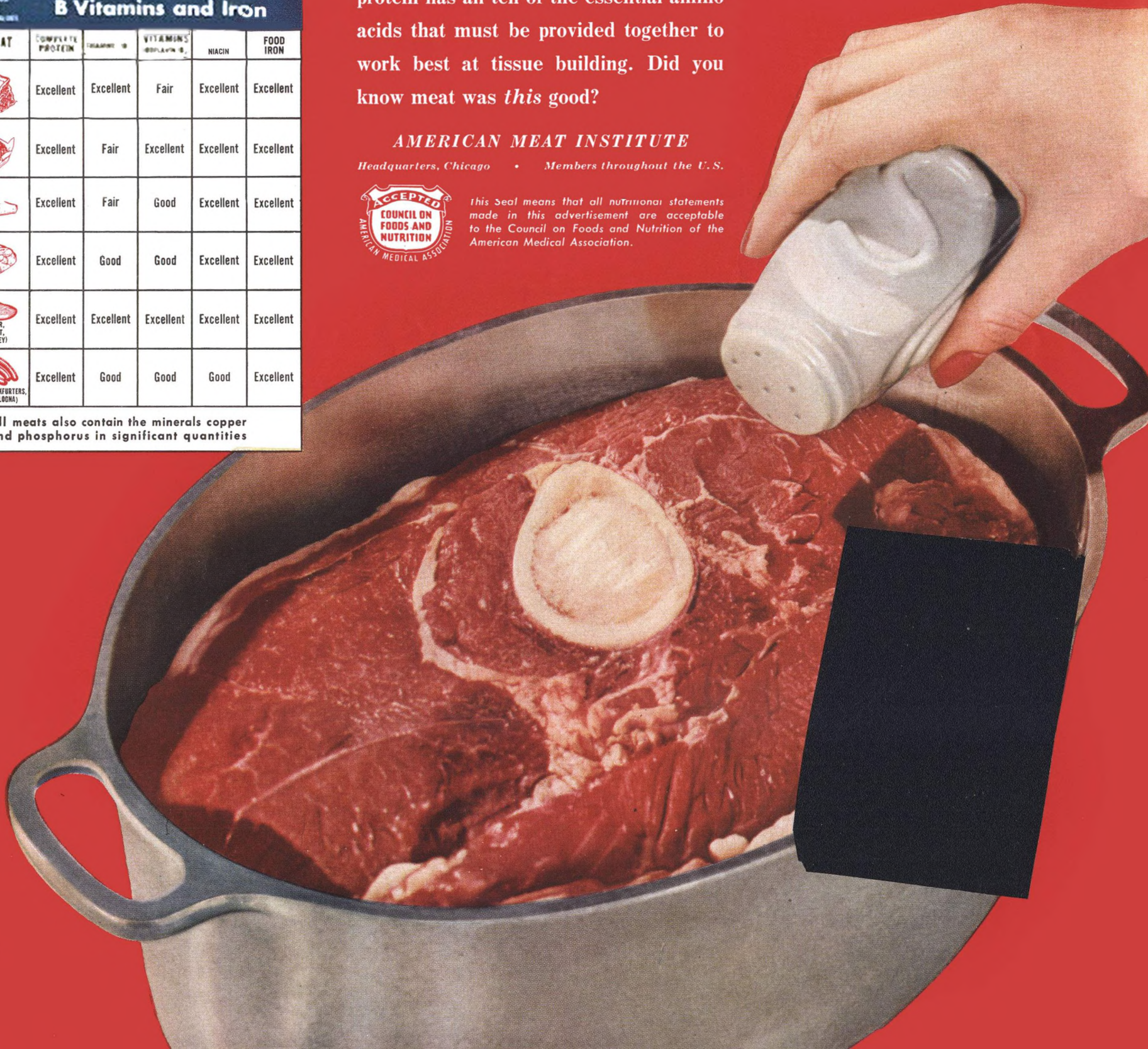
All meats also contain the minerals copper and phosphorus in significant quantities

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



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



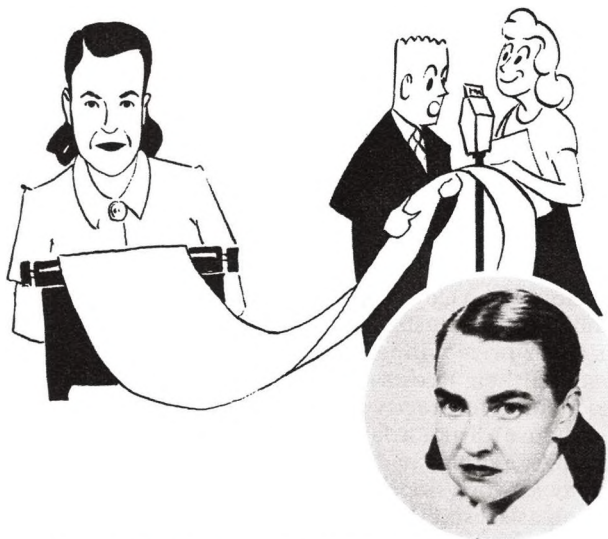
Look *applauds...*



MRS. MARJORIE C. HUSTED

She's one of the best friends of the American housewife. Her job is consultant in services to women for General Mills. As such, she heads a staff whose work is known to millions as that of Betty Crocker.

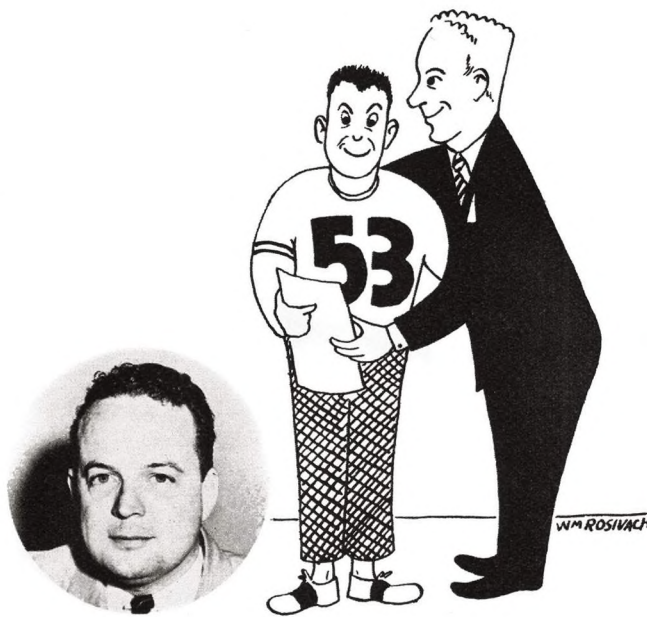
Mrs. Husted was born and went to school where she works—Minneapolis. But her work has been felt widely for over 20 years—both in her business capacity and in many national organizations. In recognition of her success, the Women's National Press Club in May gave her a Women of Achievement award. And in June, the Advertising Federation of America named her Advertising Woman of the Year.



SANDRA MICHAEL

Her scripts are raising the stature of daytime radio programs. She's the author of *Against the Storm*, the only daytime radio serial ever to win a Peabody Award. Instead of cut-and-dried plots, she offers dramas with challenging themes.

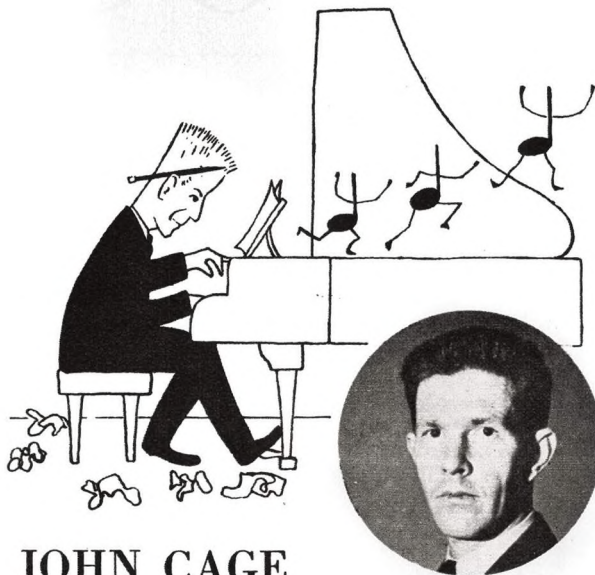
A native of Denmark, Miss Michael came to America as a young girl. She attended the Universities of Illinois and Chicago, but quit to go into radio. She started *Against the Storm* in 1939, but took it off the air in 1942 when her sponsor insisted on changes. This year, however, her show—of the same high quality—is on MBS-five mornings a week.



GEORGE C. MCGHEE

He's a Texan with ideas and a heart about as big as his state. A friend aided his education as a youth. From a Rhodes scholarship, Mr. McGhee went on to make a fortune in oil. Then, at 29, he settled down to spend the rest of his life in public service.

Today, at 37, he has: served in Government war agencies and the Navy; worked three years in the State Department—now as Assistant Secretary in charge of Near Eastern Affairs—and set up a plan in Dallas to guarantee loans and give guidance to students. His idea of helping others was inspired by the friend who once helped him to go to school.



JOHN CAGE

His unusual talents are making a striking contribution to contemporary American music. Recently, he won a Guggenheim Fellowship. He also received a \$1,000 award from the National Institute of Arts and Letters.

Mr. Cage was born in Los Angeles just 37 years ago. Already, he rates among the top new composers of the U. S. Discarding convention, he writes a new kind of music with sounds and rhythms never heard before. It's strange to some ears. But leading critics feel it opens up exciting new possibilities for music. "Almost no other composer," one of them has said, "has pioneered as Mr. Cage has."

Gives hair that



"just-combed" look



all day long!

'Vaseline' Cream Hair Tonic is the **ONLY** hair tonic which contains new, wonder-working **VIRATOL**. This special compound helps make your hair **LOOK** natural, **FEEL** natural . . . stay in place **HOURS LONGER**.

Just rub a little 'Vaseline' **CREAM** Hair Tonic on your hair each morning . . . then **COMB** it and **FORGET** it! 'Vaseline' Cream Hair Tonic is good for your **SCALP**, too. Contains Triple-A **LANOLIN** . . . checks loose **DANDRUFF**. Try a bottle today! Satisfaction guaranteed or your money back.



Tops in entertainment!

DR. CHRISTIAN, starring **JEAN HERSHOLT**, on CBS every Wednesday night.

VASELINE is the registered trade mark of the **Chesebrough Mfg. Co., Con'd**

She's
just
won...



Trembling with excitement, Winona Thiel and her husband Ray can scarcely believe their eyes as they look at the 49,000 dollar bills spilled out before them.

\$49,000.00 Cash



At first, Mrs. Thiel smiles, dazed to hear of the money she has won.



Then tears of excitement fill her eyes as the news finally sinks in.



Winona kisses her husband Ray as he comforts and congratulates her.



Calmed down, she listens as he calls the folks to tell the news.

A fortune comes to a Norwich, Conn., couple — but they don't let it change their lives

WHAT would you do if you won \$49,000? Most people can only dream about it. But it's a real question for Mrs. Ray Thiel of Norwich, Conn. She hit the jack pot in the Colgate-Palmolive-Peet '49er Gold Rush Contest. The prize was \$49,000 cash. Her reactions and those of her husband are amazing experts who know the wild times other prize winners have had.

For it hasn't changed their lives a bit.

Ray and Winona Thiel live exactly as they always have. Buy a fur coat? New car? A house? Take a lavish vacation? Some people might do all these things, if they had the money. Not these two. Neither has missed a day at work since the prize landed in their laps. Winona is still at her job as secretary to the mayor of Norwich; Ray continues as assistant surveyor with the state highway department. He still plays his accordion in a three-piece band week ends at the American Legion Club and gives lessons evenings at \$1.50 an hour. They still have their 1936 Ford they bought before the great day. They still live in their neat little 2½-room apartment in downtown Norwich, which they moved into when they were married last March.

When she entered the contest, Winona didn't even mention it to her husband. And she doesn't even know which of her three slogans won. The contest judges won't tell. But that doesn't bother her. What counts is that they have the prize in the bank, most of it in government bonds. About \$19,000 goes to Uncle Sam as income tax this year.

They don't begrudge Uncle a penny of it.

(Continued on page 16)



BIGGEST

PICTURE

IN TEN YEARS!

BLACK MAGIC

From a story by
ALEXANDRE DUMAS
author of *THE THREE MUSKETEERS*
and *THE COUNT OF MONTE CRISTO*

EDWARD SMALL presents
"BLACK MAGIC"
STARRING
ORSON WELLES
NANCY GUILD

with AKIM TAMIROFF · FRANK LATIMORE · VALENTINA CORTESE · MARGOT GRAHAME · BASED ON ALEXANDRE DUMAS' "CAGLIOSTRO" from "Memoirs of a Physician"
Produced and Directed by GREGORY RATOFF · Screenplay by CHARLES BENNETT · Additional Scenes and Dialogue by Richard Schayer · Released thru United Artists



\$49,000 CASH continued



olks to use
ay dianon



Get all "DINNER-QUALITY" meat every time!

Swift's Premium Franks

America's favorite!

Every luscious link is all "Dinner-Quality" meat—tender beef and juicy pork—when you buy SWIFT'S PREMIUM FRANKS in the cellophane package. You're always sure to get the same deli-

cious flavor that makes your family "lick the platter clean." What's more you know these franks are all nourishment—rich in body-building proteins. And packed 8 to 10 to the pound they're...

MADE FRESH DAILY FROM COAST TO COAST



Husband Ray continues to play his accordion for week-end dances at Norwich's American Legion Club. And he still gives lessons at \$1.50 an hour.

A young married



Vacation is still a problem. Winona wants a week away. But it depends on whether Ray can get the time from his \$40-a-week road surveying job.



Problem of what to do with the cash is quickly solved. Winona and Ray lead armed guards, who brought it from New York, to the nearest bank.

couple strike it rich



With the cash came a truckload of soap products, enough to fill their tiny 2½-room apartment. Winona finally stored most of it in her folks' cellar. END

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MR. CHARLES VAN RENSSLAER III, enthusiastic yachtsman and popular member of New York society. Mr. Van Rensselaer is discriminating in his choice of cigarettes.



Discriminating people prefer Herbert Tareyton because they appreciate the kind of smoking that only 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.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

Copr., The American Tobacco Company

Now **QUALITY FM
AT LOW COST!**



New  **FM & AM
RADIO**

Down comes the cost of enjoying the crystal-clear, new kind of radio that triumphs over static, fading and station interference! General Electric now brings you genuine Armstrong FM at a price everybody can afford! It's the new G-E Model 218, FM-AM radio, performance-engineered at Electronics Park. Oversize G-E Dynapower speaker. 6 tubes plus rectifier. Rich, mahogany plastic cabinet. Now you can enjoy *both* FM and AM for little more than the price of ordinary radio. See this outstanding value today. Only **\$49⁹⁵***

*Prices slightly higher West and South—
subject to change without notice.

You can put your confidence in—
GENERAL  ELECTRIC



Look PHOTOQUIZ

GUEST EDITOR, DAN SEYMOUR Master of Ceremonies of
"We the People," Tuesday night, CBS
"Sing It Again," Saturday night, CBS



1 The actress shown with Arthur Kennedy is:
(a) Marilyn Maxwell (c) Ruth Roman
(b) Edith Piaf (d) Audrey Totter



2 For easy fumbling, the ladies might try this:
(a) Look-in bag (c) over-night case
(b) powder kit (d) jewel box



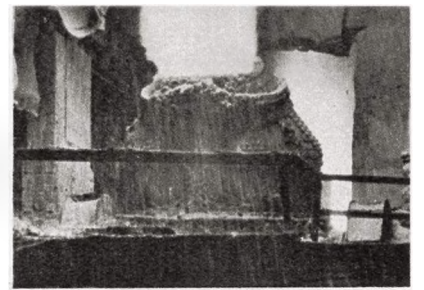
3 There's a man missing in this boat. He is:
(a) the steward (c) the captain
(b) the engineer (d) the coxswain



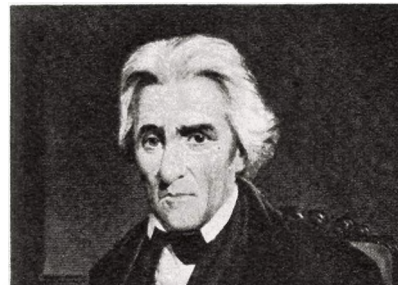
4 Look carefully and you'll see this program is:
(a) "The Hit Parade" (c) "Stop the Music"
(b) "Dr. I.Q." (d) "End It All"



5 With summer lunches, serve these appetizing:
(a) sliced dill pickles (c) sweet gherkins
(b) pickled onions (d) scallions



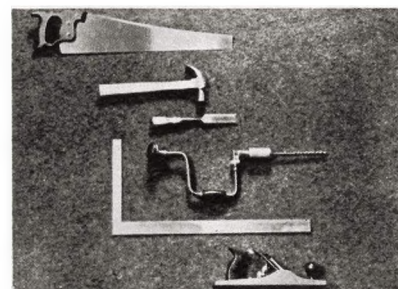
6 Vital to the nation's steel production is:
(a) an open-hearth furnace (c) a kiln
(b) a Bessemer converter (d) a roasting oven



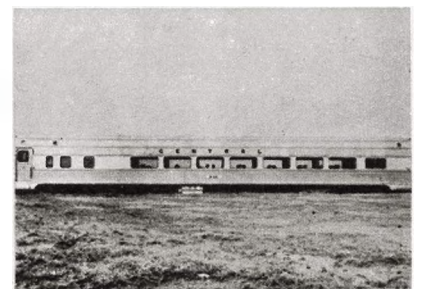
7 The nickname of this former President was:
(a) Stonewall (c) Tippecanoe
(b) Old Faithful (d) Old Hickory



8 After a refreshing swim, get into this new:
(a) sweater (c) beach robe
(b) cardigan (d) parka



9 This set of tools would be employed by a:
(a) plumber (c) mason
(b) electrician (d) carpenter



10 Now seen about the country are cars of:
(a) beryllium (c) nickel
(b) stainless steel (d) German silver

Dan Seymour says he knows a psychiatrist who is unusually ethical. "If he can't cure you, he gives your mania back to you."

5 FOR EACH ANSWER 65, PASSING 70, FAIR 80, GOOD 90, EXCELLENT



11 This famous sight-seeing spot in New York is:
(a) the Flatiron Building (c) Washington Square
(b) the Public Library (d) Grant's Tomb



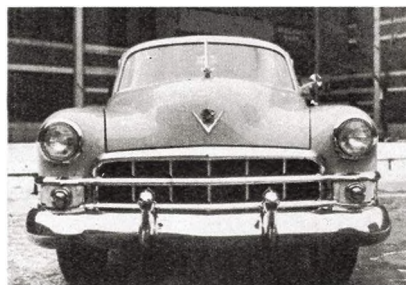
12 This movie villain recently turned hero is:
(a) Burt Lancaster (c) Richard Widmark
(b) Peter Lorre (d) George Raft



13 This small desert animal is the mascot of:
(a) S.M.U. (c) T.C.U.
(b) L.S.U. (d) U.C.L.A.



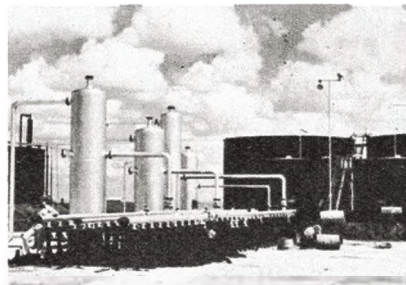
14 If you want to build a road, use this giant:
(a) bulldozer (c) "cat"
(b) scraper (d) ditch digger



15 Here is a dramatic front view of the new:
(a) Cadillac (c) Ford
(b) Dodge (d) Lincoln



16 Opera to Broadway was an easy trip for:
(a) Nina Martini (c) Ezio Pinza
(b) Lauritz Melchior (d) Carl Brisson



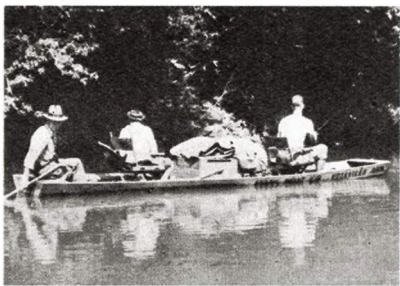
17 All the pipes in front of the tanks comprise:
(a) a refinery (c) a cracking plant
(b) a distributing point (d) a gathering system



18 The young lady obviously has a fractured:
(a) iambic pentameter (c) humerus
(b) fibula (d) femur



19 This license plate is issued by the state of:
(a) Nebraska (c) Ohio
(b) Wisconsin (d) California



20 In the South, this popular sport is called:
(a) float fishing (c) trolling
(b) seining (d) surf fishing

ANSWERS ON PAGE 89

BING and WALT wake up Sleepy Hollow with a BANG

Walt Disney
presents

THE ADVENTURES OF
"YCHABOD
AND MISTER TOAD"

told and sung by
BING CROSBY
and
told by **BASIL RATHBONE**

Color by TECHNICOLOR

Distributed by
RKO Radio Pictures



Hear **BING** sing:

"THE HEADLESS HORSEMAN"
"KATRINA"
"ICHABOD CRANE"

TWO TALL TALES

In *one* hilarious all-cartoon feature... *two* of the finest stories ever written, are told by... *three* of the world's great storytellers: Walt Disney, Bing Crosby, Basil Rathbone.



Walt and Bing bring to rollicking, melodious life that famous masterpiece... Washington Irving's fabulous "Legend of Sleepy Hollow" with awkward Ichabod Crane, curvaceous Katrina and the hair-raising Headless Horseman.



Walt and Basil Rathbone tell another tall tale about that rich, reckless, uproarious rake, The Magnificent Mr. Toad, and his frantic friends in a sparkling interpretation of Kenneth Grahame's "The Wind in the Willows."



Since telephone operators were boys...

BACK in the early '80's, when central office switchboards were manned by boy operators, Western Electric became the manufacturing unit of the infant Bell Telephone System. This has made sure of a source of good equipment, the kind required to provide dependable and economical telephone service.

Experience has proved the value of this to

the public. For the Bell System network has grown vastly complex, yet its billions of parts—old and new—work perfectly together.

- As the Bell System network increases, it will continue to provide fine service largely because of the unified way Bell scientists *design*, Western Electric people *produce*, and telephone company people *operate* the equipment—a triple-action with one aim: good telephone service for you at a reasonable price.

MANUFACTURER
of telephone apparatus for
the Bell System.



PURCHASER
of supplies for Bell
Telephone companies.



DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.



INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL  SYSTEM SINCE 1882

A Southerner tells What's Wrong with the North



By **HODDING CARTER**

A leading liberal spokesman for the South, tired of Northern attacks on Dixieland, turns the tables on the Yankees. Mr. Carter is qualified to speak as a Southerner who knows the North well. He is editor of the Greenville, Miss., *Delta Democrat-Times*. In 1946, he won the Pulitzer prize for editorial writing.

Author's note: *The locale, North, within the meaning of this Southern exposure, is in general limited to the metropolitan areas of the Eastern seaboard states, because that is where most of the South's difficulties arise. There is no intent, however, to discriminate against Pittsburgh, Detroit, Chicago and other population centers east of the Mississippi and north of Kentucky, by excluding them from the accusations and advice hereinafter presented.*

IN a way, I am writing this as a tribute to the late Sherlock Meriwether. He was a reporter on our newspaper—I should say, a Crusading Journalist—who was known admiringly to the staff as Ol' Fearless.

One afternoon last spring, Fearless and I were having a quiet chat in my office. We are very democratic down here in Mississippi except during some presidential campaigns.

I happened to mention that our circulation was slumping. No oomph on the front page. Nothing to help street sales. Then Ol' Fearless got an idea. His eyes lit up.

"Boss," he said, "I've got it! Let's do some crusading!"

"There's nothing left around here to crusade about," I answered pessimistically.

"Everybody's reforming. Mr. Truman's Civil Rights has got 'em all scared to death."

"You don't understand," Fearless interrupted. "Not a crusade here. Up North."

"All right, Fearless, you can go," I agreed. "But you've got to travel in disguise. It wouldn't be safe for you otherwise."

Ol' Fearless had it all planned out. He would pass as a Northern Progressive.

For three weeks, he lived in a cellar, where he acquired a pale, sallow, skyscraper-shadow complexion. During the entire period, he dieted exclusively on barbiturates, Martinis, black coffee and tongue on rye—except for a cornpone, salt-meat and turnip-green jag one unfortunate week end.

By prearrangement, he divorced his wife, married again and divorced his second wife, with the secret understanding that he could remarry his first wife when he came home.

Poor devil. He never did.

But that lay in the future. Fearless subscribed to three left-wing periodicals and the *Congressional Record*. He memorized the campaign speeches of Henry Wallace. He cultivated a habit of shaking his head disparagingly at any mention of the South. And in three weeks he was ready. Then he left.

The arrangement was that he would telegraph coded summaries of his findings at intervals to keep me posted.

He was to write his series after he returned. We had great hopes for it and planned to title it "*In the Land of Grim Snow*."

Alas, the full story Ol' Fearless unearthed will never be written, for I never saw him alive again. But I do have the decoded messages he sent me.

I am sure that for all his courage, Ol' Fearless was scared as hell. His first message from New York indicated his anxiety.

"Boss," it read, "I feel that I am being followed. Murder stalks these streets, brutal, unprovoked murder. Up in Harlem, the bodies of mugging victims are piled high for the white wings each morning. Along the waterfront, the fishes feed on the ghastly remains of longshoremen and social workers.

"Gangsters torture and kill, just to try out a new headline. Grim-faced policemen patrol the streets, armed to and including the teeth, but to no avail. Rapine and horrible death threaten the New Yorker at every turnstile."

His second message, six days later, was calmer. But its implications were clear.

"Boss, I am frankly disturbed. From Philadelphia to Chicago, I haven't found a plain American voter yet. It's worse than the poll tax.

"Everyone is a Polish-American voter, an Italian-American voter, a Negro-American voter, a Jewish-American voter, a German-American voter, an Irish-American voter, a Labor-American voter, an American-way-of-life voter or an un-American voter. As a matter of fact, most folks don't even vote up here at all. They are voted. In the North, democracy is doomed."

And so his coded reports went. He was almost detected one evening at a peace rally when he forgot to boo the Atlantic Pact. But

(Continued on next page)

A Southerner tells What's Wrong with the North "Men hate and fear each other on more counts in the North than anywhere else in the nation"

he was getting the low-down on the North.

Suffice it to say that his was a grisly tale. A tale of Northern slums and ghettos, of racial and religious strife and the defiling of tabernacles and churches. A tale of Northern class warfare, in which men raged like beasts outside of struck factories, clubbing and knifing and shooting in wild Yankee orgies of hate. A tale of Red Northern traitors, plotting the nation's overthrow, stealing state secrets and even pumpkins.

Then the tragedy. Two nights before he was to come home, Ol' Fearless collapsed in a hotel lounge. Callous, indifferent Northerners let him lie there for seventy-six hours. Later, he was dragged off to jail for the third-degree before being taken to a hospital.

By then, he was beyond human aid. But as he lay dying, he managed to scribble a final message. It was smuggled out and mailed by a kindly interne—a native of South Carolina, by the way. That message explained the cause of Fearless' death.

"I Met Two Decent Northerners"

"Boss," it read, "I hate to go out this way. . . . What happened was that I met two decent Northerners in the hotel bar. That ruined the series, and the old heart couldn't stand it. So long, boss. . . ."

You needn't believe this story about Fearless and his adventures. As a matter of fact, I don't either. But neither do I believe the reverse stories about the South upon which the adventures of Fearless are patterned, all as like as like and with the same monotonous theme: What's Wrong with the South?

For a hundred years, the South has been investigated, harpooned, lampooned, pestered and exposed. One-sidedly and grotesquely, the South has been presented as a region of utter hopelessness, depravity and brutality.

A lot of things are wrong with us. But not as wrong as the endless "exposés" make out. And it seems to me that it's about time to discover what's wrong with the North.

I can't do the kind of job Ol' Fearless would have done. But I have spent more time in the North than any six Northern experts on the South together have spent down here—about eight scattered years.

The most obvious defect of the North, though not the most dangerous, is happily one that time will cure.

Its people have not yet attained the homogeneity so necessary for national or regional stability. America's strength is generally credited to the diverse national background of its settlers. But that strength has actually been developed through the fusing of many peoples into one people, and not through the perpetuation of diversities.

The South was a melting pot for generations before the great waves of immigration in the latter 19th and early 20th centuries. It was largely by-passed by the newer immigration.

So for more than two hundred years, a homogeneous folk, a truly distinct people, has been created in the South.

But the North has not yet had time for this fusion. In the industrial cities of the North, one can find even now a distinct pattern of settlement by nationalities.

I am astounded at the number of foreign-language newspapers that are published in the North. I don't object to them because they are printed in another language than our own; but their editorial content is too frequently slanted toward Old World yearnings and issues.

And I am alarmed by the nationalistic, racial or religious importance in Northern politics of the antecedents of local office-seekers. No less importance is given to their attitudes toward such matters as the partition of Ireland, the recognition of Palestine, the Polish problem, the restoration of the Italian colonies and aid to Spain.

The dishonest dexterity with which the politician plays for national bloc votes in the North is a shameful thing. And it is something less than wholesome that the only problem on which they can unite is the Southern problem.

This is not to say that the newer Americans are any less loyal or valuable citizens than those whom time has severed from their national origins. And I would not deny them their nostalgic pleasure in the food, the customs and the language of their forebears.

But it is not good for them to continue to identify themselves with the aspirations or animosities of the past. It endangers their stability, makes them too suspicious of each other and weakens the North's role as the only region that has all the answers. But all this will pass, as every Southerner knows.

Hatred Is Intense in the North

More serious is the intensity of racial and religious hatred. There is actually more of it in the North than in the South; and while intolerance is decreasing in the South it is increasing in every Northern city.

Take anti-Semitism, for example—the most tragic and longest-lasting expression of man's inhumanity to man.

We never had a Bund or a Christian Front in the South—and it should be remembered that in the '20's the Klan flourished also in the North. We don't desecrate synagogues or enter into widespread conspiracies, openly or covertly, to exclude Jews from our community life. The average business or social gathering in the South is not tainted with anti-Semitic jokes and repetitious conversation about Jewish business practices.

Nor, among the laity, is there the bitter anti-Catholic—and, conversely, anti-Protestant—feeling that one discovers so often in the North.

I know what you're about to say. The Negro. I am ashamed of the discrimination which the Negro suffers in the South; and a good many people are trying, with some success, to end it.

But neither our discriminators nor those who protest discrimination pretend that it doesn't exist. That pretense is assiduously practiced in the North.

And, despite the restrictive one-sidedness of the white-Negro relationship in the South, the individual members of the two races are not preoccupied with hating or fearing each other. But so many Northerners do hate, fear or shun the individual Negro.

They are disturbed by his accelerating migration to the Northern land of opportunity. And it might be pertinent that the race riot, the most hideous expression of racial tensions, is a Northern rather than a Southern phenomenon.

I say in all honesty, and from observations made over a long period, that men hate and fear each other on more counts and with greater intensity in the North than anywhere else in the nation.

Northern Life Is Artificial

Perhaps the artificiality of the principally urban life of the North, and the sense of insecurity it creates, may be responsible for these harsher tensions. At any rate, I would cite an insecurity psychosis as the third item in my bill of particulars.

This feeling of insecurity is most dangerously evidenced in the deplorable mistrust of employer for employee and employee for employer that is so characteristic of the sprawling industrial kingdoms of the North.

It is easier to panic ants when they are concentrated in the anthill than when they are scattered in smaller foraging groups across the fields.

In their teeming anthills, Northerners worry about war, about peace, about the stock market, about national elections, about atoms and about the South far more than do Southerners. And this is largely because existence in a crowded, industrial society is so delicately balanced between order and chaos, so artificial, so sensitive to the slightest strain.

Bus strikes, subway strikes, coal strikes, longshoremen's strikes, elevator operators' strikes—these can paralyze the Northern city. But come hell or high water—and we've had both—the Southerner can somehow get to work, eat fairly regularly and keep from freezing.

The Northern insecurity complex has many unpleasant expressions. Yankees may not drink more than do Southerners, but they have less fun doing it. Just from the size of the mental hospitals, the number of mental specialists and a nonscientific personal survey through the tap-room conversation technique, I would say that the North has almost a monopoly on neurotics.

The same goes for dipsomaniacs, abnormal sex delinquents, divorced couples, Communists, crime-comics readers, phony artistic faddists and gin-rummy addicts.

Nor are such states of mind helped by the provincialism of the average Northerner, especially the Northern city dweller. He hasn't

been anywhere else and doesn't want to go.

Even in his native haunts, he is a lonely man. Relatively few Northerners go in for good neighborliness except on a Pan-American basis. There are documented stories of New Yorkers who don't know who lives in the next block and don't care; and I have been told—though I refuse to believe it—that there are apartment house dwellers who are unacquainted with families living on the floor below them.

Finally, there is the centralization of wealth, political power and population in the North—and particularly in the Northeast. It is not an unmixed blessing for Northerners; and it is a distinct liability for the rest of the nation.

The pursuit of wealth and the emphasis upon monetary values is important only where wealth abounds; we gave up dollar-chasing in the South a long time ago because there were so few dollars to chase. But it seems to me that in the North, money-making is too frequently a substitute for good citizenship.

Since they are packed together in a sardine-can anonymity, the North's citizens either have no sense of personal responsibility for their society or they are frustrated by a feeling of individual helplessness.

At the same time, their material achievement and their political strength—an accident of population density—create a false conviction. They believe they are superior to the yokels down in the Southern hinterlands.

This superiority complex justifies the continued economic exploitation of the Southern colonies. It also engenders a missionary zeal to save the savage soul by forcibly imposing new social and political concepts upon our benighted region.

How to Put the North in Order

This is all very sad, and I have only one program for putting the North in order. It is actually simple:

Scatter the North's industries in a southerly direction, with Mississippi as the focal point, disperse its population in a different direction and end its political domination by reducing New York, Pennsylvania and possibly Massachusetts to territorial status.

This program ought to result in a lot of letters if nothing else. And if Federal bayonets are required to effect these overdue reforms, so let it be. We've got a lot of surplus Federal bayonets down here anyway. They were swapped for contraband cotton right after Reconstruction.

This brings me to a last comment on what's wrong with the North. Like the South and the West, the North is a proving ground for a still unachieved ideal which we call the democratic way. Our imperfect society is a long distance yet from that ideal.

Our failures in the South are not unlike the failures elsewhere; and our Southern predilection for shutting our eyes to our faults and telling the North to go to blazes complements the Northern tendency to rail against Southern shortcomings while ignoring its own.

Whatever the differences in regional examples of democracy's imperfection, the imperfection itself is universal.

Some day we'll realize it, and the sooner the better. Some day, Ol' Fearless and the crusading investigator from up North will get together and decide to look at the nation instead of at its separate parts. Together they may discover that no region in America has a monopoly on democratic virtues or undemocratic vices.

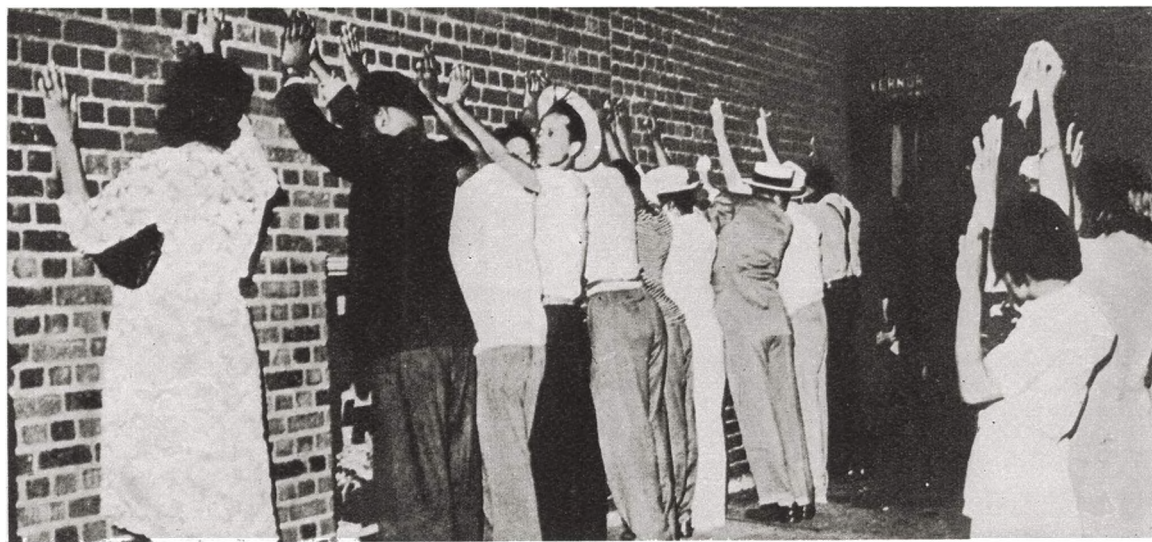
Take the North, for instance. . . .



"Northerners live in teeming anthills"



"The South never had a Christian Front"



"Race riots are a Northern phenomenon"

END



THE LUTHERANS

For 300 years, they've clung tenaciously to the orthodox dogma of Martin Luther. But this most united of all Protestant sects in religious belief still remains the most disunited in matters of organization.

By LEWIS W. GILLENSON

Look Staff Writer

THE church of America's Lutherans is the split personality in the body of American Protestantism.

In doctrine, no other Protestant church is so unified. In organization, few are less united.

Lutherans have uniformly preached God's Word as the decisive rule in all matters of faith since 1638, when Swedish immigrants founded the first Lutheran Church in America.

Organizationally however, Lutherans fall into no such common pattern. The church in America is composed of 17 separate and distinct national groups. Today, the sixty-four dollar question among Lutherans is: "When will the 17 become one?"

The 17 churches together have a baptized membership of 5,836,147, making Lutheranism the third largest Protestant sect in America. Its 15,000-odd pastors administer to 17,000 churches

with a property value of a half billion dollars.

Lutherans maintain 3,300 home missions, 1,000 foreign missions, 1,990 parochial schools and 101 other schools including Bible institutes, junior colleges, senior colleges and seminaries. They also support 409 welfare agencies that regularly serve a million persons. The Church has belatedly plunged into public relations and publishing in a big way; its 16 publishing houses turn out more than eight million dollars' worth of printed matter a year.

From a bank teller's window, this adds up to great wealth. But when viewed against its huge membership — and compared with other Christian churches — it scales down a lot.

Lutherans have never been identified with great wealth. The movement originally drew the humble folk who shied away from the stern Calvinist doctrine that only the preordained

elect could be saved. In the American farm states, the Swedish, German, Norwegian, Finnish, Danish or Slovak Lutheran has established his sturdy culture. Its influence is seen everywhere in the Middle West, where the governors of Minnesota, North Dakota, Nebraska, Wisconsin and Indiana are all Lutherans.

It is a culture of simple solidity reflecting the people who built it. It is not a culture of easy money. Members give within their means to the church. On a per-capita basis, however, it can't begin to compare, for example, with the gifts of big-city Presbyterians.

The limited character of their resources is also rooted in the pioneer nature of American Lutheranism. The immigrant left a heritage of self-sufficiency; his concern, as one Lutheran theologian says, "spread as far and no farther than the corn land he plowed." Lan-

(Continued on next page)



Mrs. Robert Spille of Franklin, Minn., teaches her son Tommy, 3, to say his regular nightly prayers.



At Midvale Acres, Minn., Lutheran parochial school Pastor Paul M. Krause plays football with his students.



Barbara Edwards watches James Homme light candle in St. Olaf College chapel.



Sponsors beam as Minneapolis pastor Elias Rasmussen baptizes son of Barbara and Gene Christensen. Baptism and Lord's Supper are Lutherans' only sacraments.

Lutherans emphasize sober prayer, steer clear of revivalism



Deaconess of Lutheran old age home in Minneapolis reads to woman. Below, Mrs. Elmer Landgraaf instructs Sunday School pupils of church near Franklin, Minn.



Olaf Christiansen rehearses section of his famous St. Olaf College choir on campus. Below, Elmer S. Hjortland, one of Minneapolis' most stimulating pastors, poses with a new class of confirmants.



guage barriers aggravated the problem. The result was that the Lutherans have had to get together the hard way.

Today, the great mass of Lutherans belong to one of two federations. Thirteen Lutheran Church groups are affiliated with either the National Lutheran Council or the Synodical Conference. The eight churches within the Council represent a membership of approximately 3½ million; the five in the Conference, little more than 1¾ million. Four are nonaffiliated. The basis of affiliation is that each Church retains its national character and gives up none of its right to run its own affairs. Thus, the Norwegian and Slovak Churches keep, for example, their names and separate entities.

Council Emphasizes Social Action

In matters of theology, Conference and Council members are in the same family. But in social action, they become distant relatives. Council members charge that Lutherans have been far too negligent in fields of social action.

The Council functions as an agency representing them in international church tribunals, welfare work, public relations, politics, and missionary efforts. On its boards sit the presidents of each member church.

To affiliate with other Christians in international Christian effort, three churches within the Council sent delegates to the recent Amsterdam conference of the World Council of Churches. In the American Lutheran world where interfaith co-operation has sometimes been suspected as a step removed from heresy, the move represented a bold stride forward.

In the Synodical Conference, the matter

never even got itself formally discussed. The Conference sits on the right wing of American Lutheranism. It is composed mainly of closely integrated German groups located chiefly in the Middle West. Rigid fundamentalists, they frown upon the idea of allowing non-Lutherans to take the Communion in their churches. They are not generally tolerant of pastors who join in fellowship with other Christians. They feel strongly that politics and social action belong properly to politicians and sociologists and that the social tendencies of some of the churches within the Council are alarmingly radical. They consider membership in fraternal orders to be divided devotion; accordingly, their members are not inclined to join Masons, Odd Fellows or Elks. To affiliate with Lutheran Churches that are more relaxed in such matters, would be a sanctioning of the others' errors.

Even their bitterest critics will not deny the sincerity of Conference heads who hold these views. Among them, however, are younger men who openly agitate for liberal reform and unity. A group of young pastors, dramatically referred to as the "Committee of 44," recently signed a petition demanding these changes. The Committee has since been becalmed by the elders. But they got things stirring. Proof of this is the recent decision of the Conference church presidents to get together to discuss unity.

Both Worship God Similarly

It would seem at first glance that the problem of unity among Lutherans should dissolve like a smoke ring. Unlike most other Protestant sects, all Lutherans worship God in about the same way. They place high emphasis on quiet prayer and reject revivalism. They emphasize song; like Catholic music, it has high liturgical significance. In structure, their service somewhat resembles the Catholic; Lutheran pastors wear vestments, confirmation services are held, churches usually include statuary or pictures.

Lutheran dogma leaves little room for choice. All Lutheran bodies accept as the core of their faith the Apostles' Creed and the Augsburg Confession. In the latter, Martin Luther emphasized The Word (the Scriptures) as the final, inflexible authority. Scriptures, being God's way of communicating with the believers, must be followed literally. Also, no one is closer to God than the simple believer.

"Man and God," roared irascible Martin Luther, hammering at the Catholic hierarchy, "no more need a third party than do two lovers."

The Church, he insisted, consists of the "priesthood of all believers." The pastor functions as an agent of the congregation, enjoying no special "in" with God.

Literal reading of the Scriptures told Luther there are but two sacraments—baptism and the Lord's Supper as against the seven held then and now by the Roman Catholic Church. In interpreting the Lord's Supper, Luther, spinning a delicate theological web, rejected the Catholic idea of *transubstantiation*—that the wafer and the wine taken at the Communion table turn into the flesh and blood of Christ. His argument of *consubstantiation* held that the bread remains bread and the wine remains wine. But by some divine force, the blood and flesh of Christ enter them.

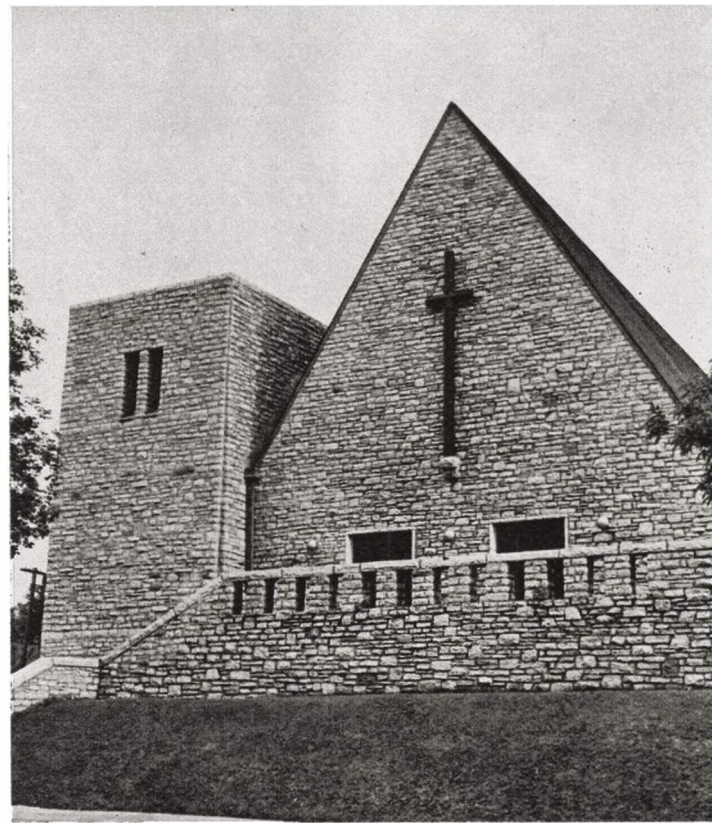
In his stubborn refusal to compromise on his doctrine, Luther helped split the Protestant Church born of the Reformation he had brought on when he attacked the Catholic hierarchy. The French leader, Calvin, and the Swiss reformer, Zwingli, felt that Luther's interpretation smacked too much of Catholicism. Their concept, that Communion is a pure memorial, and that the blood and body is received only symbolically, is still a basic trade-mark of Prot-

THESE ARE LUTHERAN BELIEFS

- There are only two sacraments, the Lord's Supper and baptism.
- In Communion, the wine remains wine and the bread remains bread. But by divine force, the real blood and body of Christ enter them.
- Emphasis is put on God's forgiveness rather than his sovereignty.
- Good works are performed for God, not Man.
- God's Word (scripture) must be read and followed literally.



The old in Lutheran church architecture is typified by familiar clapboard country church.



The new, Mt. Olive Lutheran Church in St. Paul, Minn., shows trend away from traditional Gothic.

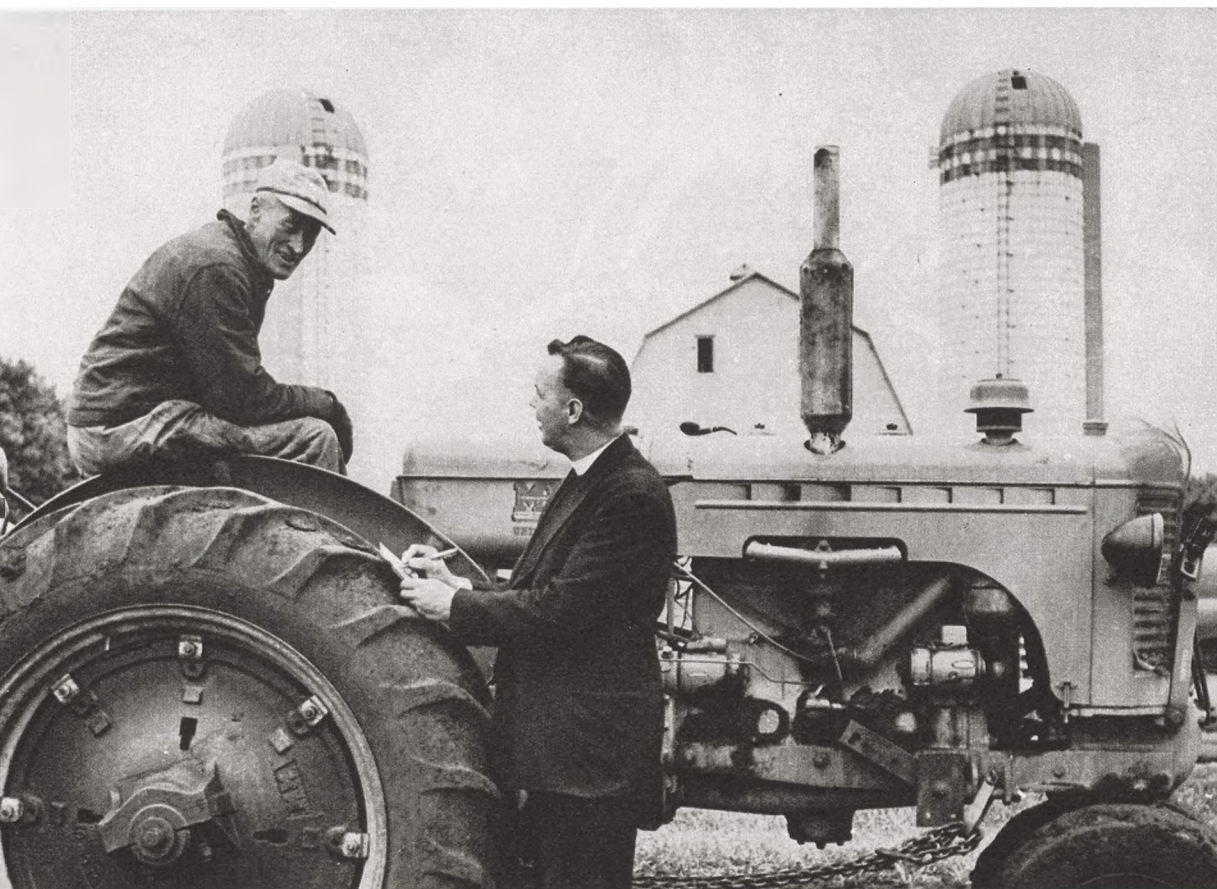


Traditional laying on of the hands ceremony is conducted by Dr. P. O. Bersell, President of Augustana Lutheran Church, at ordination of pastors. Bersell is spark plug in Lutheran unity drive.

(Continued on next page)



Winfield Johnson, young pastor of Franklin, Minn., visits Mrs. Elise Steen, 86-year-old member of his congregation. Johnson estimates that he spends half of his week making such visitations.



Johnson talks farm problems with farmer-parishioner. Though raised in a big city, his duties as a country pastor the last three years since leaving the Navy have given him a sharp farm outlook.

Lutheran pastor is the agent of his congregation, not of God

estantism—but one alien to the Lutheran Church.

The breadth of this schism is frequently reflected in the attitude of Lutherans toward other Protestants. Most Lutherans feel that other Protestants don't really take the incarnation too seriously. To Lutherans, liberal interpretations of the gospel are downright dangerous. The Scriptures say, "Take eat, this is My Body . . . Drink . . . This is My Blood." Lutherans see no "out" in these literal commands. Variations, they hold, must be considered as errors.

Such attitudes of inflexibility in theological affairs have tended to set Lutherans apart from the rest of Protestantism.

The Lutheran doctrine defining good works helps compound the alienation. All Lutheran theology springs from the central theme that salvation is achieved not by good works as such but by faith and God's resultant forgiveness. Man, they say, does good not to insure himself a cozy niche in heaven. He does good purely as thanks for God's forgiveness. Catholics believe that Man should have free will to interpret the good act; when he suspects he has sinned, he just as freely confesses and starts all over again. The Reformers who broke with Luther take guidance from their "inner light" which helps them make selections in the paths of God's pleasure.

For Martin Luther, this was gross error and the monk heaped on those who disagreed with him a bushful of abuse. Most Lutherans today would admit that Luther was something of a theological bully. But they still believe that the religion of the Reformers left too much to human choice. Lutherans, beginning with a strong conviction of Man's essential unworthiness, consider his free choice, at best, suspect.

Pastor Walter Maier, the volatile preacher of MBS's *Lutheran Hour*, gave listeners a sample of this attitude a few years ago.

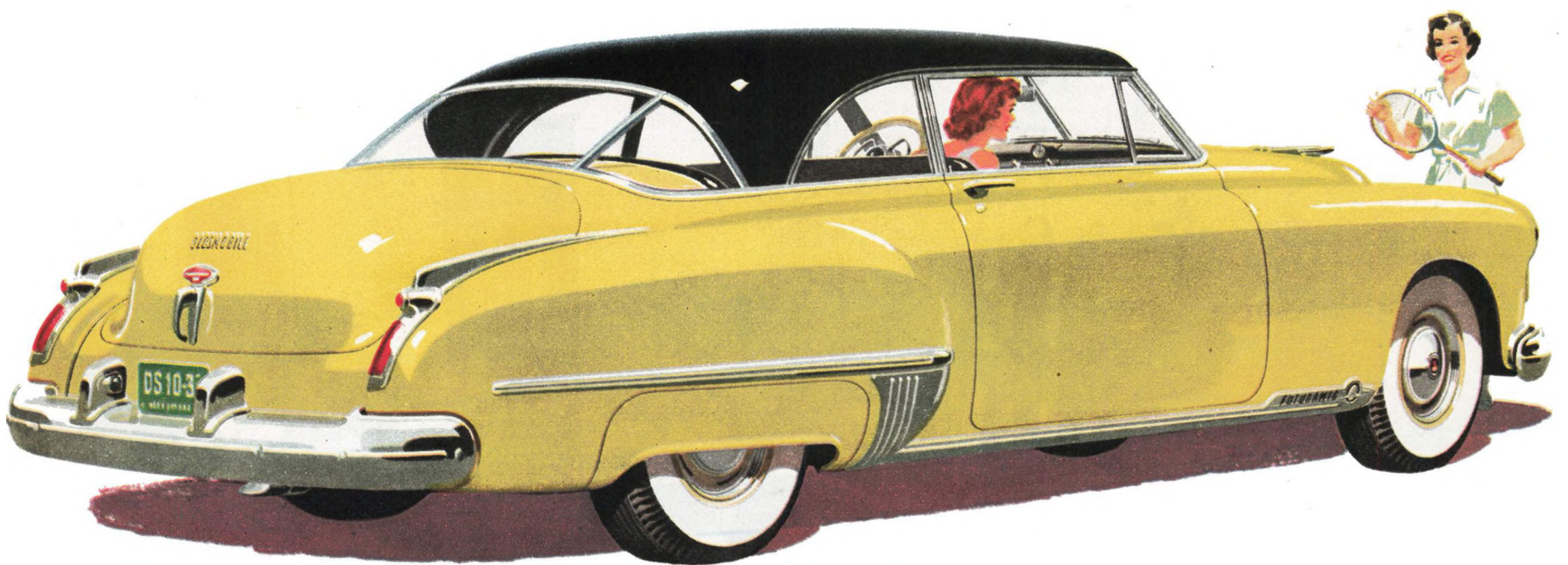
"Freedom from want and fear," he thundered, "is cruel delusion." Implied is the idea that, instead, man should fear God and pray for forgiveness.

Many non-Lutherans see this doctrine as

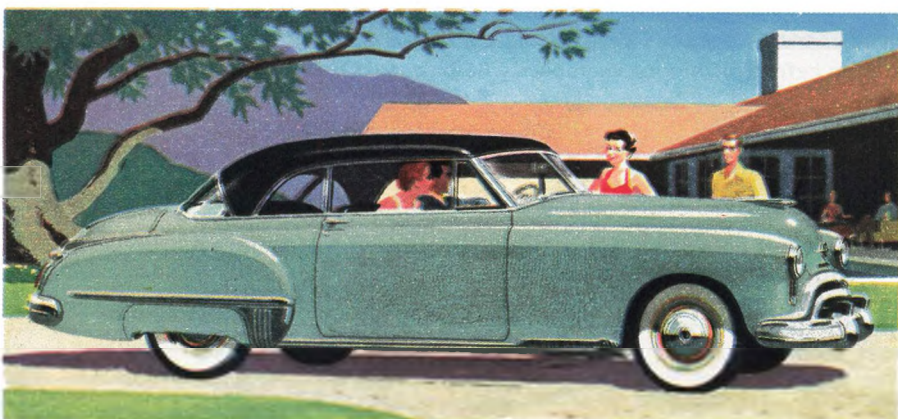
(Continued on page 30)



Johnson frequently takes kids fishing. They helped vote him "the most popular man in town."



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"Rocket" Engine and Hydra-Matic Drive standard equipment on this brand new Futuramic model.

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Pastor William Siegel of Emanuel Lutheran Church in Minneapolis intones benediction before dismissing members who have just received Lord's Supper.

Isolation, disunity retarded Lutheran social action

an open door to self-righteousness and isolation in public affairs. The refusal on the part of all Lutheran Church bodies to become part of the National Conference of Christians and Jews is to them such an example.

One Lutheran scholar, commenting on this point, put it bluntly:

"The doctrine of good for God and not for Man—overzealously applied—coupled with our old nationalism and welded to the congregational freedom of the Lutheran Church created within our ranks a vast aloofness from problems affecting the main stream of society."

The liberal groups within the National

Lutheran Council are already moving toward more social and interfaith activity. Their ferment is the sure sign that isolation is as dead theologically as it is politically. And in holding out the olive branch of unity, they are hoping that before long, The Word will be preached from a nationally unified Lutheran pulpit.

Photographed by JIM HANSEN END



Happy days live on, in snapshots

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If snapshots aren't a "family habit," now is the time to begin. With your camera ready, and two or three extra rolls of Kodak Film on hand, you can make the most of your picture opportunities . . . Remember, the snapshots you'll want tomorrow, you must take today!

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CRACKLE!
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Hear Rice Krispies!

Golden pops so crisp, they go snap, crackle, pop in milk! So crisp 'n' delicious! And Kellogg-Fresh! The most popular rice cereal...try the Regular Size!



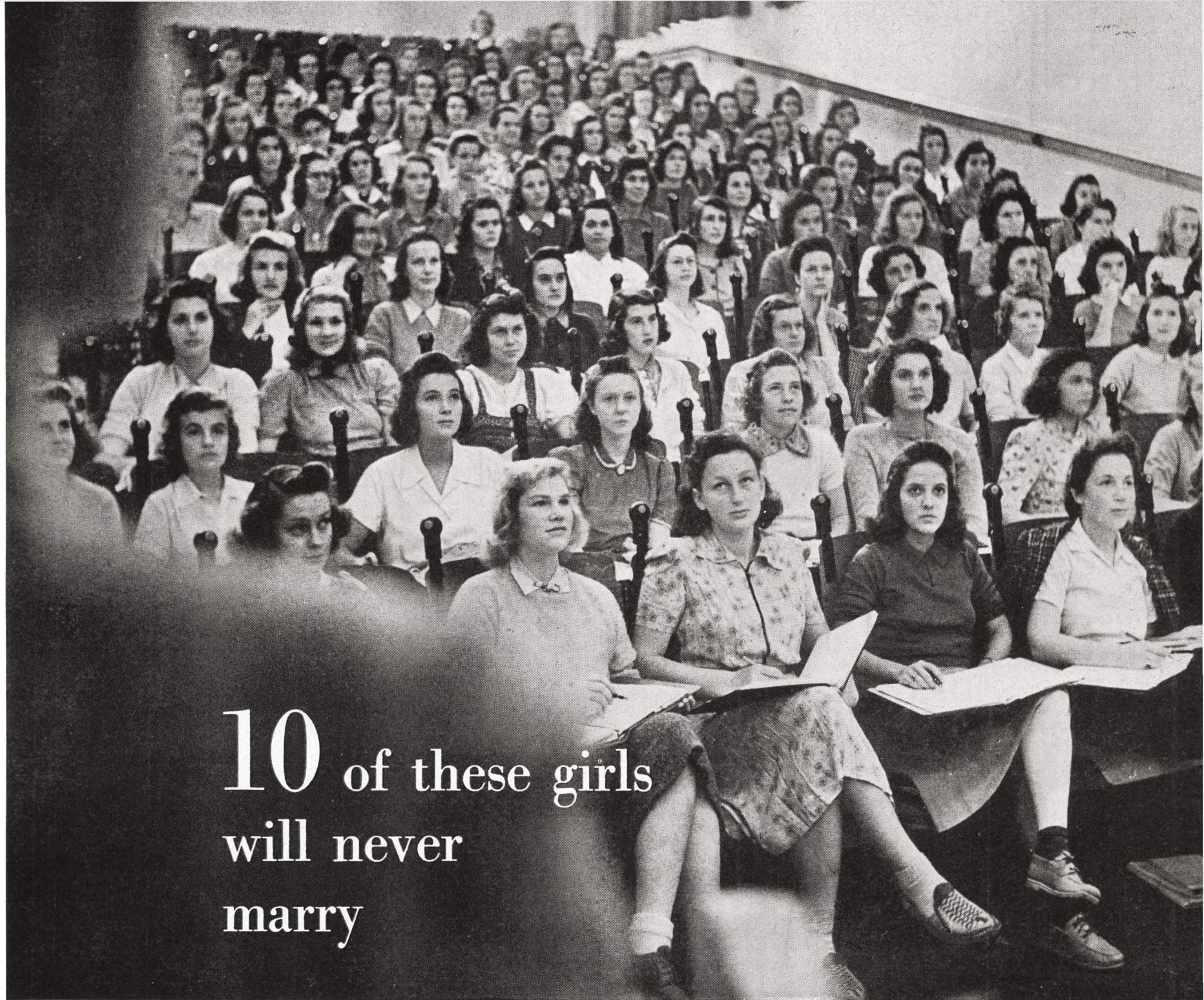
RICE KRISPIES...just one "star" in Kellogg's VARIETY PACKAGE!

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10 of these girls
will never
marry

The increasing shortage of men means that more than ten per cent of our women cannot marry. Their frustration will bring many problems.

What are YOUR chances for a Husband?

There aren't enough men. Competition is growing keener, and someone is bound to get hurt

By LEONARD A. PARIS
Look Staff Writer

THE greatest threat to the American home today is the unmarried woman.

She's a threat because she wants a man—and she realizes that her chances of getting one aren't good enough.

More than ten per cent of the women in the U. S. will probably never marry. That's almost eight million women. There just aren't enough unmarried men to go around.

This means that some of the *married* men are going to stray from home. Those eight million women will look for a way out of loneliness and frustration. The way out may very well be somebody else's husband.

If that seems a dim view for wives, consider the outlook for unmarried women. It is far from bright.

The odds on getting married today actually favor the woman who's tried it before—and failed. If you're a divorcee around 30, you have 93 chances in 100 of landing another man—the best chances of any girl in the marriage market.

The betting isn't so good on widows. If you're a 25-year-old widow, you rate about 80 chances in 100.

Even so, you stand much higher than a single girl of the same age. Her chances are only about 74 in 100.

Gentlemen apparently prefer experience.

Girls who have never been married have a better chance if they start young. If you're 20 and single,

(Continued on next page)

She cares for her charm!



Safe-and-sure deodorant ends perspiration troubles!

1. **ETIQUET** actually ends under-arm perspiration odor—*safely*—*surely*!
2. **ETIQUET**—made by specially patented formula—really checks under-arm perspiration!
3. **FLUFFY-LIGHT AND SOOTHING**—Etiquet goes on easily—disappears in a jiffy! No gritty particles!
4. **NO DAMAGE TO CLOTHING** when you use Etiquet—famous cloth-test proves!
5. **MORE ECONOMICAL TO BUY**—Etiquet won't dry out in the jar! Four sizes, 10¢ to 59¢.

PRODUCT OF LEHN & FINK

Etiquet

THE SAFE-AND-SURE DEODORANT



NOW! ALSO AVAILABLE IN HANDY TUBE!

YOUR CHANCES FOR A HUSBAND *continued*



More boys than girls are born each year, but more boy babies die in their

Should men be allowed to have more than one wife?

the odds are 90 to 100 that you'll get your man. But the longer you wait, the faster your chances fade. If you're the same age as that 30-year-old divorcee and still single, you have less than a 50-50 chance of getting married.

Everything favors the girl who's tried it before. Unless she's encumbered with dependent children, chances are that she'll quickly get a chance to remarry. Men seem to shy away from the girls who've stayed single; perhaps figuring, "If nobody else wants her, neither do I."

Second Marriages Boom

At no time in the past 50 years have things looked so good for previously married women. Their status has been improving ever since the turn of the century. By 1940, one in every ten wives had been married before. Today it's one in six!

The war had a lot to do with that. The marriage boom which followed swept up a lot of widows and divorcees along with the single. There was also a divorce boom, and that put more divorcees in the "eligible" column.

Then why do so many girls have to remain single?

The answer is easy. It's because there are actually fewer men than women in our population today. The Census Bureau estimates the proportion at something like 992 men to every 1,000 women. Even if we could bring together every available man and woman in the country, there would still be eight women in every thousand without a mate.

True, they don't all stand equal

chances. Some of them are too fat; others, too thin; a few are ugly; some have acid dispositions. But the law of averages dictates that even some of the beautiful, the talented and the tractable will remain single. They are defeated by numbers.

At the start of life, the situation is different. More boys than girls are born every year. Last figures put the ratio at about 106 to 100. But more boy babies die in their first year than girl babies. And as age increases, so does the male death rate. The female is tougher than the male from the moment of conception right up to death.

If present trends continue, 25 years from now the ratio of men to women will be even smaller. The best guess is about 985 to 1,000.

So even more attractive and desirable girls are going to have to do without husbands. That's where the threat to happy homes comes in.

A lot of these girls are going to make liaisons with other women's husbands. Call them mistresses, common-law wives, paramours or what you will, they're still going to get their men. They'll be doing it outside the bounds of accepted social practice in the U. S.—and they'll be creating a mess of legal and ethical problems.

We Do Have Polygyny

For our whole society is constructed on a basis of monogamy. When we alter that basis, we raise all sorts of questions—property rights, inheritance, legal status and so on.

Yet we have for a long time actually countenanced a form of polygyny or plurality of wives. We



st year. And more males than females lose out in the race for survival.

have not sanctioned it. It has no legal status—yet it exists. Some men actually do support, maintain, love, cherish and honor more than one woman at a time.

Now, with more women than ever before looking for mates, that form of polygyny is bound to increase. Some students of the subject have advocated the acceptance of polygyny. Dr. Ralph Linton, professor of anthropology at Yale, recently said in an article in the *American Mercury*: "Most of the world's societies permit plural wives, and a substantial majority of them regard this as the most desirable form of marriage. Comparative studies show that our own society is one of the very few which insists on monogamy while making no formal provision for taking care of its surplus women."

Advantages on Both Sides

He further predicted that if polygyny becomes accepted in Western society, career women will be its greatest boosters. They will be able to continue working after the children come, while the domestic wife stays home and baby-sits. Their extra income will boost the family's living standard. They and their home-loving sisters will share the husband's spare time, and everything will be cozy.

How the husband will look at all this is another question. Men like to dream of themselves as sultans. But when it comes to actually living in a haremful of disputing women, they're unenthusiastic.

At any rate, you can rule out legalized polygyny as a solution to the shortage. As long as the notion of romantic love persists, neither wives nor single girls are likely to accept it.

But accepted or not, polygyny, in its unrecognized, unsanctioned form, will persist as long as there is a shortage of husbands. There will be more Back Street wives than ever before.

Also, more illegitimate children will be born, and many of them will become wards of the state. As our sociological problems increase, our moral standards will suffer further setbacks. This will lead to more sociological problems, and a vicious circle will be in motion.

Divorces are bound to increase. Not all of these unmarried women will be satisfied to be "the other woman." They'll march right in and break up homes. Where you had one miserable person before, you may now have three.

Economic Upsets May Occur

There may be economic upsets too. Women already play an important role in business and industry. They are about 29 per cent of the entire labor force in this country. Forty per cent of all persons reporting income in the U. S. are women. They own about 50 per cent of all privately owned stock in corporations. And by reason of their greater longevity, they are the major beneficiaries of most life insurance.

With their numbers increased, more and more women will have to become self-supporting, and more and more men will be edged out of jobs. This may lead to a redistribution of wealth such as Karl Marx never dreamed of.

Eventually our population as a whole may decline. With chances for happy marriages decreasing, fewer children will be born. And it is on future generations that we must depend for our survival as a nation.

This, of course, is not an immediate worry. But the trend is there, and unless it is checked, it could conceivably end in disaster, generations hence.

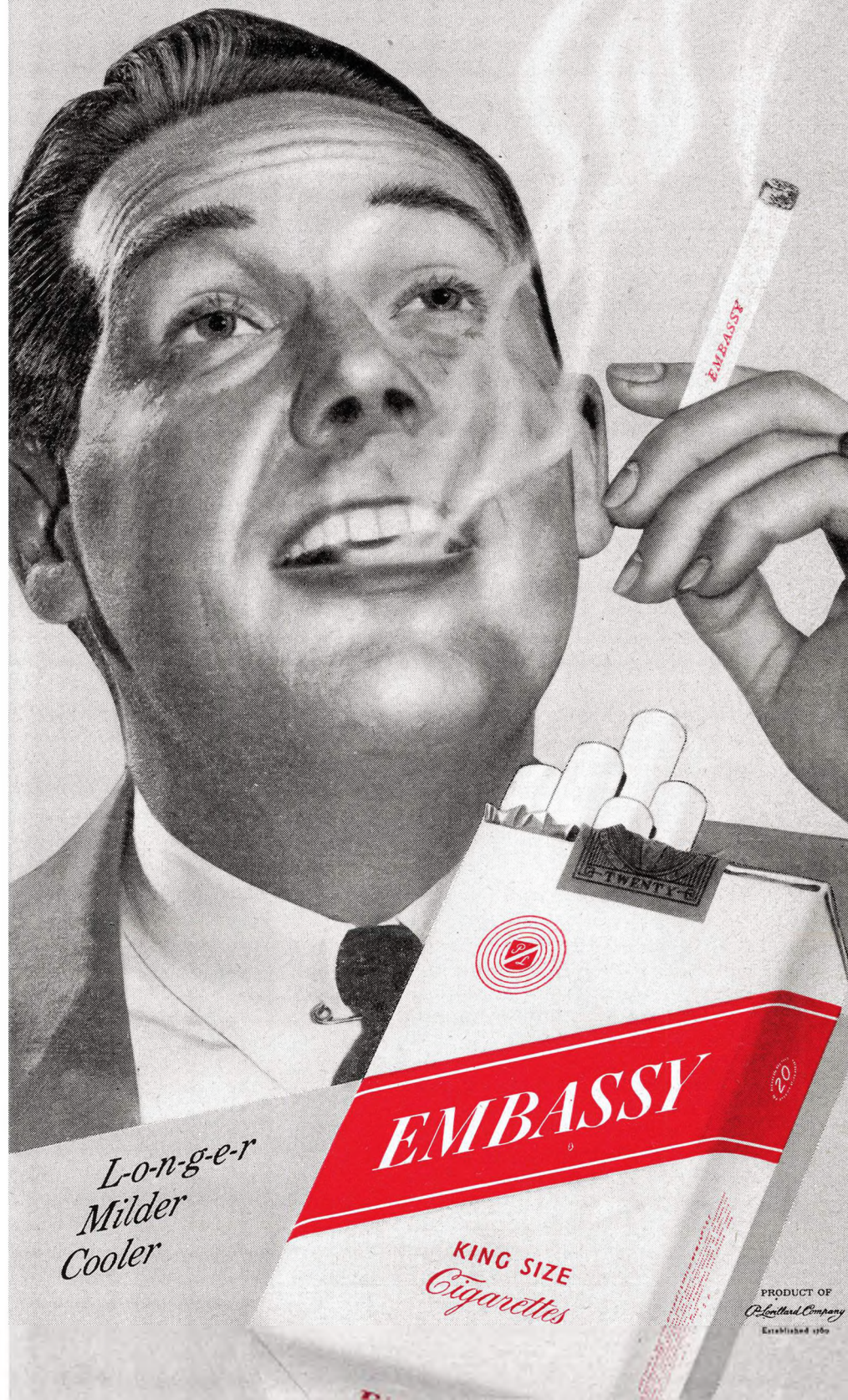
The trend toward more women in our population started recently—in the early '40's. Until then, we had always had more men than women. We had also had a lot of spinsters, but it was largely a mat-

(Continued on next page)

Smokers discover the new cigarette you can

Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly *cool* and *filtered*. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!





Divorces boomed after the war. Chances of further crack-ups are increased by the growing number of single women, who threaten established marriages.

Is selective breeding the answer to our problem?

ter of taste rather than statistics.

Now our shortage is an actual numerical one. And we can't blame it entirely on the war.

Terrific as was its toll, the total number of war dead was still not large enough to reverse the big national picture. Our total male population is something over 600,000 short of the female population, so our war loss of 300,000 wouldn't make up the difference.

We are not underestimating the physical and psychological damage done to thousands of young men who otherwise might have been good husbands by this time. But as a direct, traceable cause of the current shortage, war is not a major factor. Immigration kept our male population high in the old days. A lot of healthy young bachelors used to seek their fortunes—and their females—in the New World. But quotas have been cut drastically. Few women can expect much today when their ship comes in.

Some of the men who are available have held back from marriage because of inflation and the housing shortage. But they are still listed among the eligibles, and the fact remains—there just aren't enough of them. Plenty of women must still go begging for husbands, unless we can help nature to restore the balance.

Science has no ready answer to that. Selective breeding by sex is still in the experimental stages. If it ever becomes a reality, it is doubtful whether society will accept it. The potentialities are too frightening.

A more moderate approach lies in better prenatal care. By diet, rest and hormone treatment we can cut down on the number of miscarriages, most of which occur among male

embryos. From 35 to 50 per cent more boys than girls are conceived. So, if we can deliver more babies, we're bound to deliver more boys. Then our job will be to keep them alive through that perilous first year. We are making progress here.

But all these things add up to no more than a slight and uncertain dent on the surface of our problem. We've got to realize that the shortage of men is probably here to stay. And we've got to change some of our attitudes.

What Can We Do?

We might ease the situation a bit by moving some of the men from the West (where there's an excess) to New England (where the shortage is worst). But this sort of Reuben-Rachel transport is unthinkable in a democratic society. About all we can do in this direction is suggest, encourage, attract.

We can also see to it that eligible men and women have every opportunity to meet.

We don't have to start a Lonely Hearts Club at every crossroads. But we can at least relax some of our nineteenth century social taboos—such as those against differences in age or family background, or the lack of a chaperon or a formal introduction.

We can help lonely women to avoid some of the neuroses they are often prey to. Give them jobs. Make them feel important. Accept them socially. Hand them community responsibilities. Stop thinking of them as either old maids or predatory animals. It would be a healthy thing if everybody would forget about "fifth wheels" at dinner parties and social engagements. Our single women would be happier and our married women more at ease.

If we don't do some of these things, we mustn't be surprised if all our attractive unmarried women head for Tibet. The girls have it good there. There are so many extra men that almost every woman has to accept three husbands. END

HERE ARE YOUR CHANCES OF MARRYING

SINGLE WOMAN

Age	Your Odds
20.....	90 to 100
25.....	74 to 100
30.....	48 to 100
35.....	28 to 100

WIDOW

25.....	80 to 100
30.....	60 to 100
35.....	43 to 100
40.....	30 to 100

DIVORCEE

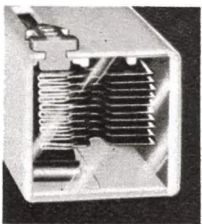
30.....	93 to 100
35.....	80 to 100
40.....	65 to 100

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FLASH!**



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MONEY BACK GUARANTEE—Get this amazing, newly adjusted, one-piece Gem Razor at any dealer. If it does not live up to every claim—return razor and remaining blades in original package to Gem Razors, Brooklyn 1, N. Y. and your money will be refunded in full!

ONCE OVER...AND YOU'RE CLEAN!



Vaughn Monroe, the country's leading band attraction, pokes his fingers in his ears to feel the beat of one of his recordings. His current skyrocket, *Riders in*

Vaughn Monroe

HE MAKES A MINT OUT OF MUSIC

His band sends bobby-soxers and old ladies alike. They love his looks, personality and his assured baritone

DESPITE these melancholy days for dance bands, Vaughn Monroe recently grossed more than \$400,000 on a two-months tour. When his manager gave him the good news, Monroe groaned, "Darn that Texas cold snap. I thought we'd hit the half-million mark sure."

Monroe, who topped all bandleaders in earnings last year, has a driving urge to excel. In a 1948 national poll, he was voted the most popular bandleader. More than 20,000,000 copies of his records have been sold. And only six weeks after his *Riders in the Sky* was released, RCA-Victor gave him a gold master record. This signified that sales of the platter had passed the million mark. He had hit this mark twice before, but never so quickly.

There are several reasons for Monroe's

gold-plated success. An important one is Monroe himself—six feet two inches tall, 190 pounds, with a broad and ready smile, plenty of patience with autograph hounds and the stamina of a Missouri mule.

His organization is one of the most traveled in the business. It averages 48,000 miles—the equivalent of two round-the-world trips—a year. Last year, Monroe was on the road 290 days, and played about 200 one-nighters, show business's most grueling ordeal. But these one-nighters keep Monroe close to his fans. And so does his radio show. Other radio artists take time off during the summer months to catch a few long breaths. Monroe's show for Camel cigarettes has been on the air—without a break for any reason—since 1946.

Since he keeps close to his fans, Monroe knows what they want and gives it to them. His band is neither all hot nor all sweet. But it leans to the sweet. And it can swing a sweet number to the public taste. Monroe has been playing a good trumpet ever since a boy in his

home town gave him a horn. During the war, however, when trombonists were scarce, he took up the trombone and soon was holding down a chair in the band.

Then—there is Monroe's singing. He has a baritone voice that sends bobby-soxers and adults alike. Critics dubbed him "old mellow bellow," and snorted that he's "the million-dollar monotone." But Monroe, who studied music two years at Carnegie Tech, just lets the notes roll out—with assurance—and the fans go for it.

Monroe seldom drinks and shuns night clubs and parties. His main offstage interest is his family. He's also crazy about anything with a motor in it. He flies his own plane and likes to ride a motorcycle to work. He sometimes roars down Park Avenue to a band date at the Commodore Hotel.

Even Monroe is inclined to agree that everything's fine—except the one-nighters. "After you've been on them for a while," he says, "life begins to look like a series of hotel rooms with adjoining dance halls."



the Sky, is one of the fastest selling records in the history of RCA-Victor.



Between stage shows, Monroe and vocalist Cece Blake, formerly with Eddie Cantor and Skitch Henderson, grab a snack at a diner near the theater.

Monroe's wife, Marian, his high school sweetheart, often visits him on the road. The Monroes have two children; Candace, 7; and Christina, 4.



(Continued on next page)

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When you're looking for seat covers, look for Suskana Saran.

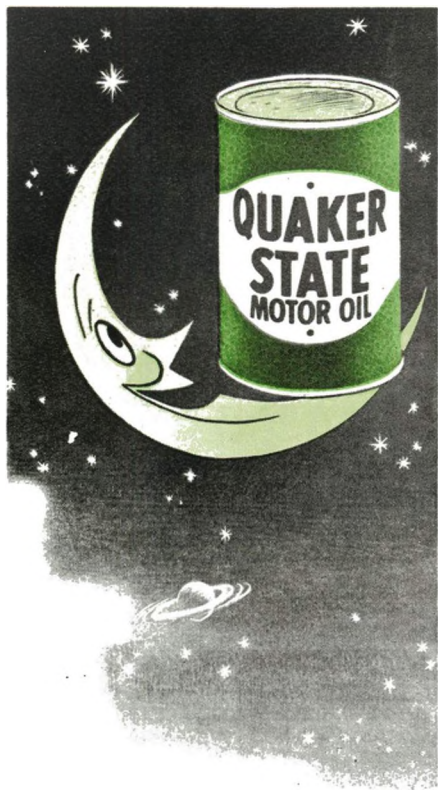
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VAUGHN MONROE *continued*

In the dance halls and recording studios, on the



Recording date: Vaughn takes it easy after cutting a new platter. RCA-Victor has sold more than 20,000,000 of his records. His biggest recording hits include *Riders in the Sky*, *There! I've Said It Again* and *Ballerina*.

Stage show: Monroe climbs into a cowboy outfit for the closing production number on theater date. The band plays same songs but costumed acts give a fillip to the tunes. One nighters net Monroe an average of \$2,750.



stage and radio, Monroe rides high in the sky



Dance job: Mahanoy City, Pa., teenagers are typical of the worshipping young people who always gather at the foot of the bandstand. Usually, they rush in when the doors open, pick a spot and stick to it the entire evening.

Radio broadcast: Monroe cuts a line from his script on Camel Caravan (CBS, Saturdays, 7:30-8:00 p.m., E.D.T.).



Travel: Monroe climbs out of band bus. He's bored by travel, flies to dates in his own plane as often as he can.



END

I WEAR FALSE TEETH

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



*"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath." Mr. A. G. R., New Milford, Pa.

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

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

NO BRUSHING

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



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Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back **POLI-GRIP**

Made and guaranteed by POLIDENT



Broad Jump



Swimming

Practicing powerful backstroke is one of Audrey's "light" forms of exercise.

Audrey Erickson All-American Girl

LIKE countless other pretty blondes, 21-year-old Audrey Erickson, of Valley Stream, Long Island, N. Y., spends eight hours a day, five days a week, as an efficient, hard-working private secretary. But what she does with the rest of her time must seem, to most sedentary office workers, a frightening expenditure of physical energy. Depending on the season, Audrey, 5'5" and 118 pounds, is a star semi-pro basketball and softball player. In addition, she's a sprinter and broad-jumper, a better-than-average swimmer, horsewoman, tennis player, and she kicks a football 40 yards in stocking feet. When the weather keeps her in, Audrey turns to folk-dancing or, of all things, cooking.

For Audrey's other activities, turn page

When she's not wearing baseball spikes or gym shoes, Audrey jitterbugs.



Jitterbugging

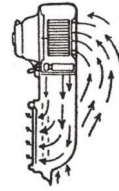
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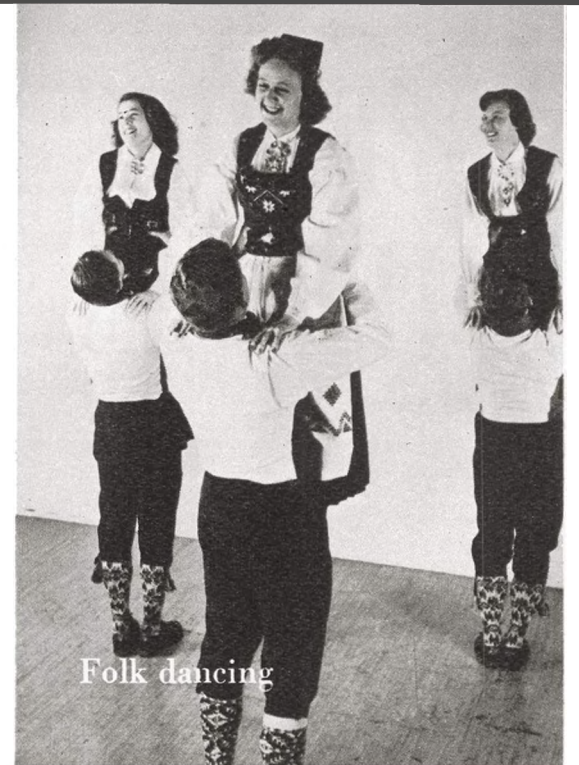
(New! Duo-Therm *Sheraton*, an upright furniture-styled circulator, \$109.95*)

An authentic triple-threat, athletic Audrey is a career girl, sports star and a handy young lady around the kitchen



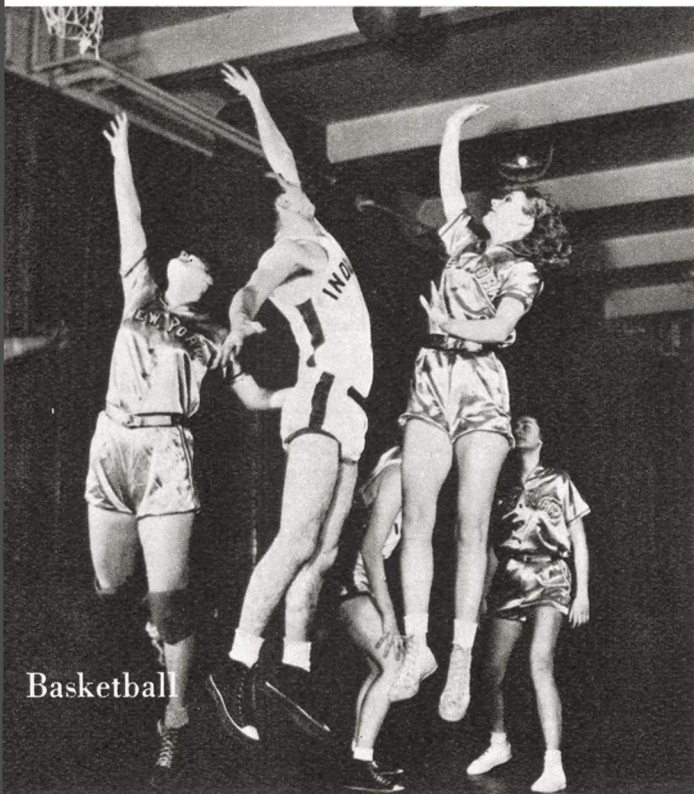
Football

Audrey drop-kicks football in her stocking feet.



Folk dancing

Of Norwegian descent, Audrey likes folk dances.



Basketball

Audrey's basketball team plays only against men.



Softball

A semipro softball star, Audrey leaps for catch.



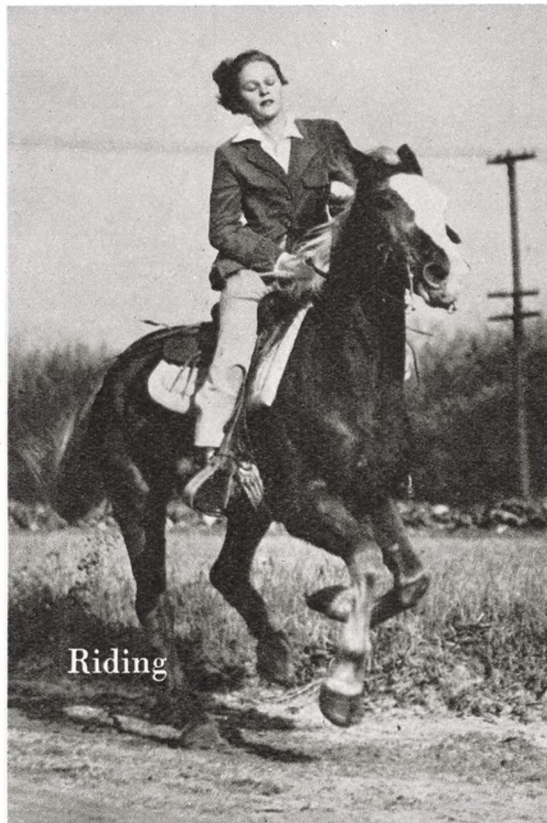
Tennis

Audrey smashes a volley shot during tennis game.

A sprinter, Audrey uses speed in other sports.

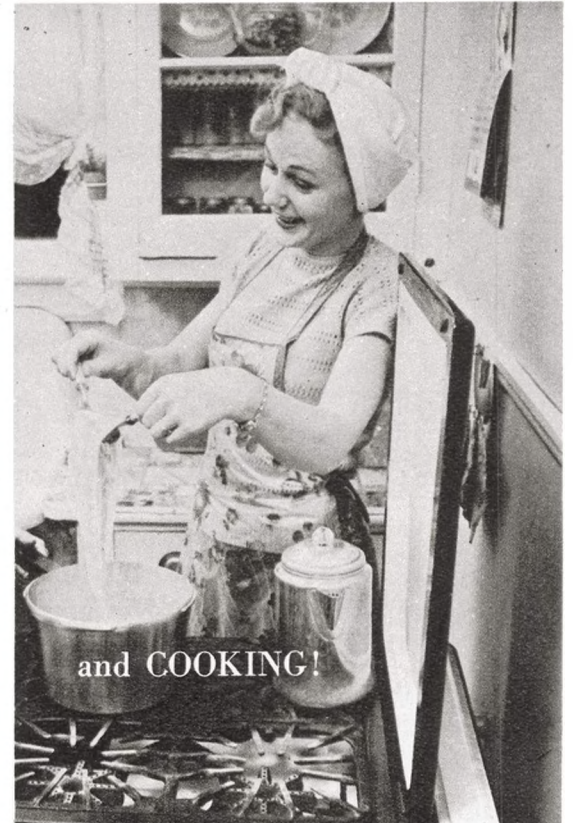


Track



Riding

Strictly for relaxation, Audrey rides horseback.



and COOKING!

And on domestic side, Audrey is an expert cook.

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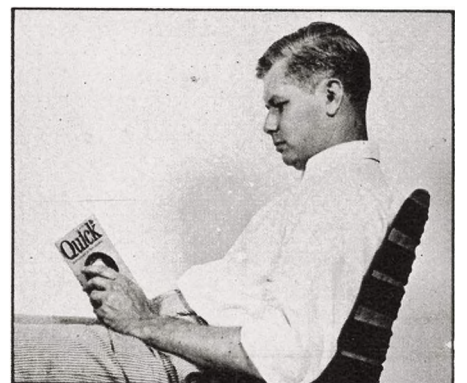
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Another **CURTISS** Candy

Blondes Prefer



New etiquette book for teen-age boys rates lad, above, zero in "Talk Tactics." He acts the clam, bores his date. Joan Evans, to death, should have

Joan Evans, teen-age movie star, enacts "don'ts" from

WHEN youth talks, it pulls no punches. "The smartest teen-age boy faces problems before he turns into a smooth operator who knows his way around," says Sheila John Daly, left, barely out of her own teens and already a newspaper columnist, author of three books, with a fourth, *Blondes Prefer Gentlemen*, a teen-age book of etiquette for boys, due in two weeks. Publishers Dodd

Mead say it hits the bull's-eye because its author approaches her subject with the insight of a contemporary. It runs the gamut of those agonizing moments in a boy's life when he asks his first girl for a date; when he tries to make conversation with her mother; when he must stretch his budget to cover date expenses; when he must find his way through a maze of silverware to the right fork, etc.



Gentlemen



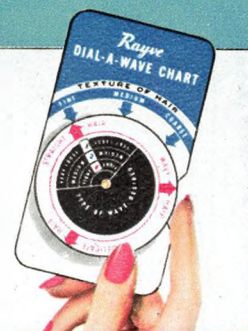
provided himself with small talk about school, the movies, books, music.

etiquette book for teen-age boys

"It's important that a boy know what's expected of him," says text. At high school, he runs into new problems. "He's at a sensitive age when approval is necessary for ego-building and happiness." To demonstrate manners-problems confronting teen-age boys, LOOK provided typical boy and 15-year-old movie-find Joan Evans, radiant star of new Samuel Goldwyn picture, *Roseanna McCoy*.
(Continued on page 50)

With a flick of your finger...the Dial-a-Wave ends guesswork in your home permanent

Her Rayve Wave Number is 2. Find yours on the Dial-a-Wave... easy as setting a clock! It's the sure way to the kind of wave you want... for your kind of hair.



Only *Rayve*
—the new HOME PERMANENT
has the *Dial-a-Wave*
that personalizes your wave!

AND RAYVE IS FASTER, GENTLER, EASIER QUICK AS A WINK—the Dial-a-Wave assures you of really professional-looking results. Instantly, your Rayve Wave Number shows you how to get the amount of wave you want for *your* kind of hair. *Everything* about Rayve is so much easier and better. Picture-booklet directions are so *simple* to follow... and you don't even wear a turban.

WAVING TIMES ARE UP TO TWICE AS FAST as ordinary home permanents. Yet the improved creme formula is noticeably *gentler*. You can use Rayve with confidence. It's a *Pepsodent* product, accepted for advertising in publications of the American Medical Association.
LONG-LASTING—YET SOFTER, MORE NATURAL—A Rayve cold wave is satin-soft and lovely as natural curls from the very *first day*. No frizziness or untamed ends to contend with, ever! And if you already have *any* kind of plastic curlers, all you need is a Refill Kit for your *personalized* Rayve wave.



RAYVE REFILL KIT #1
COMPLETE RAYVE KIT #2
Both kits contain the Dial-a-Wave

FROM THE FAMOUS PEPSODENT LABORATORIES

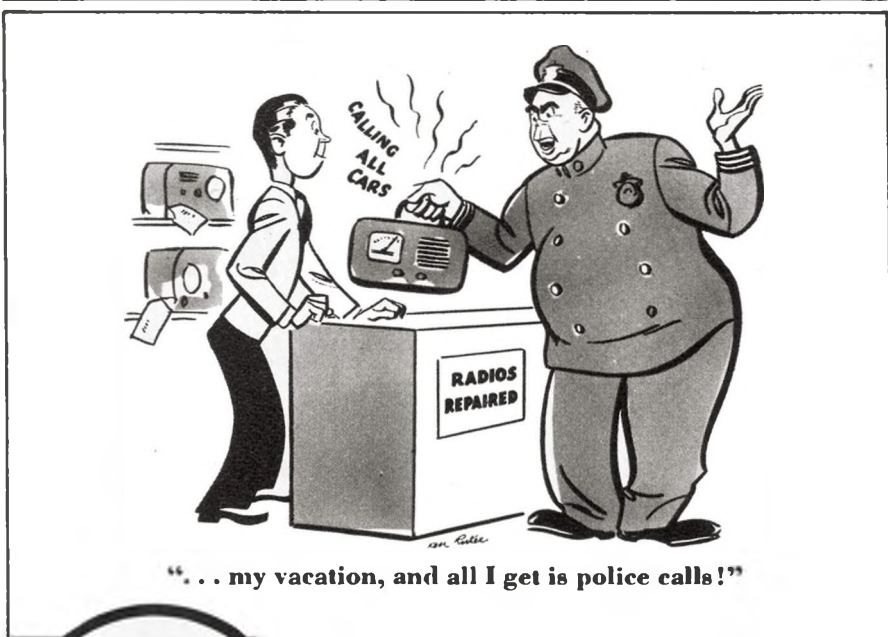
These "Don'ts" Make Teen-Age



"Got a minute? Have a Hires!"

"Deadeye Dick" is being ambushed. Susy is bound to think well of a young man who offers Hires. There's loads of come-on in the sparkling flavor with the velvet edge. Real root juices make that flavor — make

Hires naturally delicious! Say "Hires!" for your two-some at fountains. Dig down for it at coin machines. Bring the six-bottle carrier home. There, or anywhere, Hires makes a minute mean so much!



SIGN OF
DEPENDABLE
RADIO SERVICE

If your radio develops a one-track mind, if the only station you can get is a police station—don't call it a crime, call the nearest radio service dealer who displays the Sylvania sign! He'll fix up your set in short order. For he has Sylvania testing equipment to diagnose troubles accurately, and he has those dependable Sylvania radio tubes to give you the high quality reception you want. Remember—the Sylvania sign is your guide to the best radio service at the fairest prices!

SYLVANIA RADIO TUBES
PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.



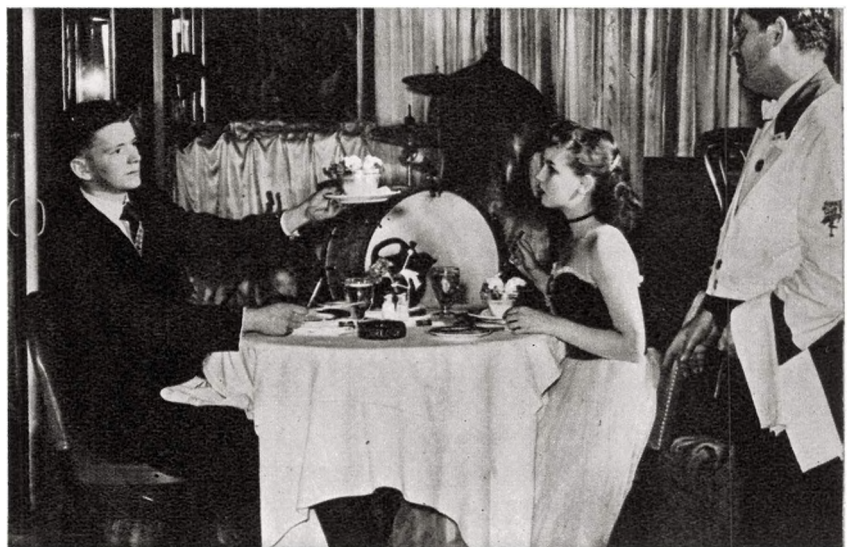
don't

be "a pest in the house," admonishes new etiquette book for boys. This lad is. He puts feet on table; flicks ashes onto rug; shows boredom by yawning in hostess' face (latter played by Joan Evans, new teen-age movie star).



don't

go in for "ambulatory love-making." It makes you conspicuous, embarrasses your girl. Boy should walk on side of street nearest curb with girl, hold her arm at crossings, let her board bus first, get off first himself to help her.



don't

fume at waiter if you want to send food back to kitchen in a restaurant. Call him quietly, explain calmly what's wrong. Do make reservation first, checking cover or minimum charges, so you won't be floored when check comes.

Situations enacted by Joan Evans; costumes, hats by Judy 'n Jill

Boys Unpopular With "Dates"



don't forget, when writing to invite your girl on a week-end campus whirl, to say where she'll stay, what activities you plan, so she can bring right clothes. Joan's beau forgot these essentials. Tactful lad writes girl's mother too.

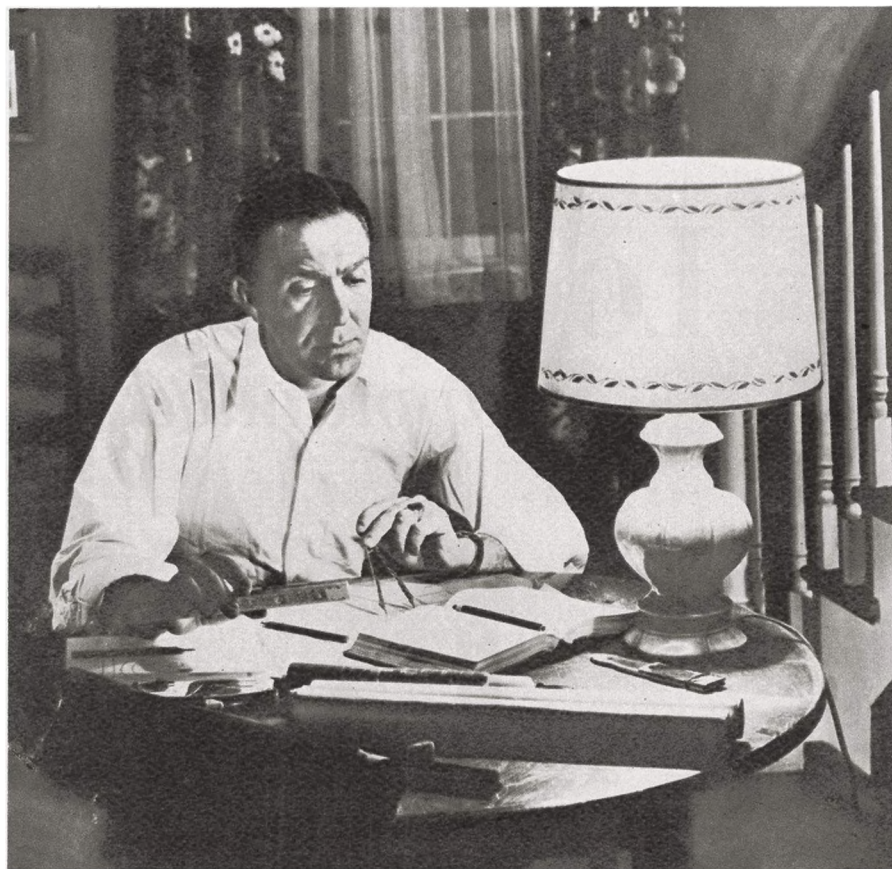


don't call for your date looking like a bum. A girl doesn't demand that her beau be handsome or all slicked up in new suit and stuff but "she does insist that the man in her life be well-groomed, tubbed, scrubbed, nice to be next."



don't leave your girl, as Joan was left on dance floor of Stork Club, to shift for herself when music stopped. Book also recommends sticking to "conventional terpsichorean activities . . . saving amorous passes till alone together."

For Samuel Goldwyn's story of his discovery, Joan Evans, turn page



What's the greatest standing offer ever made?

The greatest standing offer ever made has been in effect since the days of the colonists.

It is this—reward for *extra* effort.

It is a basic fact of human nature that people will work amazingly hard if they get something extra for doing it.

Through the years it has stimulated Americans to invent new and better machines—to invest in new enterprises . . . to create the world's greatest industrial plant . . . to compete in free markets.

By increased use of machine power on our mass production lines, we have been able to lower costs—to produce more for every hour we work than any people on earth.

Our productive efficiency has resulted in constantly higher wages and shorter hours. Our labor has the right to choose

jobs, to organize and to bargain collectively.

No wonder that the United States, with only 7 per cent of the world's population, produces as much material wealth as all other nations combined. No wonder so many other countries are looking to us today for help and guidance.

Our American system has its faults. We all know that. We still have sharp ups and downs of prices and jobs. We'll have to change that—and we *will*.

Meanwhile, we're being challenged to make the American system *work* as it never worked before. Let's create new industries and expand old ones—make more new jobs for more people.

Here's a big reward for extra effort—one we *all* can share.

Let's show the world what Americans can do when they really *try!*

THE BETTER WE PRODUCE, THE BETTER WE LIVE

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Executive Director
Twentieth Century Fund

PAUL G. HOFFMAN
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FREE! Send for this valuable booklet today!

In words and pictures, it tells you
—How our U. S. Economic System started
—Why Americans enjoy the world's highest standard of living
—Why we take progress for granted
—How we have been able to raise wages and shorten working hours
—Why the mainspring of our system is productivity
—How a better living can be had for all



MAIL THE COUPON to Public Policy Committee, The Advertising Council, Inc., 25 West 45th St., New York 19, N. Y.

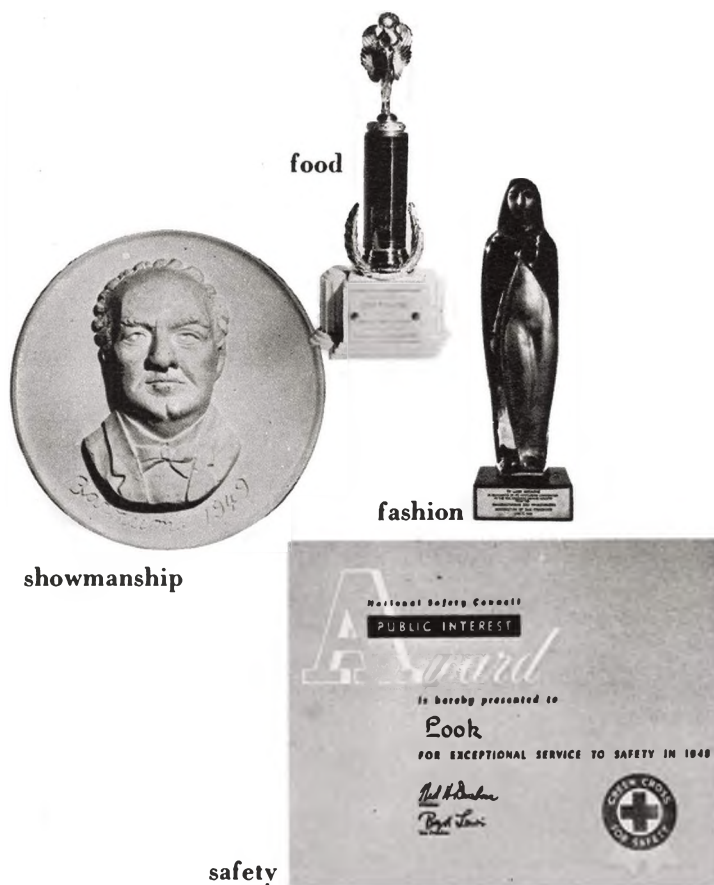
NAME _____

ADDRESS _____

OCCUPATION _____

Look

is applauded



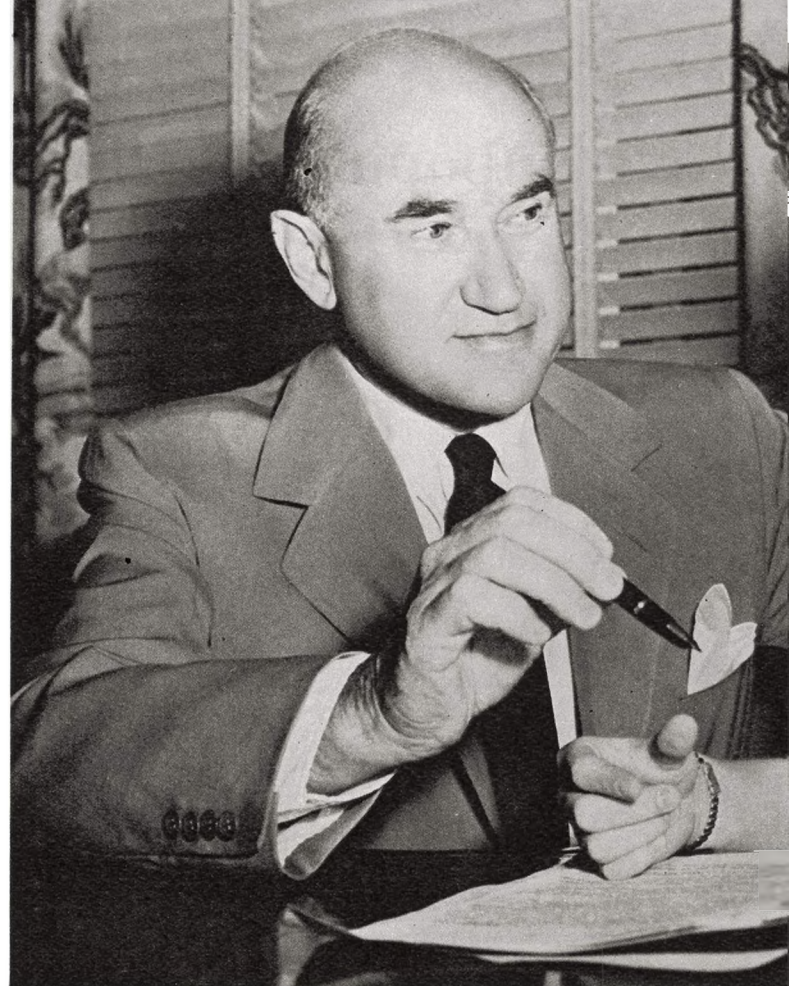
For many years now, Look has been applauding distinguished men and women whose contributions to the world, their countries and communities single them out for special recognition. So far in 1949, Look has been honored four times itself for its unique editorial accomplishments in the fields of food, safety, fashion and magazine showmanship.

The American Dairy Association recognized Look's consistent issue-after-issue attention to food and food products by selecting Look for its 1949 Award of Merit. This trophy was presented to Look for its "Distinguished Food Page Achievement."

The National Safety Council selected Look alone among the major weeklies for its Public Interest Award for 1948. Look's editorial program has continuously and aggressively stressed important safety principles on the highway and in the home.

For its continuing recognition of the West Coast as a potent and vital fashion source in the United States, Look was awarded the San Francisco Manufacturers and Wholesalers Association's famous fashion "Oscar." Look was the only magazine so honored.

Again, Look was the only publication selected at the Barnum Festival in Bridgeport, Conn., to receive the first annual P. T. Barnum award for showmanship. Look shared honors with such notables as Bernard Baruch, Richard Rodgers and Oscar Hammerstein, II.



Samuel Goldwyn ends search for fresh young beauty to play lead

Girl Who Never Acted To Be My New Star

BY SAMUEL GOLDWYN

"YOUTH," said George Bernard Shaw, "is such a wonderful thing that it is a crime to waste it on children." But it would be a greater crime to miss any chance which presents itself to keep alive the wonderful spirit of youth in whatever we do.

That is why I have always tried to bring new, fresh young people to the screen at every possible opportunity. It is, of course, easier and safer to rely on the tried-and-true stalwarts who have been stars for years—some for generations—but I must be a gambler at heart. I would rather take the risk of staking a whole production on my faith in the talents of someone new and vital than follow the old, familiar methods.

That is why a girl who never acted before a camera in her life is the star of my new picture. That is why Joan Evans is Roseanna McCoy.

Roseanna McCoy is the ageless story of Romeo and Juliet, told this time, against the background of the hot-blooded Hatfield-McCoy feud. When I started plans for the picture last year, I called in my casting director and told him that the girl who was to play the leading part had to meet several specifications. She had to be young, beautiful, unspoiled, fresh, vital, a fine actress—and, in addition, must never have been in pictures

before. That was most important—I wanted a radiance that was completely unspoiled in the face of that girl on the screen.

We divided the country into six zones and sent a talent scout into each one to find the girl who represented this ideal combination.

One Face Stood Out

A stream of photographs started pouring into my office. My people saw thousands of girls, sent me only one photograph out of every 15 or 20 girls they interviewed. All in all, I looked at close to 1,200 photographs myself.

Curiously enough, I had no difficulty in making the decision. One picture stood out so far ahead of all the others that there never was any question in my mind about another choice. Joan Evans had every qualification I had set out and particularly, a sparkling, new kind of beauty.

But there can be a vast difference, as anyone in pictures knows, between a photograph and the projection of a personality on the screen. I sent word to New York, where Joan lived, for her to be flown to Hollywood for a test. While I waited for her and for the results of her test, I was consumed with the anxiety I always feel when I think—but can't yet be sure—that I have a new discovery on my hands.



in *Roseanna McCoy*, by signing 15-year-old schoolgirl Joan Evans.

Irving Reis, who was to direct *Roseanna McCoy*, rehearsed Joan for a week, then shot a test on Saturday. On Monday morning, I looked at the results in my projection room. At noon Monday, Joan and her mother, who had come from New York with her, were in my office—awaiting the verdict. I saw the fears, doubts and hopes of the occasion showing in their faces. Joan kept twisting her handkerchief uncontrollably.

Joan Gets the Part

I took my time, for I wanted to watch the emotions registering in Joan's face as she sat on the edge of her chair.

"I liked your test . . ." I began and paused, looking out into space.

The tension mounted. Those words in Hollywood are often preliminary to, "but I'm afraid you are not quite right for the part." Joan's mother confessed later that that was what she had expected to hear.

Joan was watching me anxiously, expectantly. This was a vital moment in her life. She turned to her mother, half got up out of her seat, then settled back again. The silence at this instant, was almost more than she could stand.

I broke the suspense. "The part is yours—and you are going to be great in it."

She Excels in Test

Joan flew into her mother's arms. Both cried with happiness and I found myself on the verge of joining in. It was an extremely dramatic and frankly sentimental moment. As a matter of fact, it was the kind of real-life drama that I would be afraid to put into a picture because people would dismiss it as too theatrical.

What had impressed me most about the test was not only Joan's fresh young beauty but a capacity

to convey emotion. People either have this ability or not. It cannot be implanted in a person, but it is something which can be developed. It is a producer's job to recognize it.

I saw this quality in Joan as she played a difficult love scene with Farley Granger when the test unrolled on the screen of my projection room. That was all I needed, though I recognized there was still a tremendous gamble ahead in placing the burden of the title role of a costly production on a youngster whose sole professional acting experience had been a child's part years ago in her father's play, *Guest in the House*.

New Star on the Way

My decision, made that morning, has been completely justified. Joan has been a valiant trouper. She withstood the buffeting of the early days of rehearsal, when everything was new and strange to her, with a courage that many an older star might envy. Those early days were not easy. This young girl who had never been in a picture before had to meet acting standards set for professionals whose lifetime career has been motion pictures.

But Joan has courage as well as beauty and ability and a capability for working at her career with unswerving faithfulness. Her role as *Roseanna McCoy* was a difficult one for it demanded a depth of emotion that does not come easy to even an experienced actress. Joan struggled with it at first, to be sure, but it was not too long before she mastered it. Soon she was not only playing her difficult romantic scenes with Farley Granger beautifully, but was more than holding her own with long-established stars like Charles Bickford, Raymond Massey, Aline MacMahon and others. Joan Evans is on her way to great heights.

END

AYE, MON... IT'S THRIFTY!



But far more important— Gaines nourishes **EVERY INCH** of your dog!

Right you are, Scottie . . . Gaines costs less to feed than any other type of dog food! That's marvelous for your master. But what counts most is the job it does for you. From your little moist nose to your waggy tail, Gaines nourishes **EVERY INCH** of you. It provides every type of nourishment dogs are known to need. No wonder it's America's largest-selling dog food!

THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much proteins as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1¼ lbs. cheese



For energy—as much carbohydrates as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¼ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1¼ oz. butter



Plus ALL THE VITAMINS AND MINERALS dogs are known to need . . . in more than required quantities

Gaines DOG FOODS

"Nourish Every Inch of Your Dog"



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A Product of General Foods

Tie up to quality with Old Thompson



When buying whiskey, more and more people are asking for the brand with the big difference—Old Thompson. They've learned that it's not only richer-tasting, but it's

smoother because it's..

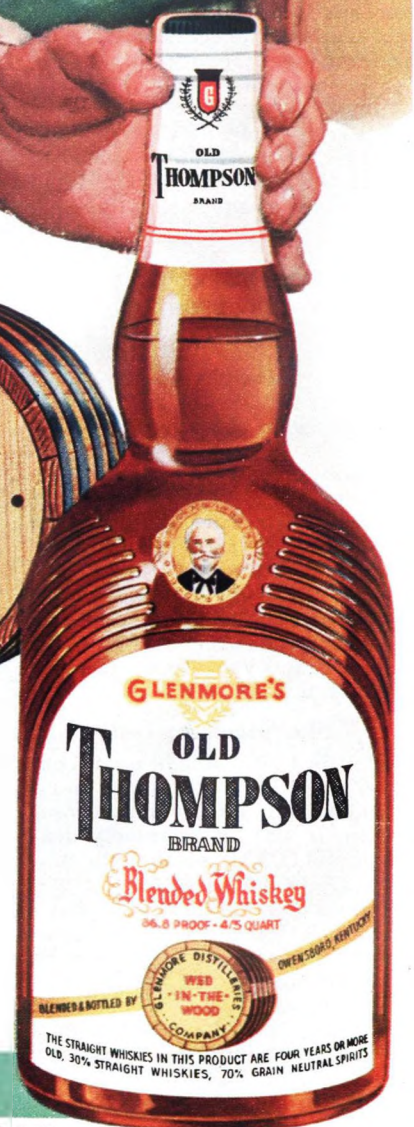
WED·IN·THE·WOOD. This simply means that after blending, Old Thompson, instead of being bottled immediately, is put back into barrels to assure a better whiskey. No wonder so many people all over America are saying Wed·In·The·Wood *makes drinks extra good!*

**OLD
THOMPSON**
BRAND



Blended whiskey 86.8 proof. The straight whiskeys in this product are four years or more old. 30% straight whiskeys—70% grain neutral spirits.

Glenmore Distilleries Company
Louisville, Kentucky



A GLENMORE PRODUCT

FROM OLD KENTUCKY

F.D.R.

a growing legend

The late President has become America's No. 1 collectors' item . . . He lives on in stamps, cartoons and a million assorted gimcracks

JUST a few years ago, most of the objects at the right were commonplace. Today they are all collectors' items.

You may have owned some like them yourself. But unless you had unusual foresight, you probably never thought of them as valuable.

Now the Roosevelt legend has grown to such proportions that collectors are eager to find anything pertaining to his life.

Just after F.D.R.'s death in 1945, a group of the late President's admirers met in Chicago to form the Franklin D. Roosevelt Collectors' Association. The organization now has 150 members. They issue a semiannual magazine to help each other run down such scarce items as campaign posters and leaflets, handwritten manuscripts and so on.

One of the largest collections outside of Hyde Park belongs to John Valentine, secretary-treasurer of the Association. Mr. Valentine began collecting in 1932, casually at first. He now has thousands of items, including 3,500 books, pamphlets, leaflets, manuscripts; 2,500 different F.D.R. campaign buttons; pennants; scores of Roosevelt's signed letters; autographed portraits of Roosevelt; and dozens of oddities such as those shown here. His collection fills two rooms, a closet and a storage room in his home at Glendale, California.

Other collectors of Roosevelt mementos include Sen. Clinton P. Anderson of New Mexico and Frederick B. Adams, Jr., director of the Morgan Library in New York. They have a rich field to work in, for F.D.R. has been the subject of 106 biographies and 41 published songs. His autographs and letters are more eagerly sought than those of any President since Lincoln. Since his death, 23 nations have honored him in commemorative stamps.

Auction prices indicate the growth of the legend. One signed letter in F.D.R.'s own handwriting recently sold for \$350. An autographed copy of his first Inaugural Address brought \$235. The value goes up every day.



Plates, plaques, busts, mugs, bottles and ashtrays honor Roosevelt.

(Continued on next page)



1 Argentine stamp, issued in 1946, honors Roosevelt for Good Neighbor policy.



2 Colombia overprinted portraits of Stalin, F.D.R., Churchill on a regular stamp.



3 Costa Rican stamp was issued in '47. Same design on air mail.



4 Cuba paid homage to the late President in 1947, noting birth and death dates.



22 Yemen paired F.D.R. with Churchill on 1948 commemorative. Same design on air mail.



21 U.-S. stamp comes in four denominations, same head, different scenes.



20 San Marino, tiny republic in Italy, issued more than any other save El Salvador.

19 El Salvador printed series of 14. This one shows funeral cortege leaving White House gates.



18 Poland issued its memorial only last year. It shows globe on which Washington is marked.



17 Philippine stamp is also memorial to first president, Manuel Quezon, who died in '44. Air mail series issued '47.



16 Panama featured monument at end of Boyd-Roosevelt Highway.



F. D. R. A GROWING LEGEND
continued

23 COUNTRIES HONOR Roosevelt on Stamps

These stamps, from Gimbels' world-famous stamp department, represent all the governments which have issued Roosevelt memorials since his death in 1945.



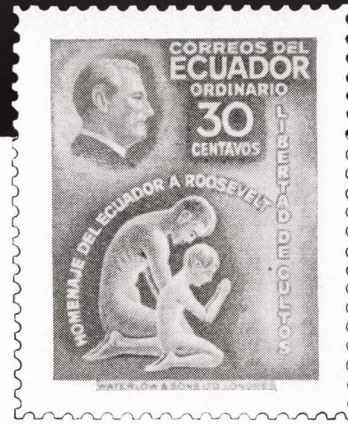
5 Hungary memorialized each of the four freedoms in a 1947 series. This was same year Communists took over.



6 Greece was among the first to pay its respects after Mr. Roosevelt's death.



7 Guatemala used unflattering portrait of Roosevelt on 12,500 sets.



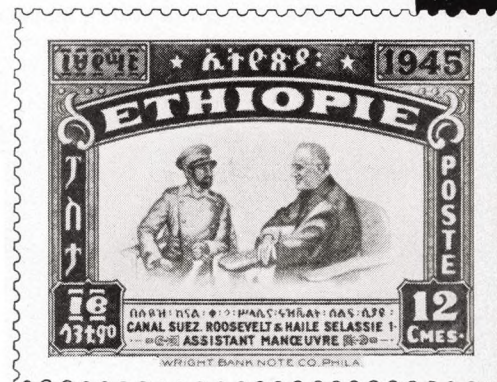
8 Ecuador also used symbols for four freedoms. Shown: Freedom of Religion.



World map shows location of each of the nations whose stamps are shown here. Numbers are keyed to reproductions of stamps.



Latest Roosevelt memorial is Brazil's air mail stamp, issued in May 1949.



9 Ethiopia showed its emperor, Haile Selassie, talking with F.D.R. at Suez Canal.



10 Haiti has two denominations of this air mail stamp.



11 Honduras marked victory over Japan with F.D.R. memorial.

15 Nicaragua showed the President examining his stamp collection. Others in series depicted more formal scenes.



14 Principality of Monaco issued six regular, four air mail stamps honoring Roosevelt.



13 Mexico honored F.D.R. and philately by reproducing first stamp.



12 Liberia, Negro republic, commemorated Roosevelt's war-time visit on three stamps.



F. D. R. A GROWING LEGEND *continued*



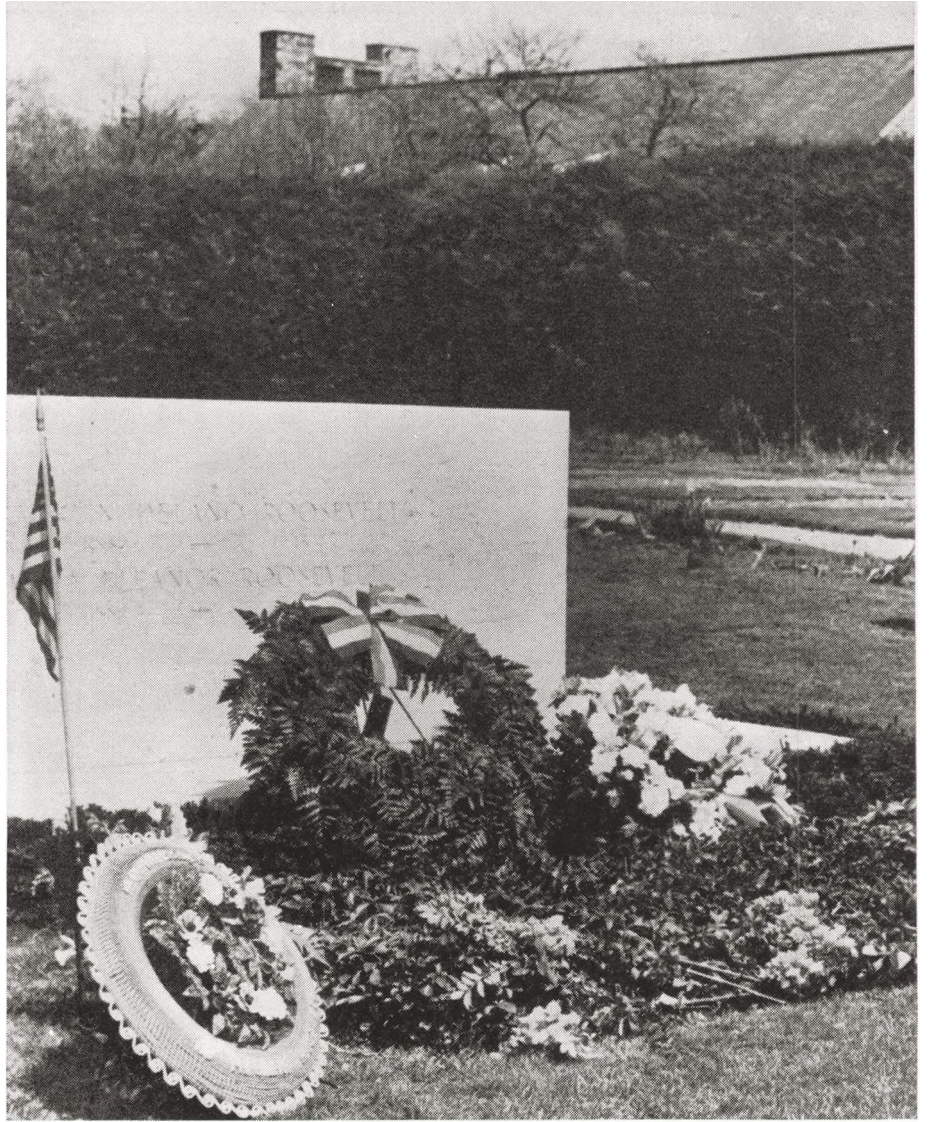
The rambling stone and stucco house at Hyde Park, which once housed distinguished guests of state, is a comfortable, unpretentious dwelling that F.D.R. liked returning to at every opportunity.



The room where Roosevelt was born in 1882. Only four years after his death, his home is a tourist attraction rivaling Mount Vernon, Monticello and Lincoln's birthplace. Half a million will see it this year.



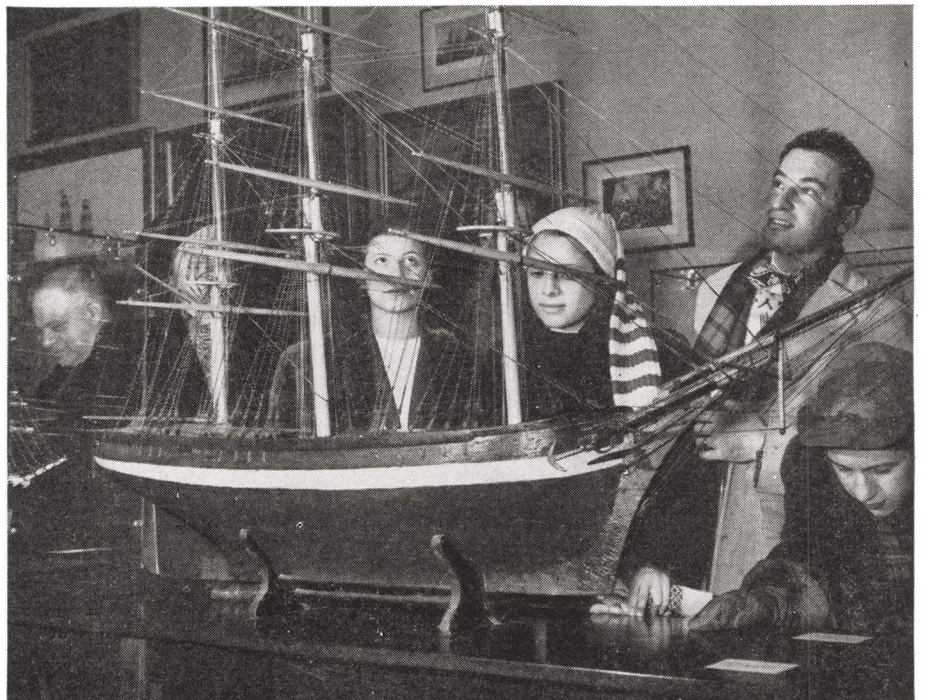
Closet in F.D.R.'s bedroom contains famous Navy cape he wore at Yalta, his suits and shoes. This is one of tourists' favorite spots, because it seems personal to the late President and remains just as he left it.



F.D.R.'s tomb in the rose garden. Since estate was turned over to the govern-

Hyde Park:

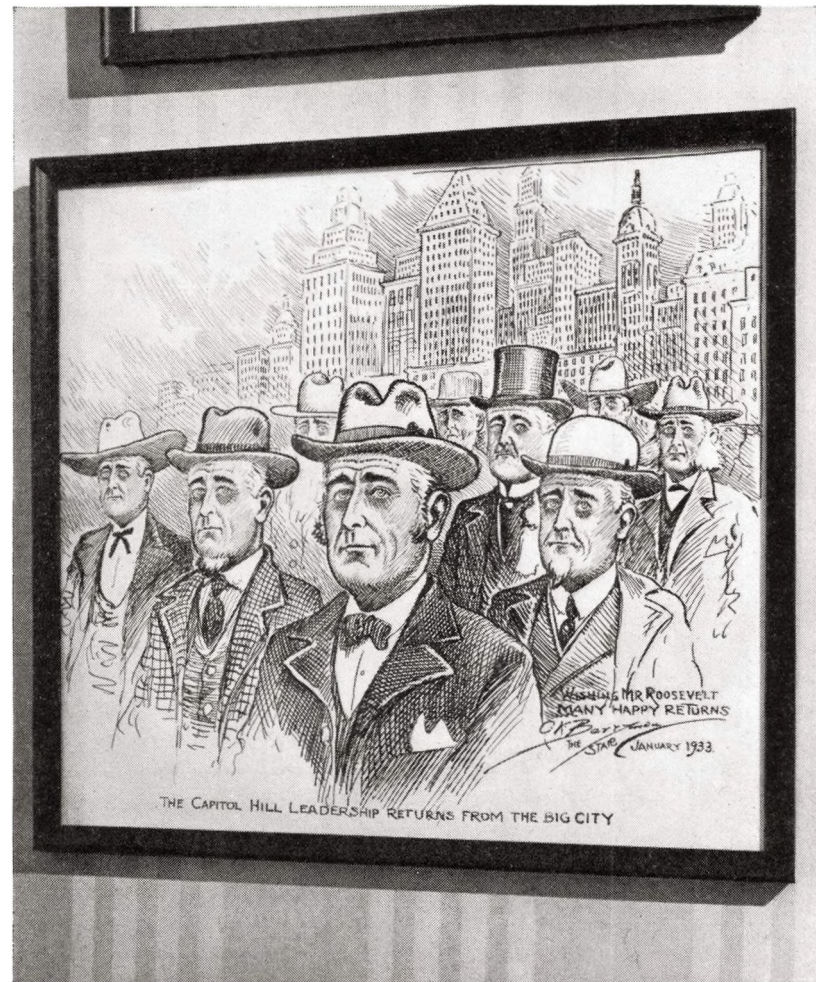
The Roosevelt estate is already a



F.D.R.'s large collection of ship models is on display in library and museum. Visitors pay 25 cents admission here, as well as to house, but grounds and tomb are free. Visitors' fees enable National Park Service to meet expenses.



ment in 1946, millions have paid their respects—as Mrs. Roosevelt and Fala do.



The President's favorite political cartoon was hung in his bedroom. C. K. Berryman of the *Washington Star* autographed it to F.D.R. at the start of his first term, wished him "many happy returns."

Home of the F.D.R. Legend

national shrine visited by millions



Large papier-mâché caricature of F.D.R. in likeness of the Sphinx was a jibe of the Gridiron Club at his silence about third term. This and other curiosities pertaining to the Roosevelt era are housed in the "Oddities Room" of the museum.



Some of the many canes given to Roosevelt. Visitors often ask why some particular gift isn't on display—perhaps one they sent F.D.R. themselves. There are so many such gifts, not all can be shown at once.

(Continued on next page)

Waaaa



... that's what you get with Texaco *Sky Chief* gasoline!

HILLS VANISH . . . miles slip under you effortlessly, when you go along the open road with a real *luxury* motor fuel in your tank . . . Texaco Sky Chief gasoline. You'll *sense* its velvet smoothness . . . its alertness . . . its tremendous surge of power. Sky Chief is a top premium gasoline. It was developed for those who want the best. It's sold by your Texaco Dealer . . . *the best friend your car ever had.*



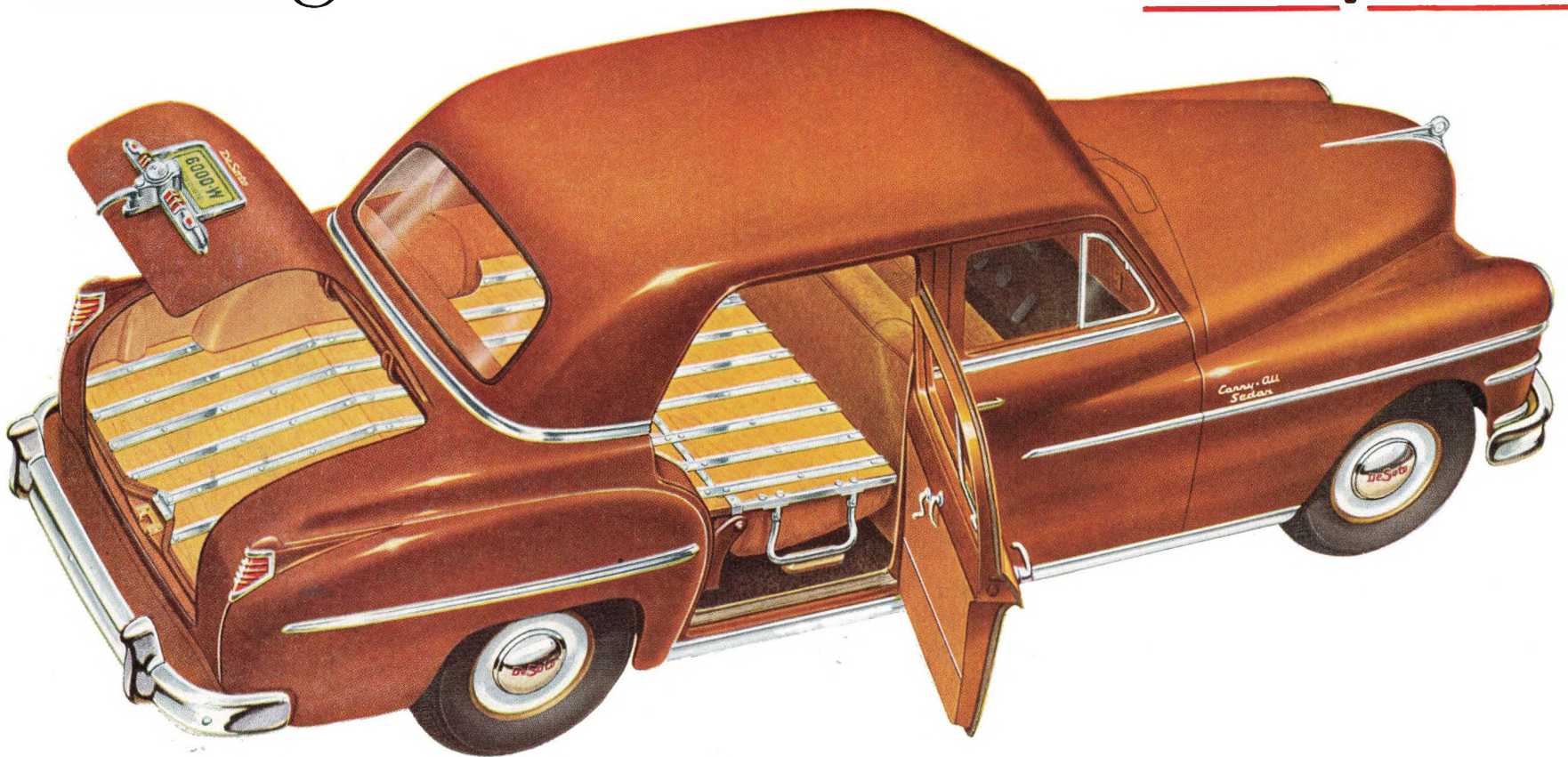
THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada

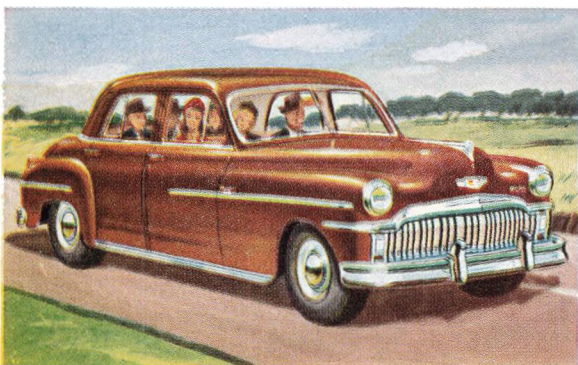


DE SOTO

presents an exciting new Sedan...the Carry-All!



Here's how businessmen, farmers, sportsmen can have two cars for the price of one!



Here is a luxurious sedan with all the smartness and roominess and comfort for which De Soto is famous.



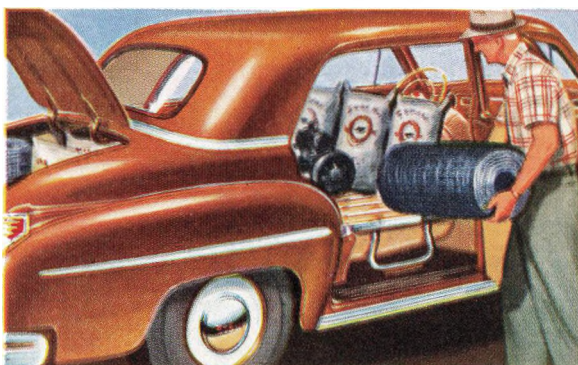
Carries six passengers in comfort...yet in an instant you can fold the rear seat down flush with the floor.



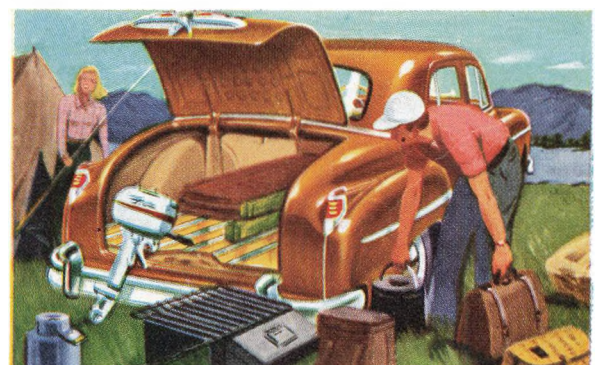
Now you've got a station wagon...with the rear compartment stretching clear through to the deck lid.



Imagine how useful it is to businessmen, salesmen and those who sometimes need lots of cargo space.



Imagine how useful it is to farmers and estate owners. It can be loaded from either side or from the back.



Ideal for sportsmen and vacationists. A wonderful car, a wonderful value. Ask your De Soto dealer about it.

Tune in "HIT THE JACKPOT" every Tuesday night over all CBS stations, DE SOTO DIVISION, CHRYSLER CORPORATION

Dali

AND FOUR FELLOW MODERNISTS MEET TO INTRODUCE

Draperies Fabrics

THE quintet below gathered in Look's office for a first group-photograph with the first decorative fabric each designed. These prints make it possible for American families to hang a Dali at their windows, drape a wall with fabric by U.N. designer Abel Sorensen, or industrial-designer George Nelson or modern furniture designer Edward Wormley or architect Bernard Rudofsky. In addition to the men below, Ray Eames, sculptress-wife of furniture designer Charles Eames, has done

modern prints for children, for nursery decoration. Each of the five men and one woman who designed this "Stimulus" collection was asked to answer the question, "What should draperies do in American homes?" Their answers, some of which are shown below, are unhackneyed designs in easy-to-live-with colors, in hand screen prints that will be found in stores in time for fall redecorating. Good news for the budget: these will sell at \$3.95 to \$5.95 a yard.

These men make a who's who of modern design, architecture, art. Seated back of their first drapery fabrics are: Nelson, Rudofsky, Dali, Sorensen, Wormley.





Ten Rancheros splash through a shallow mountain stream on their trek through Southern California.

Ride of the Rancheros



Riding, camping, horseplay and telling tall tales—all of this, and more, went on during the week-long, 112-mile trek of 547 of the nation's leading executives. One of their fancy saddles, above, cost \$80,000

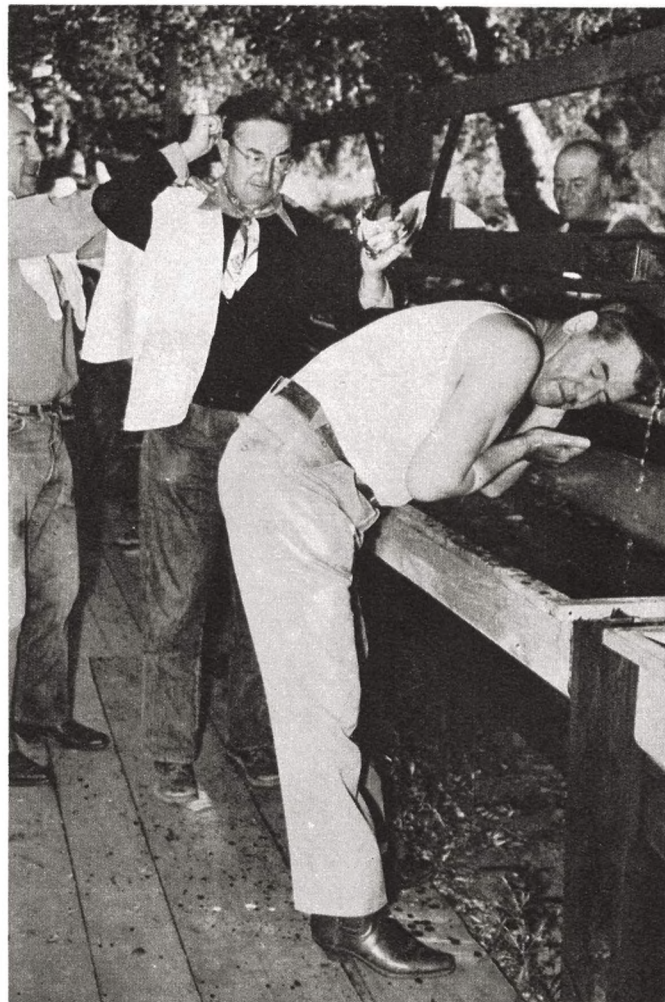
ASTRIDE fine Palomino and Arabian horses, 547 of the nation's leading executives from 25 states hit the trail for seven days. They rode 112 miles through Southern California's mountains; ate brook trout and steaks prepared by 33 chefs; gathered at 21 portable bars for hours of tall stories and off-key singing.

The occasion was the 17th annual ride of Los Rancheros Visitadores, one of the largest and most exclusive all-male riding clubs in the U. S. Rancheros Visitadores—visiting ranchers—was organ-

ized to recall the treks of early Spanish ranchers who rode from ranch to ranch helping with spring branding, feasting and singing.

Membership, by invitation, is restricted to horseflesh lovers whose pocketbooks will permit it; and whose hides are thick enough to absorb Rancheros horseplay. Candidates are tested on three annual rides before they are eligible for membership. Casualties from this year's trek were low. Besides assorted saddle sores, only two broken arms and one set of broken ribs were reported.

Whit Collins, airplane parts manufacturer, waits turn as **Des Moines publisher Fred Bohlen** washes after day's ride.



Justin Dart, president of Rexall Drug, Inc., and **Paul Draper**, Boston importer, take it easy on a pile of hay.





YOUR FAVORITE STORE KEEPS FLEER'S DUBBLE BUBBLE RIGHT UP FRONT . . . HANDY FOR YOU!

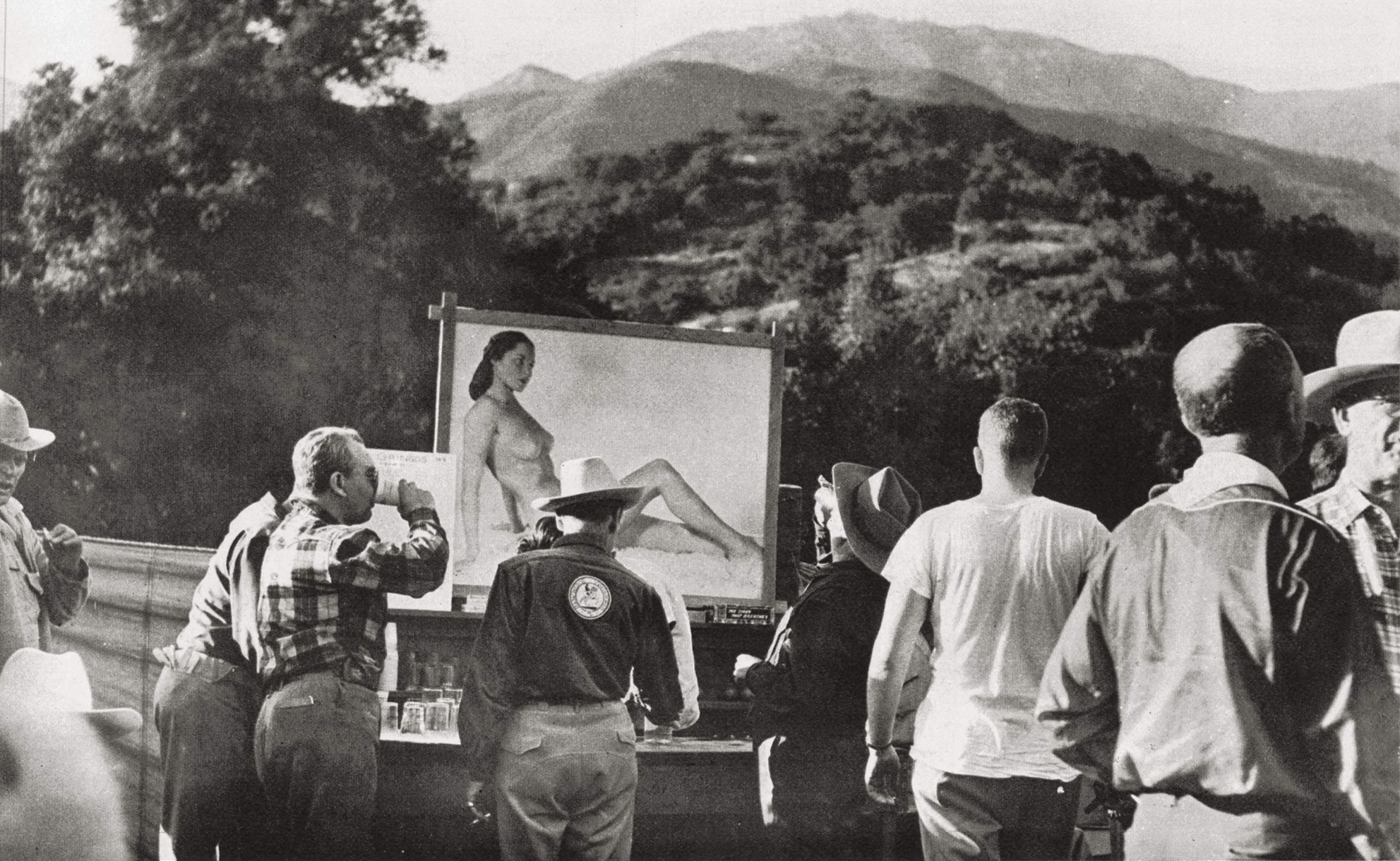


Late sleeper Bud Furer is awakened abruptly by a dozen or so early rising Rancheros. His buddy, Tom Wolfe, collaborated by obligingly roping Furer's cot and dragging it into the water after him.

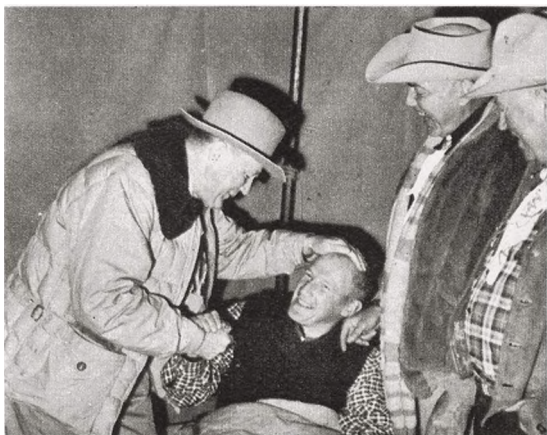
Wandering minstrels keep Rancheros from getting too much sleep on the trek



Dressed in their best outfits, and with their horses carefully groomed, the Ranchero Visitadores line up at parade rest to receive the blessing of the padre at the Santa Inez mission in Southern California.



In camp, the Rancheros gather around a bar to discuss the day's ride and swap yarns. Professional bartenders were in charge of the bars at all the camps.



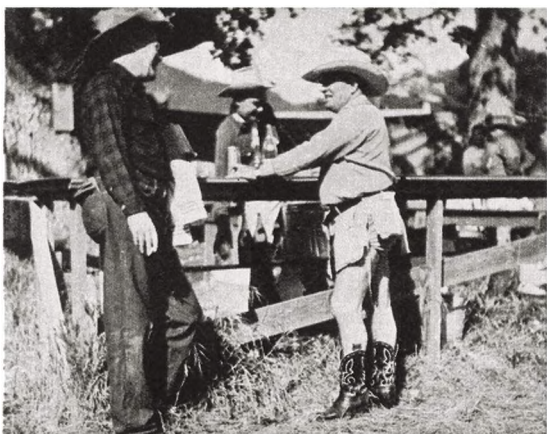
Dr. William Norris and Jack Mitchell, presidente of the Rancheros, pay an early morning call on Don McKenna to see if he's sleeping comfortably.



Awakened at 2 a.m. by wandering minstrels, La Motte Cohu, presidente of Consolidated Vultee, is conscious enough to keep time to the music.



Ed Meredith, *Better Homes and Gardens* executive, wields comb to help Dick Dickson, of 20th Century-Fox Theaters, hurry to breakfast.



The pantsless gentleman is Elmer Awl, director of Rancheros. He lost his pants to raiders who later cut them up and sold the pieces as souvenirs.



The pig objects, but George O'Brien of Standard Oil greases it thoroughly. Rancheros then competed to see who could get slippery pig into cage.



Interrupting the musicians, Harry Sperb, Budweiser Beer sales manager, delivers a soap-box oration on the joys of the ride of the Rancheros. **END**



U. S. sandlot tableau: Leon (Pete) Millington whips over a strike. He's ace 17-year-old pitcher of Trenton Post 93 Schroths, American Legion Junior champs.

American Legion Junior Baseball



Father of the American Legion Junior Baseball Program, National Chairman Dan Sowers got first financial aid from organized ball.

To 60,000 teams and 1,000,000 teenagers, it teaches good sportsmanship and citizenship. And it is the greatest single source of major-league baseball talent

THE largest youth sports program in the world. A strong influence for good sportsmanship and citizenship. The most prolific fountainhead of professional talent. This tells the story of American Legion Junior Baseball which today numbers 60,000 teams and a million players.

Since 1928, organized baseball has contributed \$614,000 to the Legion program, \$50,000 each of the last two years. Ford and Lincoln-Mercury dealers alone co-sponsor, with Legion posts, more

than 5,000 teams. But most important is the time and enthusiasm our war veterans give as sponsors, coaches, managers; example: Jake Miller, Trenton (N. J.) Post 93 athletic officer.

State, sectional and regional play-offs lead to the national finals, to be played this year at Omaha, Neb., August 31 through September 4.

Pictures of the defending champions, the Trenton Post 93 Schroths, are shown on this and the following pages.



Pitcher Pete Millington, Assistant Coach Al Weiss, left, lead Trenton Post 93 team in a couple of laps around the field.

(Continued on next page)



Coach Palumbo, Air Force vet, signals "two out."

Competent coaches teach American Legion youngsters the fundamentals of game



Sliding: Ass't Coach Weiss explains, Shortstop Lucarella demonstrates. Devlin covers bag at third. Mason, p, Recine, 2b, LiMato, lf, Millington watch.

Bunting: Pitchers should excel at it. Millington practices art under Weiss' supervision. Devlin, Mason, Holford, c, LiMato absorb technique.



Double-play chalk talk: Audience includes left: Bob Fisher, Post 93 commander, next to him Ray Schroth, first post commander. Team's named after him.



(Continued on page 72)



TEAMWORK WINS! All Regular Army men enjoy top-notch sports facilities . . . for the Army knows that athletics develop teamwork as well as alert, good health. Today's soldier is

fit—takes pride in staying that way. And he also has many opportunities to develop in other ways . . . in skill, experience . . . in ability to assume responsibility!

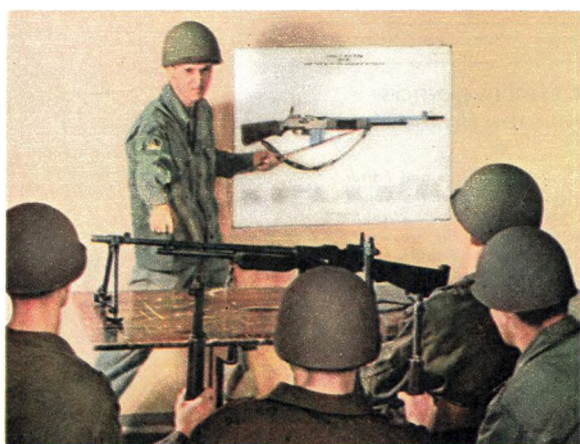


AN ARMY OF EXPERTS: Today every Army division requires well-trained specialists in many fields. They advance steadily in rank and pay. Top NCO's become warrant officers.

Army life: interesting, vigorous, secure... it offers important duty, great opportunities



TRAVEL, TOO! New languages, century-old customs, colorful cities! The career soldier vacations at world-famous spots while representing Uncle Sam abroad.

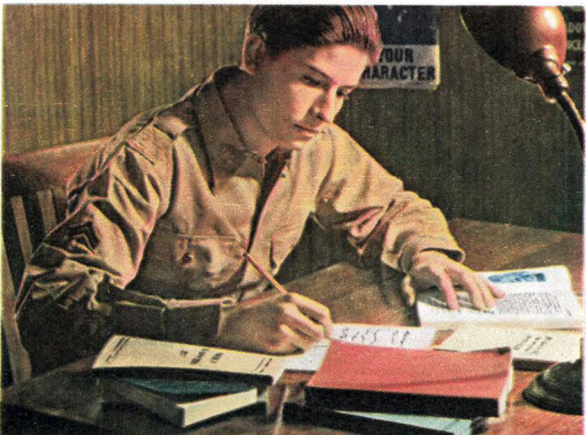


REAL RESPONSIBILITY: Whether in training, administration or technical work . . . Army noncoms have important jobs with opportunity to exercise initiative and judgment.



SOME FUN! Dances, dramatics, hobbies, clubs! Professional soldiers today have fine opportunities for off-duty relaxation. Recreation facilities are the best.

EDUCATION WITH PAY! The Army's tech school and apprentice training system give soldiers free instruction in valuable trades. Able men better themselves fast.



PROUD MOMENT! This recruit has passed new and tougher Army entrance tests . . . qualified for a career that's tops in security, retirement benefits . . . advancement, adventure!



FIND OUT today how you can build a better future, in the Regular CAREER Army. Today's soldiers are proud of their profession . . . and the men with whom they serve!



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Fleischmann's makes America's most delicious Gin Drinks...



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you all 4...

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- SMOOTHNESS
- TASTE
- MIXABILITY

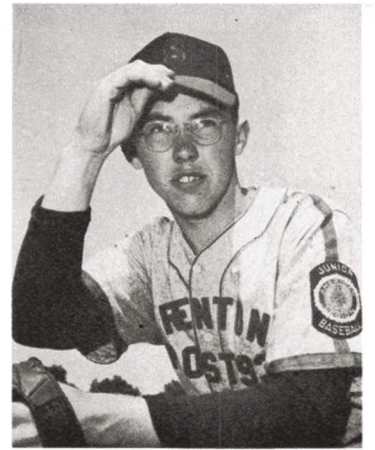


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AMERICAN LEGION continued

Trenton's Pete Millington typifies best in American Legion Junior players



Millington attends Trenton Central High, is 5' 11", weighs 168.



At noon hour, Pete and team mates go for sodas at Hamilton Sweet Shop across street from high school. Pete also pitches for high school team.

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Pipe-happy? Sure! Just as soothing and relaxing as an old sweet song—when every puff brings you the extra-mild taste and smooth flavor of Kentucky Club. It's a friendly smoke—this great

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1 year (26 issues), \$3.50; 2 years (52 issues), \$6.00; 3 years (78 issues), \$8.00—in United States and possessions. Pan-America and Canada: 1 year, \$4.50—Other foreign: 1 year, \$6.00.

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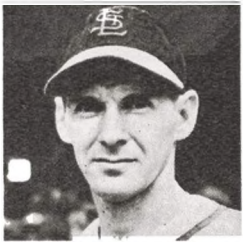
Bernice Eldridge and Jean Muccie, of Central High, find Pete good company between classes. An all-around boy, Pete is an honor student.



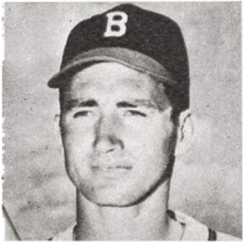
Pete says good-bye to his mother after dressing at home for twilight game. Parents have no worries about teenage sons who play Legion ball.

Here are 18 of the 260
big leaguers who came up from
Legion Junior ball

NATIONAL LEAGUE



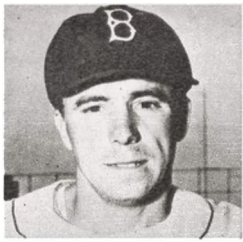
Marty Marion, shortstop,
St. Louis Cardinals



Alvin Dark, shortstop,
Boston Braves



Gil Hodges, first baseman,
Brooklyn Dodgers



Pee Wee Reese, shortstop,
Brooklyn Dodgers



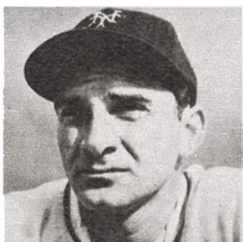
Bobby Thomson, outfielder,
New York Giants



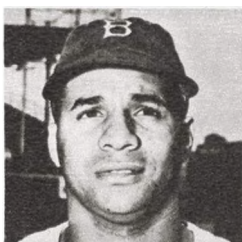
Stan Musial, outfielder,
St. Louis Cardinals



Ralph Kiner, outfielder,
Pittsburgh Pirates



Sid Gordon, third baseman,
New York Giants

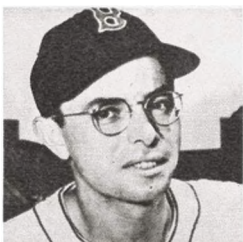


Roy Campanella, catcher,
Brooklyn Dodgers

AMERICAN LEAGUE



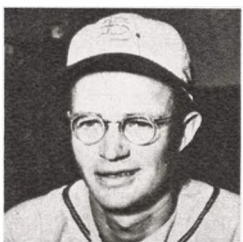
Cass Michaels, second base-
man, Chicago White Sox



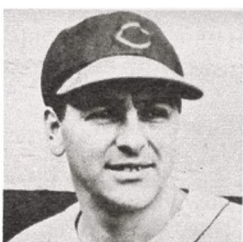
Dom Di Maggio, outfielder,
Boston Red Sox



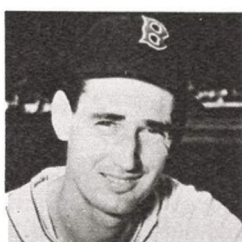
George Kell, third baseman,
Detroit Tigers



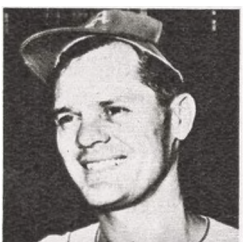
Bob Dillinger, third baseman,
St. Louis Browns



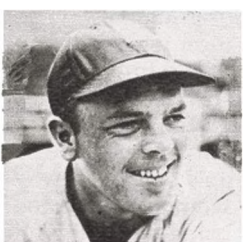
Lou Boudreau, manager,
Cleveland Indians



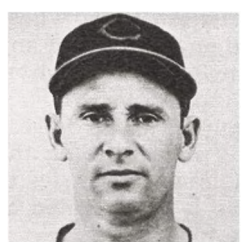
Ted Williams, outfielder,
Boston Red Sox



Eddie Joast, shortstop,
Philadelphia Athletics



Vern Stephens, shortstop,
Boston Red Sox

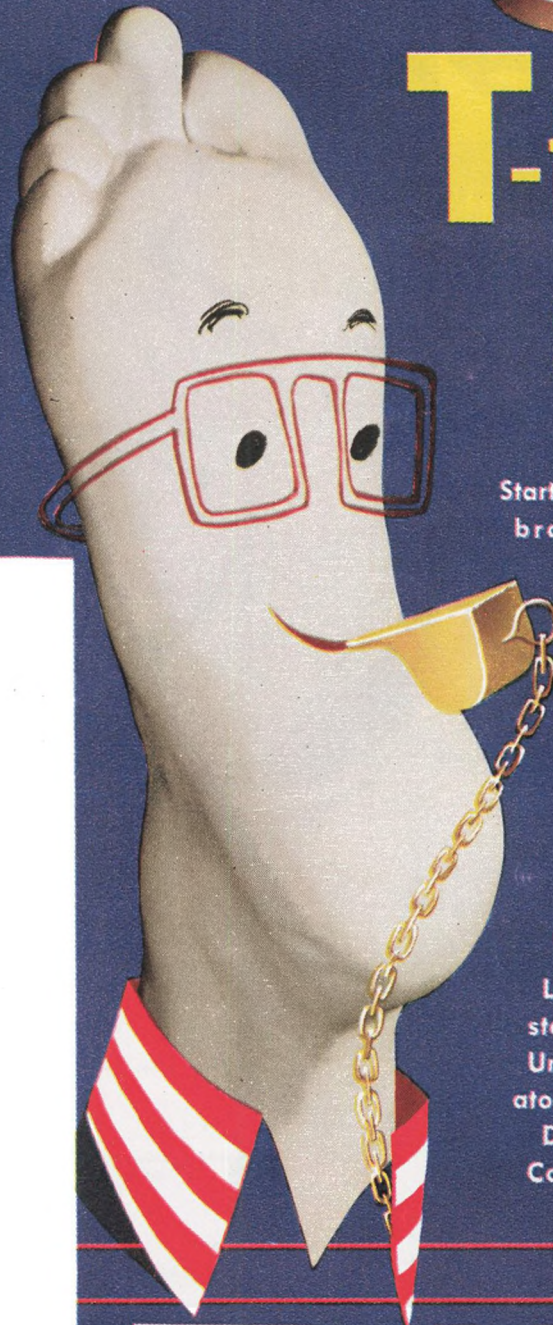


Joe Gordon, second baseman,
Cleveland Indians

END



T-formation
styles



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Attention, Boys! Also Roblee Jr.s., styled like older fellows' shoes, now at Roblee dealers'—6.95 to 7.95



John Marin, one of the small company of great artists in America, contemplates a painting in his suburban New Jersey studio. Clutter suggests the nervous,

Marin

PAINTS AT HOME

JOHN MARIN lives across the Hudson River from Grant's Tomb, in the everyday suburb of Cliffside, N. J. Few of his neighbors realize that he is one of the nation's greatest artists.

Marin seems to enjoy the ordinariness of his town. He is happy in a home that reflects none of his fiery originality. An artist whose large spirit is concentrated on the point of any day's painting problems, he tends to be oblivious of his surroundings.

At 79, Marin's taut figure is agile. He gestures with his entire body in describing the sense of movement through space he tries to capture in his pictures. He is exasperated at much painting being done today.

"Seem to be a lot of *don't* signs around nowadays," he says testily. "*Don't* look at a tree, *don't* look at a nude body—go in your studio and paint modern pictures. I say look and look and look and get your feelings refreshed from nature."

Marin's own spirit is in constant communion with nature—with the sea and rocks and tidy white towns of the Maine coast where he spends summers, with New Jersey's brooks and orchards. He expresses his ideas about art and nature when he says, "I can't destroy a woman's figure the way Picasso does. I can distort a woman's body too in painting it, but only to bring out its loveliness."



full-of-motion quality of Marin watercolors.



At 79, Marin's eye is keen, his spirit young.
(Continued on next page)



For 30 years, Marin has lived in a small, two-story stucco house like its neighbors in Cliffside, N. J.



Music is a second outlet for Marin's lively sense of rhythm. He plays for Mr. and Mrs. John Marin, Jr.

Painter's living room and dining room are almost exactly like thousands of others in suburbia.



Marin continued

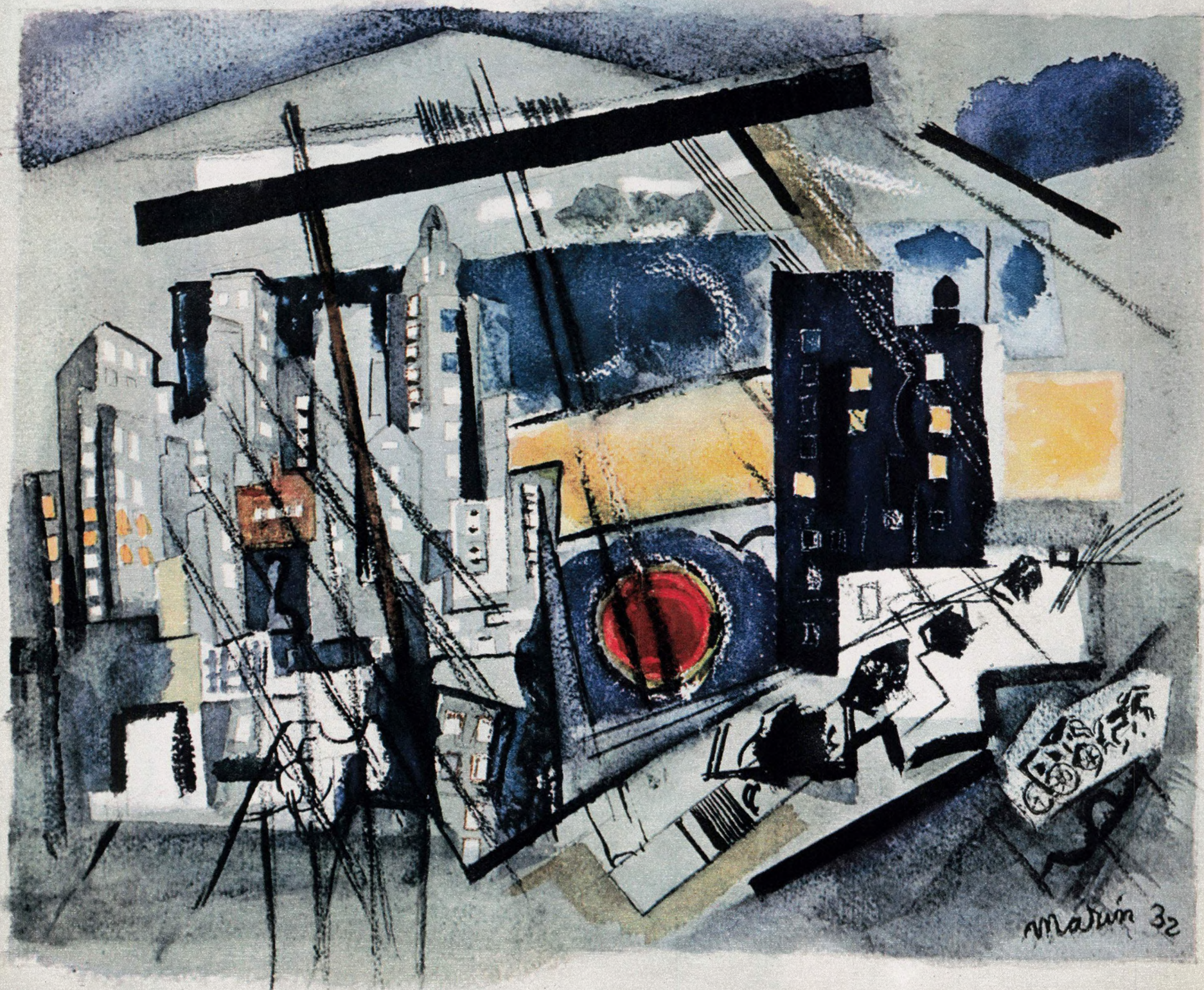
The best words about Marin's work are his own. He has told MacKinley Helm, his biographer: "Sometimes, I like to paint a red ocean. It is not the color that makes an ocean on canvas look like a real ocean. A red ocean with motion will look more like the sea than a patch of gray paint without movement." Again, he said: "I see rocks upriver and water flowing. All right, I put down the rocks on my paper. Then I show how the water runs past the rocks. The water is more white than colored, you notice, but you have to use color. Now, I say to myself, the most important thing about a river is that it runs downhill. So I put on the color with strokes that show how the water runs downhill past the rocks. Simple, isn't it?"



Boat, House and Blue Sea, 1920. Marin paints a "real" boat, "real" sea.

Watercolor below, collection of Whitney Museum; all others from *An American Place*.

Region, Brooklyn Bridge Fantasy, 1932. Marin is famous for his staccato city impressions that capture the nervous, angular quality of Manhattan.





Saddle River District, New Jersey—Peach Trees in Blossom, 1948. Fruit trees set up a frisky, spring rhythm in a pink blaze.



On Morse Mountain #6, Maine, 1928. Seen past trees, an inlet ambles to the sea.



Lake George, 1928. A mountainous mass is inert.

SUCCESS AS A PAINTER

Marin's fame grew through many exhibitions of his work at An American Place, pioneer gallery of Alfred Stieglitz in New York. His watercolors are owned throughout the country by public and private collectors. Marin's prices are high, one watercolor brought \$6,100. He is the subject of several biographies. The most recent, by MacKinley Helm, came out in 1948.

END



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COPY, 1948
PARMA CRAFT CORP.

Look PHOTOCRIME

By AUSTIN RIPLEY

Open Season

Directed by Lew Landers; cast from Columbia's *Law of the Barbary Coast*
Gloria Henry as *Gloria Alger* Stephen Dunne as *John Canty*
Fred Sears as *Fred Alger*



1 "Nice car," says Inspector Hannibal Cobb to wealthy Fred Alger, owner of a neighboring hunting cabin. Alger: "Yes, it is. You'd have risked your neck riding with me last week, though. I broke my only pair of glasses. Can't see 15 feet without them. Got this new pair today. Just in time to meet my niece Gloria and her fiance on the noon train."



2 A week later, Gloria rushes up to Cobb on the street. "Oh, Inspector," she cries, grasping his arm. "A terrible accident has happened." She breaks into sobs. Her fiance, John Canty, continues: "Mr. Alger, her uncle, has—he's been shot. Killed. He and Gloria were hunting. You've got to come with us. We've been searching everywhere for you."



3 At the scene, Gloria explains brokenly: "Uncle and I were hunting—he was supposed to keep to my left. The thickets are very heavy and when I saw a movement in the brush, I shouldn't have fired, but I did. When I got over there I found..." Cobb continues: "Somehow Uncle Fred must have crossed to her right. We—we left everything as it was."



4 At the cabin, Cobb examines the dead man's glasses which are on the table. Cobb: "Have you hunted with Alger before?" Gloria: "No. My family moved East years ago. We saw little of him." Cobb: "You may have shot your uncle, but not accidentally. I'm holding you both." What makes Cobb sure that Alger's death wasn't accidental? See p. 86

JOE HARPOONED A SWORDFISH, BUT THEN...

GOT HIM! STAND BY TO HEAVE THE MARKER, SIS!

THAT SWORD'S A LONG WAY FROM TIRED. I HOPE HE DOESN'T TURN ON THEM

THEIR FAMILY CRUISER SPECIALLY FITTED WITH "PULPIT" AND "LOOKOUT," BETH BROWN AND HER BROTHER, JOE, TRY THEIR LUCK AT HARPOONING A SWORDFISH...

THINKING THE HUGE FISH TIRED FROM DRAGGING THE MARKER, OUR HARPOONERS USE THEIR DORY TO CLOSE IN FOR THE KILL WHILE BILL BLANE AND HIS FRIEND WATCH THE SHOW...

HER FOOT'S CAUGHT!

KEEP THIS BOAT CLEAR! I'VE GOT TO CUT THAT LINE!

SHE'S OKAY, I THINK. JUST SWALLOWED SOME WATER!

THANK HEAVENS! THAT WAS MIGHTY QUICK WORK ON YOUR PART

I'M KEEPING BLANE ABOARD FOR DRY CLOTHES AND A SNACK. WE'LL MEET YOU IN PORT

THIS WOULD BE THE DAY I DIDN'T SHAVE

...AND HERE'S A RAZOR, TOO

THANK YOU, SIR

THIS IS THE BLADE FOR ME! NEVER HAD AN EASIER, MORE REFRESHING SHAVE!

THIN GILLETTES MAKE SHORT WORK OF TOUGH WHISKERS. THEY'RE PLENTY KEEN

...SO NEXT WEEK MY SHINGLE GOES UP—"BILL BLANE CONSTRUCTION COMPANY"

WELL! JUST IN TIME TO BID ON MY NEW PLANT

HE'S SO HANDSOME

MEN, FOR BETTER-LOOKING SHAVES...QUICK AND SMOOTH...TRY AMERICA'S LARGEST-SELLING ECONOMY BLADES... THIN GILLETTES. THEY'RE FAR KEENER THAN ORDINARY BLADES AND LAST FAR LONGER. FURTHER, THEY FIT YOUR GILLETTE RAZOR EXACTLY AND PROTECT YOU FROM NICKS AND IRRITATION. ASK FOR THIN GILLETTES IN THE 10-BLADE PACK WITH THE HANDY USED-BLADE COMPARTMENT

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RULES: You must be amateur. Our students not eligible. Make copy of girl 5 ins. high. Pencil or pen only. Omit lettering. All drawings must be received by September 30, 1949. None returned. Winners notified. If desired, send stamped, self-addressed envelope for list of winners.



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Please enter my attached drawing in your September drawing contest. (Please Print)

Name _____

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City _____ Zone _____ County _____

State _____ Phone _____



"This is one of the best leg shots ever taken of me," says Betty, a shrewd connoisseur of leg art.



On screen Betty may not be a mother type. Off screen she is: with 5-year-old Victoria James, 2-year-old Jessica James.

BETTY GRABLE

HER LEGS ARE HER FORTUNE

Two babies, 19 years in movies and 36 pictures have done nothing to dim the fabulous box-office appeal of those gorgeous Grable gams . . . By DAN FOWLER LOOK Staff Writer

ANY time that show business slumps, boss Darryl Zanuck at Twentieth Century-Fox gets piles of telegrams from movie house operators all across the country voicing the plea: "For heaven's sake, send us a Betty Grable picture!"

For seven straight years, the same exhibitors have never let Betty slip below fifth place in their annual poll of Hollywood's greatest greats. In 1943, they voted her into top position—the first woman star so honored.

During the war, a solid million GI's wrote for a pert pin-up of Betty in skin-tight bathing suit and high heels. Hollywood had never seen such a flood of requests—and likely never will again.

Also during the war, several thousand bomber navigators flew unerringly to night targets guided by Betty's pert pin-up. Back in the briefing rooms, unusually intelligent intelligence officers superimposed blow-ups of

the pin-up on war maps. By fixing the night's target just right of the dimple on Betty's knee, they made the feat of remembering a target position a pleasurable and unforgettable sensation.

In Hollywood or anywhere, such tributes to a 112-pound, 5-foot, 3½-inch slip of a straw blonde are phenomenal.

And 19 years in the motion-picture business, 36 pictures, two husbands, a divorce and two babies have done nothing to dull the great Grable phenomenon. At 32, Betty's salary of around \$300,000 a year makes her one of the world's highest-salaried women. At least 10,000 fans write her each week to tell her how they liked her last picture or to ask about her husband, trumpeter Harry James, and her two babies, 5-year-old Victoria Elizabeth and 2-year-old Jessica. In fact, Betty's pictures, which put around \$5,000,000 annually into the studio's vaults, help finance boss Zanuck's oc-

casional fliers into such weighty and costly subjects as *Wilson*.

Writer-director-producer Preston Sturges, who directed Betty's latest, *The Beautiful Blonde from Bashful Bend*, was asked recently to analyze the Grable phenomenon. He waxed enthusiastic about Betty's timing and her intelligent perception of the nuances between face and burlesque. "Betty's legs," he said, "have stood in the way of her career. She is a great comedienne."

To which Betty replied flatly: "Nuts. Now I know Preston Sturges is crazy. My legs made me."

The record justifies Betty's conviction.

Three times before have directors laid claim to tapping dramatic powers hidden deep within her. They brought forth *A Yank in the RAF*, *I Wake Up Screaming* and *The Shocking Miss Pilgrim*. Each picture ignored the Grable gams. And each picture made Grable fans wake

(Continued on next page)



Betty lives quietly —with a lively family and horses

up screaming. But dozens of others, including *Coney Island*, *Diamond Horseshoe*, *The Dolly Sisters* and *Mother Wore Tights* faithfully followed the formula Grable fans demanded: a little singing, a little dancing, a few laughs, a few tears—and lots of legs. Each one was a box-office smash.

A saxophone tooter and dancer before she was old enough to enter grade school in St. Louis, Betty went to Hollywood at 13. Backing her were a smart mother and lessons in piano, trap drums, ballet and toe, tap and acrobatic dancing. And Betty had great skill in lying about her age and in fighting her way to the front of long lines of waiting applicants.

Betty landed jobs with four studios in ten years: but she didn't land important roles until she was 23 and playing in a Broadway musical, *DuBarry Was a Lady*. Boss Zanuck discovered her legs in a newspaper photograph and signed her. Just about then, Alice Faye, the queen of Hollywood musicals, came down with appendicitis. Caught with an expensive production in the making and a hospitalized star, Zanuck wired Betty to come home. He gave her Alice's place in *Down Argentine Way*, in 1940, and the Grable saga was born.

Betty's present contract with 20th Century-Fox runs for another five years—and for this period she'll sing a little, dance a little and act as little as possible.

After that? "I don't know," Betty says. "Five years is too far ahead to plan."

Horses Are More Important than Movies

Betty and husband Harry dream of the day when they can put movies and music aside. They both invest heavily in a thoroughbred breeding farm that currently stalls eight brood mares, five 2-year-olds, three yearlings and five foals. Already, they plan to buy a larger ranch and go in for race horse breeding on a big scale.

Betty says eagerly: "That's where the money is—in the race horse business."

Betty doesn't even know how much they've already sunk in horses. A rough idea may be had, however, from the birthday present she gave Harry a year ago. It was a brood mare from the Louis B. Mayer string. The mare was Merry Soul, a daughter of King Cole. When Mayer put his mares up for auction recently, those with blood lines like Merry Soul's brought from \$35,000 to \$50,000 each.

At the moment, the Jameses rent a two-story Tudor house in Beverly Hills. There, amid a pleasant jumble of Harry's trophies and the children's toys, Betty lives a rare life as a contented movie star.

The only thing that can upset Betty is when somebody underestimates her legs. Last year, a London photographer, Larry Gordon, selected Betty's right and Marlene Dietrich's left leg as "the only two perfect legs in the world." Betty was hurt. "What's the matter with my left leg?" she demanded. Offhand, the question defies an answer.

A sunny day on James ranch: Mr. and Mrs. Harry James and daughter Victoria Elizabeth dress in look-alike cowboy outfits of black and white.

Photographed by EARL THEISEN

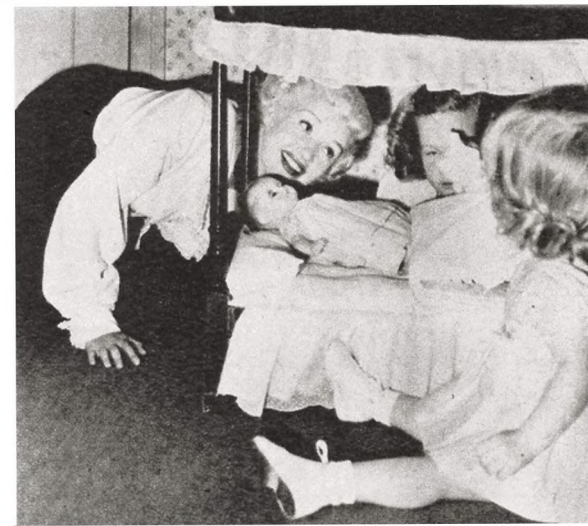


Harry and Betty ride matched pintos, named Bill and Mae, their favorite horses. Betty named hers after character actress Mae Sunday, a close friend. The Jameses invest deeply in thoroughbreds.



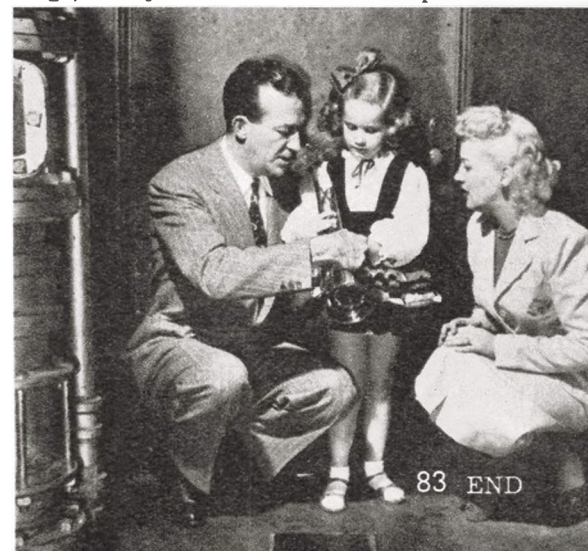
Betty, who began her own musical training at tender age, supervises piano technique of young daughters Jessie, Vikki. Father Harry James also started early.

Vikki and Jessie get free instruction from highest-paid dancing expert in the world, their mother. Vikki can kick high, but Jessie is still slightly floor-bound.



Dolls and their dolls: The James babies have a dream playroom that keeps them busy. Betty frequently joins in their fun.

Vikki and Betty join the fans when Harry James' band plays Hollywood. Backstage, Harry shows them his trumpet.



Look

MOVIE REVIEW



Adventurer Mike Davis (Burt Lancaster), adventuress Jeanne (Corinne Calvet) have troubled romance in South African diamond town—surrounded by desert's "rope of sand." Mike buried some diamonds in the desert and everybody covets them.

Rope

Diamonds — and newcomer
Corinne Calvet — kindle
red-hot desert passions



1 Fancy French lady Jeanne and diamond magnate Martingale (Claude Rains) make cynical deal to force Mike Davis to tell where he buried diamonds.



2 Mike plays a poker game for high stakes with his old enemy Vogel (Paul Henreid), "protector" of diamond area. Vogel, with marked cards, wins game.

of Sand

DIAMONDS in the desert stir up a melodramatic mixture of violence, sex and intrigue in Paramount's rough-and-wild *Rope of Sand*. The "rope of sand" refers to desolate dunes surrounding a forbidden diamond area like a deadly noose. Here, strong men Burt Lancaster and Paul Henreid battle over a buried treasure and the more apparent charms of a fascinating French newcomer, Corinne Calvet. And scheming Claude Rains and Peter Lorre pull strings from the sidelines. All these colorful actors do lusty justice to the strenuous demands made of them.

To get proper atmosphere for *Rope of Sand*, producer Hal Wallis, director William Dieterle and a company of 100 traveled to the vast California-Arizona dunes, 20 miles from Yuma, Ariz. A desert windstorm threatened to halt operations—but was put to good use as background for a fight scene. With sand swirling around them, Lancaster and Henreid staged one of the most brutal battles yet seen on the screen (see page 86). Movements of the fight were plotted by Lancaster, an ex-acrobat.

Rope of Sand is definitely the right movie for those who like physical and visual excitement.

(Continued on next page)



Only one soap gives your skin this exciting Bouquet

It's so easy to possess the fragrant appeal of so many popular girls!

Bathe every day with Cashmere Bouquet Soap . . . if you would be daintily, romantically alluring! For the fragrance of Cashmere Bouquet is the fragrance men love. It comes only from a secret wedding of rare perfumes far more costly than you would expect to find in any soap.

Today, and every day, do as popular girls have done for 80 years. Use Cashmere Bouquet Soap in your bath—for your complexion, too!



Luxurious
**Cashmere
Bouquet**

NOW! LOWEST PRICE IN HISTORY!

Adorns your skin with the fragrance men love—

How to give QUICK REST to tired eyes

MAKE THIS SIMPLE TEST TODAY

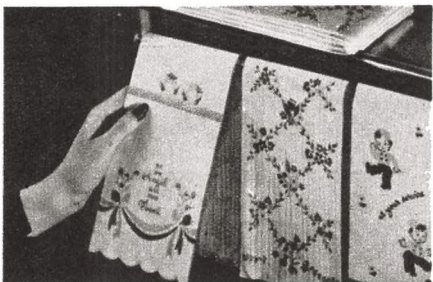


EYES OVERWORKED? Put two drops of gentle, safe Murine in each eye. Then feel that refreshing, soothing sensation that comes instantly. You get—



QUICK RELIEF from the discomfort of tired eyes. Murine's seven important ingredients are scientifically blended to cleanse and refresh overworked, tired eyes. Use Murine morning and night and whenever your eyes tell you to.

MURINE
FOR YOUR EYES



Reduce laundry problems—
Get these lovely paper

Dennison
GUEST TOWELS

One of many Dennison Handy Helpers
for Home, School, and Office
On sale at stationery counters everywhere

Give to the

American Cancer Society

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**"Suffered 7 years
—then I found Pazo
brings amazing relief!"**

says Mr. M. W., Los Angeles, Calif.
Speed amazing relief from miseries of simple piles, with soothing Pazo! Acts to relieve pain, itching instantly—soothes inflamed tissues—lubricates dry, hardened parts—helps prevent cracking, soreness—reduce swelling. You get real comforting help. Don't suffer needless torture from simple piles. Get Pazo for fast, wonderful relief. Ask your doctor about it. Suppository form—also tubes with perforated pile pipe for easy application.

*Pazo Ointment and Suppositories®

**AMAZING LIQUID
REMOVES CORNS**

or double your money back!



Freezone Liquid Corn Remover starts to cool, soothe, burning pain—and remove corns the instant it's applied. Then continued as directed, corns are painlessly removed or you get double your money back. Get Freezone® for your annoying corns and enjoy the wonderful relief that can be yours, today.

ROPE OF SAND continued



3 In love now, Jeanne listens to Mike's story of his feud with Vogel and why he buried diamonds.



4 Jeanne learns of Vogel's plan to trap Mike into releasing diamonds, warns him against Vogel.



5 But Mike tricks villainous Vogel by waylaying him in the desert as Vogel starts out to find the buried diamonds. They fight at night in sandstorm. Mike leaves the battered Vogel and drives off for diamonds.



6 Vogel, rescued, beats Jeanne for helping Mike. Dr. Hunter (Sam Jaffe) is killed defending her.



7 Jeanne is framed for murder. Mike forces Vogel to sign confession before they fight again.

END

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



FAST RELIEF
from

**BODY ACHES
SORE MUSCLES**

When muscles are stiff and sore from unusual exercise or strain, use HEET®, the liniment that's strong yet does not burn the skin. Wonderful relief from muscular soreness comes as comforting HEET quickly starts to penetrate. Just brush it on with the applicator. HEET starts at once to ease muscular pain and keeps on working for hours, warms and soothes the painful area.



INGROWN NAIL
Hurting You?

Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

PHOTOCRIME SOLUTION

(See page 78)

Inspector Hannibal Cobb knew that Gloria was lying when he saw Alger's glasses lying on the table in the cabin (photo 4). For Alger had told him a week earlier that he had only one pair and that he was nearly blind without them. Yet there were no glasses near the body and the one pair known to exist was back in the cabin on the table.

Faced with this oversight, Gloria confessed. She admitted that her uncle did not like Cauty and had threatened to cut her out of his will unless Cauty left. After a bitter quarrel, she said she had unwillingly agreed that Cauty should leave. Then she and her fiance, she said, planned Alger's death. Cauty shot Alger, then placed the body in the dense thicket. However, they overlooked the tell-tale glasses. Cauty will hang. Gloria serves a long prison sentence.



DOCTOR'S LIQUID

promptly relieves misery—

kills germs* that cause

ATHLETE'S FOOT

Zemo—based on a doctor's formula—is so powerfully soothing and effective that first applications relieve itchy soreness between cracked, peeling toes and aid healing. Zemo kills on contact germs* that commonly cause this trouble. Zemo also helps guard against reinfection. Backed by an amazing record of continuous success. First trial of Zemo convinces!

ZEMO

Look RECORD GUIDE



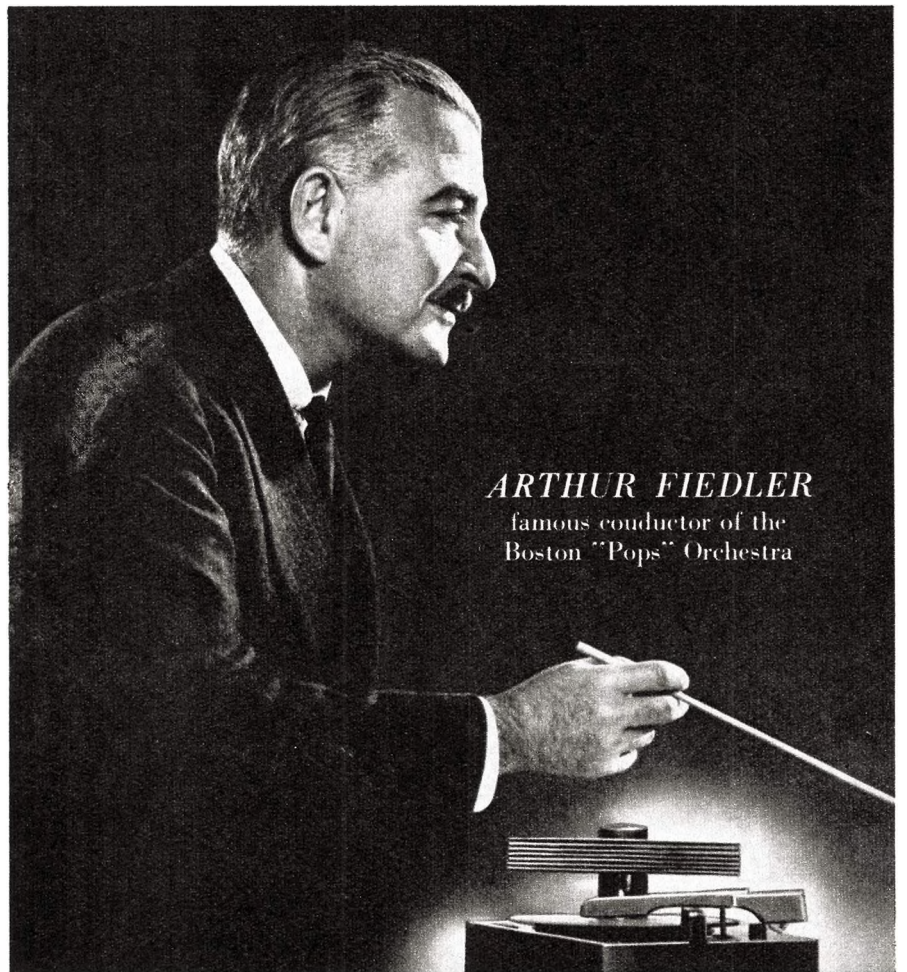
In *Cabaret* and *Bargain Day*, Rosemary Clooney is a top-notch singer.

ROSEMARY CLOONEY, who records for Columbia, has a completely attractive singing style. It is soft, effortless and sultry. Until recently this beautiful blonde confined her recording to featured vocalist roles with Tony Pastor's band. Her performances with Pastor in *At a Sidewalk Penny Arcade* and *Grieving for You* (Columbia) were disk jockey delights. When she signed with Columbia, some tasteful torch-singing was promised. In her newest recordings the promise is kept. The songs are *Cabaret*—simple, straightforward and good, and *Bargain Day*—a song which in addition to being good has a mood and message that make it wonderfully reminiscent of Cole Porter's incomparable *Love for Sale*. With the right songs, Rosemary Clooney is incomparable too.

DECCA HAS RE-ISSUED some old and honored jazz under its Brunswick label. The three-record album *Singin' the Blues with Jack Teagarden* contains *Black and Blue*, *St. James Infirmary*, *Nobody Knows the Trouble I've Seen*, *Lonely Blues*, *Blue River* and *Blues Have Got Me*. Both the music and the manner of recording it dates these disks, but it dates them in those wonderful years when jazz was really jazz and as authentically low-down as Basin Street. Other Brunswick items of the same vintage are *I'm in the Mood for Love* and *You Are My Lucky Star*—the work of **Louis Armstrong**, and *Lover, Come Back to Me* and *It's So Peaceful in the Country*—sung to a highly-stylized kind of perfection by **Mildred Bailey**. Each of these five records is a special kind of classic, and each is worth hearing and having.

RALPH VAUGHAN WILLIAMS has written church music, an opera featuring a boxing match, folksong fantasias, some heady chamber music and six good symphonies. Now his *Sixth Symphony* has been recorded by the New York Philharmonic (Columbia). It is vigorous, melodic, excitingly orchestrated and refreshingly free of twice-told ideas. The performance is directed by Leopold Stokowski who makes it sing and sound all the way. . . . Max Reger's *Böcklin Suite* is the best album in Capitol's second Telefunken release. . . . RCA-Victor's album of Debussy's ballet suite *Jeux* is a frothy and delightful musical impression of two games—love and tennis. Victor de Sabata, who overwhelmed the critics last winter, conducts Rome's famed Augusteo Orchestra.

RECORDS FOR YOUR CHILDREN: Even the littlest rebels against hand washing, tooth brushing, milk drinking, saying "please" and "thank you" will heed Decca's *Health Can Be Fun* and *Manners Can Be Fun*. These two records make going to bed on time seem gay. **Frank Luther** sings catchy rhymes and tunes that children from 4 to 8 will remember and sing for themselves.



ARTHUR FIEDLER
famous conductor of the
Boston "Pops" Orchestra

"Significant advance
in recorded music
...the new Victrola '45' system"

"I'm most enthusiastic about the new RCA Victor 45 rpm System," says Arthur Fiedler. "I consider it one of the most important steps forward in the development of recording."

It's the greatest advance in the 50-year history of recorded music! The rainbow-colored 7-inch discs are nonbreakable, can play as long as ordinary 10 or 12-inch, last up to ten times longer, store in a bookshelf—yet you pay only 95¢* for Red Seal records, 65¢* for all others!

The changer is the simplest, surest, fastest ever designed, takes up to ten of the new distortion-free records, plays them with virtually no surface noise. You've a wide choice of models. Above, you see the attachment 9JY that plays through the speaker of your present set, costs only \$24.95*.

The new Victrola 9Y7 (right) combines the new 45 rpm System with a powerful radio. You'll be amazed at the compactness of this set—only 16¼ inches wide, less than 9½ inches high, yet has storage for

up to 30 records. Has 3-point tone control, an extra-large speaker and the famous "Golden Throat" tone system. Finished in mahogany, walnut or, for slightly more, modern blond. AC operation. \$79.95*.

* Suggested list prices subject to change without notice. Record prices do not include Federal Excise or local taxes.

"Victrola"—T. M. Reg.
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WORLD LEADER IN RADIO...FIRST IN RECORDED MUSIC...FIRST IN TELEVISION

AMAZING!! NEW!!

"DEW"

SPRAY DEODORANT

**IN THE MAGICAL
"SELF-ATOMIZING"
BOTTLE**

**STOPS PERSPIRATION AND
ODOR TROUBLES!** Keeps you
daintily pure, socially secure.

DAINTIER THAN CREAMS!
"Dew" never touches hands.
Not messy. Squeeze flexible
bottle, spray on gentle mist.

**ONLY DEODORANT
CONTAINING "RETSELANE"**
to stop perspiration trouble,
avoid perspiration stains
on clothes. Removes odor.

WON'T ROT CLOTHES!
"Dew" cannot irritate
normal skin.

SQUEEZE FLEXIBLE BOTTLE!
"DEW"
SPRAYS ITSELF ON!

SAVES MONEY!
Full year's supply only
98¢ Plus tax
Less than 2¢ a week

RECOMMENDED BY A BOARD OF EXPERTS
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



**Starts Intestinal
Tract Moving Again**

Now you can get the relief you want from constipation, with Petro-Syllium®. It's gentle, but oh so thorough you'll wonder why you haven't tried it before. Taken as directed, it's the way many doctors recommend to start bowels moving comfortably again. If other laxatives have failed, try the comfortable lubricating action of Petro-Syllium. Used by many pile sufferers for easy action. Take this to your drug store so you will be sure to get genuine Petro-Syllium today.

... buy more bonds!

ATHLETE'S FOOT

Dr. Scholl's Fast Relief and Healing Aid!

Don't wait! Get Dr. Scholl's SOLVEX today! This famous prescription of Dr. Scholl's quickly relieves itching, kills fungi of Athlete's Foot on contact, aids rapid healing of red, raw, cracked or peeling skin. Insist on Dr. Scholl's SOLVEX. In Liquid, Ointment or Powder form.



Dr. Scholl's SOLVEX

**Now She Shops
"Cash and Carry"**

Without Painful Backache

When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Frequent or scanty passages with smarting and burning sometimes shows there is something wrong with your kidneys or bladder.

Don't wait! Ask your druggist for Doan's Pills, a stimulant diuretic, used successfully by millions for over 50 years. Doan's give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.



Champion Pulaski's Masterpiece is globe-trotting winner of over 60 international prizes for his beauty and brains

\$5,000 POODLE

As the King of Toy Poodles, he sires puppies which sell for \$500 each; holds dogdom's equivalent to a Ph.D. degree.



Dog beautician, Miss Dana Miller, is in charge of his daily workout. He goes on intercontinent air tours.



A showoff at heart, Masterpiece does all the basic dog tricks. His chinchilla gray color makes hit with women.

FOR FAMILY FUN...

"fresh up" with Seven-Up!



BE A "FRESH UP" FAMILY!

While Ted and Dad load the boat with food and plenty of 7-Up, Jean and Mom are ready for their family outing. They're typical of millions of "fresh up" families because they find fun in planning their work and play together. Typical, too, is their liking of crystal-clear 7-Up—the *all-family* drink with the fresh, clean taste and tempting sparkle.

At home or away—make *your* family activities even *more* pleasant with cheerful 7-Up on hand. So pure . . . so good . . . so wholesome for *everyone*, you'll *all* be 7-Up "Steadies" in *your* family. Look for those colorful 7-Up signs. Let them remind you to order a case.



You like it... it likes you!



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30-Day Mildness Test wins thousands of smokers to Camels!



PATRICIA MORISON, musical comedy star: "Yes, I made the test. I smoked only Camels for 30 days. From now on, Camels for me!"



INSURANCE BROKER Warren Ostrom: "Camels? I tested them years ago. Camel mildness is always mighty welcome to my throat."



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"I SMOKE up to 2 packs a day. I stick to Camels. They're mild and they don't tire my taste" — says Lew Worsham, pro golfer.



OPERA'S BRILLIANT coloratura, Virginia MacWatters: "I'm so glad I made the test! I found the answer to mildness — Camels!"



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"THE 30-DAY TEST was fun — every puff of it! I learned how truly mild a cigarette can be." — Cecelia Garland, bank teller.



VETERAN OLYMPIC diving great, Pete Desjardins: "I'd swim a mile for a Camel! They're mild — and their full flavor doesn't tire my taste!"



"I PUT CAMELS to the test and they passed 100%. They're mild, all right, and what flavor!" — radio singing star, Michael Douglas.



HOUSEWIFE, Mrs. Doris Reilly: "I've tried and tested many brands. There's nothing quite like Camels for taste and mildness!"



"I ENJOYED the test so much! It led me to the mildest, best-tasting cigarette I've ever smoked!" — Marylee Hahn, college student.



RICHARD M. ELLIOT, merchandiser: "Camels are a year 'round hit with me. That rich Camel flavor always suits me to a 'T'."



"I CHANGED to Camels for 30 days and they've been my brand ever since!" — Eleanor Shakeshaft, outboard racing star.



PHOTOGRAPHER'S assistant, Michael Pop: "It's great to find a mild cigarette with so much flavor. The test won me to Camels!"

Make the Camel 30-day test in your "T-Zone"

TASTE

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The doctors' findings (left) speak for themselves. But test Camels in your own "T-Zone." See if you, too, don't agree . . . Camels are the mildest, best-tasting cigarette you've ever smoked.

In a recent test of hundreds of people who smoked only Camels for 30 Days, noted throat specialists, making weekly examinations, reported

Not one single case of throat irritation

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