

LOOK

J. Edgar Hoover:
the inside story



What's so funny
about that Gobel?

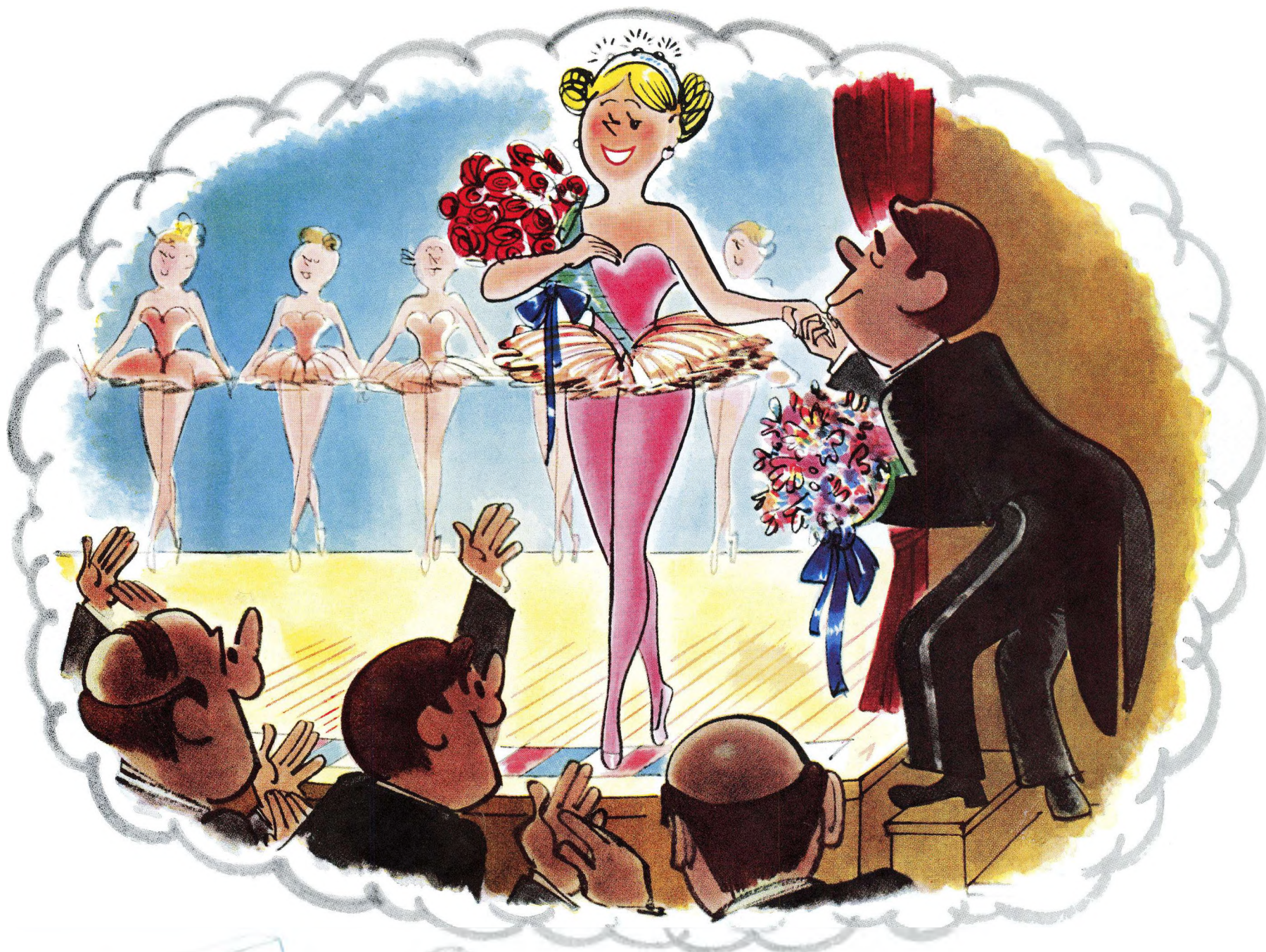


15¢ MAY 31, 1955



How much do we know about **women?**

KIM NOVAK



New!
Crispier!
Sweeter!



To get what it takes— eat Grape-Nuts Flakes!

Stop dreaming and start living, little friend,
with these new Grape-Nuts Flakes.

They've really got what it takes!

Just two minutes after you eat 'em,
that famous whole-wheat energy starts working for you!

And it's 2-to-1 you'll take these
whole-wheat flakes over any other.

They're sweeter, tastier—with the flavor
baked right through. Grape-Nuts Flakes are
crispier, too, and that special roasted-in curl
helps keep 'em crispier, right down
to the bottom of the bowl. So step lively, gal!

For goodness sake—get **Post Grape-Nuts Flakes**.

Telephone Diary

HOUSEWIFE TELLS HOW FAMILY'S TELEPHONES SAVE STEPS, TIME AND WORRY—DAY AND NIGHT



4 A. M. Jack's a sound sleeper but he woke up fast when he heard the news. "It's a boy!" he shouted. "Nearly eight pounds. Mary's fine." Then I talked and Jack talked. Bless that bedroom telephone!



8 A. M. to 11 A. M. Just couldn't wait to tell Betty and Peggy about the baby. Then I ordered Jack's favorite roast for dinner and was lucky to get a hairdresser appointment. A grandmother must keep young!



5 P. M. Wouldn't you know! The very night I have something special for dinner Jack gets held up at the office. But it wasn't too bad. He telephoned he'd be an hour late. It's wonderful to have a telephone in the kitchen.



10 P. M. Such excitement! First Jack Jr.'s baby. Then Alice tells us she's engaged. I wasn't too surprised because of all those telephone calls and dates. I'm so glad it's that nice Bob Johnson.

EVER READY... EVER HELPFUL. Day or night, rain or shine, the telephone stands ready to help you in the everyday affairs of life as well as emergencies. In office and home, these oft-repeated words reveal its value—"I don't know what I'd do without the telephone."

BELL TELEPHONE SYSTEM



ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats your

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCOS.



START TODAY, WITH WHICHEVER TYPE OF CIGARETTE YOU PREFER: REGULAR SIZE, KING SIZE OR FILTER KINGS. OLD GOLD—AND ONLY OLD GOLD—GIVES YOU YOUR CHOICE OF ALL THREE!

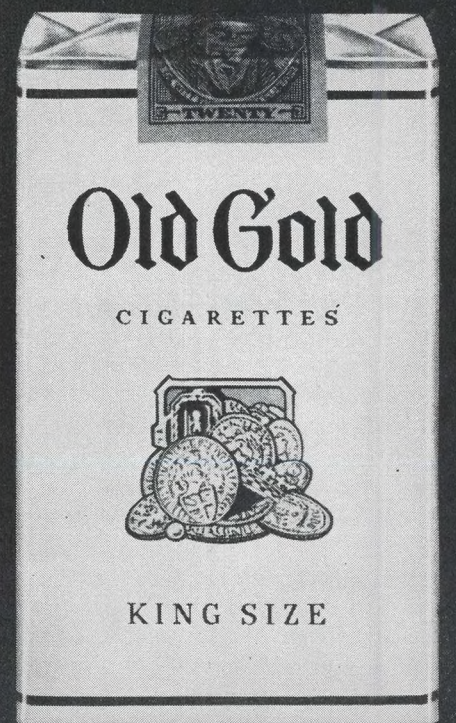
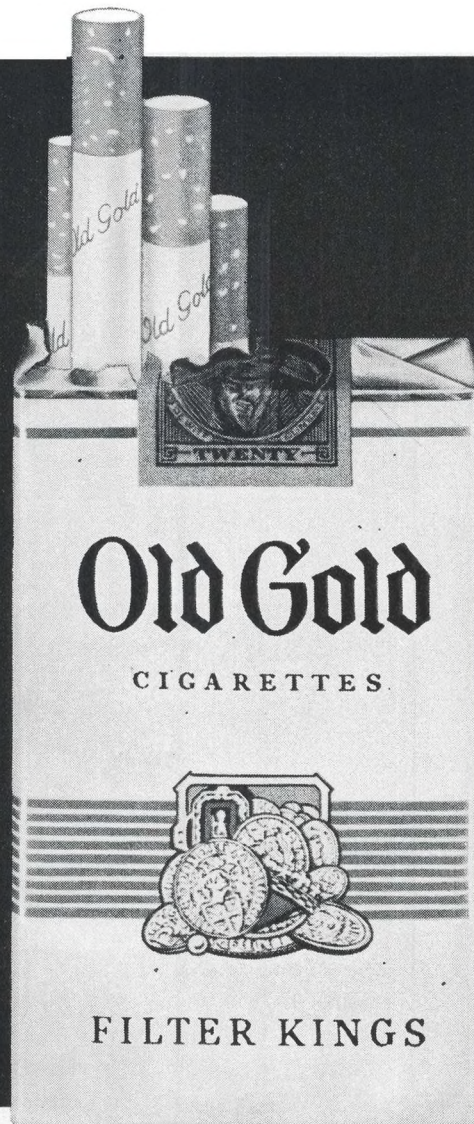
Now—try the

taste right all day long

"MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings

True flavor—truly filtered. Every easy draw will tell you, *a true tobacco treat*. Tastes good—all day, every day. Full king size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

3. King Size

If you like 'em *long*—here's the one you've longed for! Always smooth, never harsh or bitter. Really *comfortable-tasting*—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

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1st Famous Name Filter Cigarette: Old Gold Filter Kings

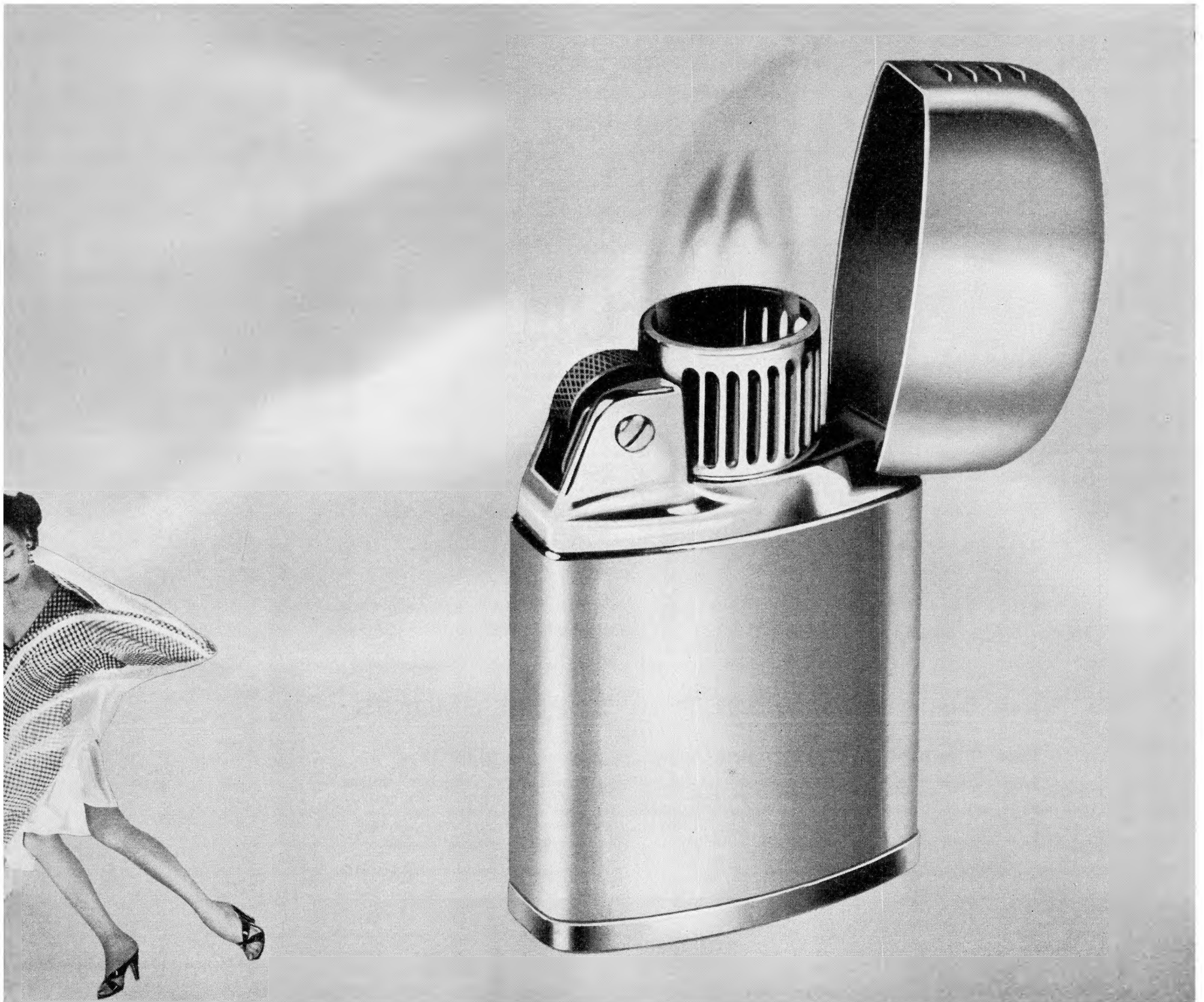
RONSON ANNOUNCES !!!

AMAZING WINDPROOF LIGHTER... ONLY \$3⁹⁵

Here is a truly windproof lighter! Precision made. Pick it up. You can actually feel its solid, obviously superior construction. No flimsy parts here. The *Windlite* is firmly, tightly built. It's perfect for every man who smokes outdoors. And there's a variety of sports and dress models to choose from. See the new *Windlite* today!

Here are five important reasons why:

1. **Slotted windshield** deflects a gale, and only *Windlite* has it!
2. **Fiberglass wick** lasts a lifetime, and only *Windlite* has it!
3. **Removable base** ends messy refilling, and only *Windlite* has it!
4. **Hidden hinge** won't catch on clothes, and only *Windlite* has it!
5. **Super fuel capacity** gives more lights, and only *Windlite* has it!



© 1955 RONSON CORPORATION

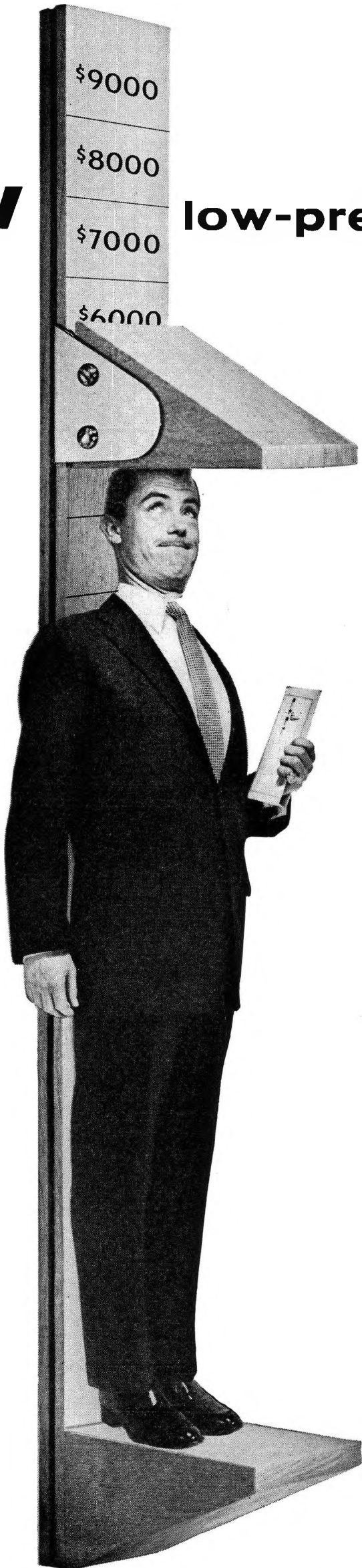
look for the name

RONSON

makers of the world's greatest lighters and electric shavers

NEW

low-premium **MONY policy**



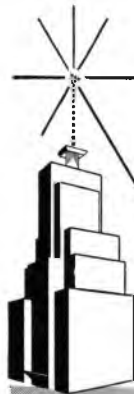
**... to fit the millions who need
at least \$5,000 more life insurance
right now!**

Here's an "economy-size" package—the new MONY "Flexible" Policy! Available only in amounts of \$5,000 or more, it is offered at a surprisingly low premium. *The rate at age 30, for example, is only about 30¢ a day for \$5,000!* And annual dividends can be expected to reduce even this low cost.

The MONY Flexible lives up to its name, too, with unusual conversion features. For example, at stated inter-

vals you can elect to pay premiums for a shorter period of time, or change the Flexible to an endowment policy. This can be done simply by increasing future premiums—without the usual lump-sum payment of back premiums!

And the Flexible quickly builds high cash values which you can use for any emergency. Don't wait another day to find out more about how the MONY Flexible Policy fits you!



MUTUAL OF NEW YORK

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

*Life Insurance—Accident and Sickness—Hospitalization—
Retirement Plans . . . FOR INDIVIDUALS AND EMPLOYEE GROUPS*

MONY TODAY MEANS MONEY TOMORROW!

**FOR MORE INFORMATION ABOUT THIS NEW
MONY POLICY, MAIL THIS COUPON TODAY!**

Mutual Of New York, Dept. K-55
Broadway at 55th Street, New York 19, N. Y.

Please rush me FREE information about the new MONY FLEXIBLE Policy.

Name _____

Address _____

City _____ County _____
or Zone _____ State _____

Occupation _____ Date of Birth _____

Offices throughout the United States and in Canada.

Shaving make you
BRISTLE?



try



**CLOSE-UP BRUSHLESS
LATHER CREAM**

texturized for smoother
shaving 100

**LENTHERIC
AFTER SHAVE LOTION**

Brisk and tangy... contains a
special medication used by fa-
mous athletes to tone up tired
skin and muscles. In handy
grip, non-slip pinch bottle...
100 plus tax

Lenthéric
NEW YORK PARIS LONDON

LOOK

REG. U. S. PAT. OFF.

AMERICA'S FAMILY MAGAZINE

MAY 31, 1955 • VOL. 19, NO. 11

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the family's off
on a picnic



with lots of
good things to eat



packed in 'Thermos'
Outing Kits



food just can't
be beat

Picnic-bound? Pack food and beverages in smart, useful, convenient "Thermos" Outing Kits. Colorful zippered cases have roomy sandwich box and two "Thermos" brand quart size vacuum bottles, each with handy set of cups. All "Thermos" brand bottles have new Polly Red Top insulated stopper with pouring lip.



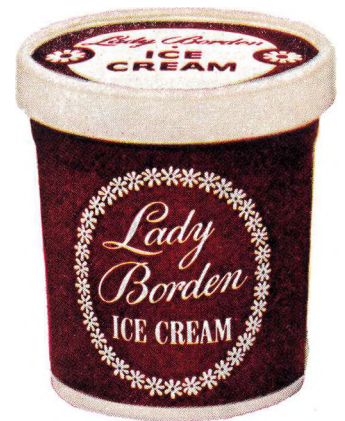
Look for **THERMOS** Vacuum Ware
Ask for

THE AMERICAN THERMOS BOTTLE COMPANY, NORWICH, CONN.
THERMOS BOTTLE CO. LTD. TORONTO • THERMOS (1925) LTD. LONDON

Lady Borden ice cream is extra-good
because it's made with extra cream!



Dip right into summer !



Enjoy Lady Borden today—buy the Burgundy-colored carton wherever you see the Borden ice cream sign.

All aboard! All a-Borden's... Enjoy all of the fine Borden foods on Elsie's Good Food Line.

© The Borden Company

IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay). Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new
GLEEM has 
new cleaner and decay fighter!**



Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem gives most people *all day* protection against mouth odor. Scientific tests prove brushing with pure, white Gleem stops most unpleasant mouth odor so effectively the mouth stays fresh *the whole day!*

Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!

BEHIND THE SCENES

FOR THE
FIRST TIME

*fine line
writing*

AT

BALL PEN COST

1. Won't blur!
2. Won't run!
3. Won't spatter!
4. Won't skip!



The ball
is a half
the usual
size...

ONLY \$1.95

F. E. TAX INC.

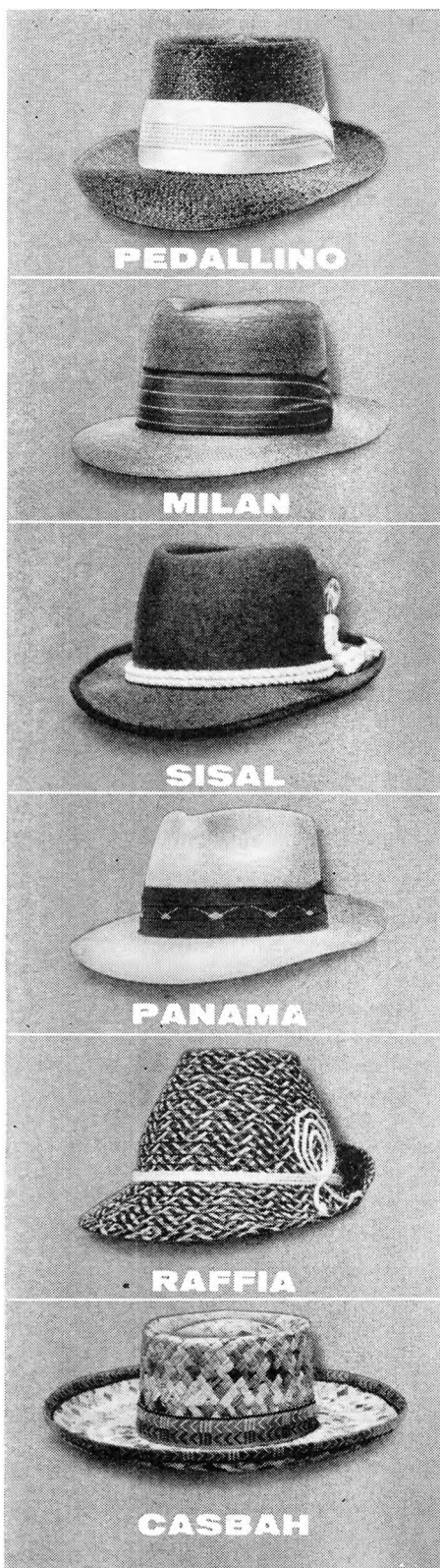
EVERSHARP

Small Ball

EXCLUSIVE!
DOUBLE PROTECTION CLIP



Press here to slip easily in pocket. Point retracts automatically. Stays safely locked in—no chance of staining clothes. Try it! Then compare it with clips on other pens at any price!



PEDALLINO

MILAN

SISAL

PANAMA

RAFFIA

CASBAH



(rhymes
with
trellis)

GUIDE TO SUMMER STRAWS

More and more American men are learning that they can buy an authentic ELIS straw hat for the same price as an ordinary factory made hat. ELIS has been the favorite of connoisseurs for over half a century. First, because of their unique selection of rare straws and palms. Pedallinos and Milans from Italy, Panamas from Ecuador and handwoven Balibuntals from the Philippines. All are whisper-light and breeze-inviting, but each has a texture and weave all its own. ELIS is celebrated too, for their infinite variety of shapes, brim widths and crown styles. You can now find these incomparable ELIS straw hats at most fine stores from \$3.95 to \$10.00.

P. S. ELIS also makes an enormous selection of unique headwear for beach, sport and country club.

For dealer closest to you write ELIS.

ELIS HATTERS, 721 Broadway, N. Y. 3, N. Y.



Until she interviewed him for her article, chic **Eleanor Harris** (above) had never seen **George Gobel**. She explains, "Gobel's program is on Saturday night, and I always go out on Saturday night." When she went to Hollywood to meet him, she was led into a room crowded with actors, writers, producers. Among them was Gobel. "I had no idea which one he was. Then a man walked toward me and acted as if he were George Gobel. I decided to take a chance on him."

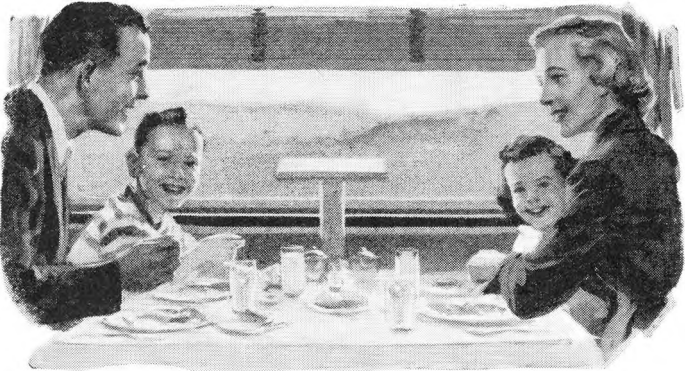
The gamble paid off. She had her first interview with Gobel at the Brown Derby. Every time she formulated a leading question, a visitor would approach, name his home state and ask for an autograph. Eleanor struggled against the tide, but it was hopeless. Later, she talked to Gobel in more protected surroundings, went to his rehearsals, saw kinescopes of all his shows. She came home with six fat notebooks of Gobeliana.

California-born Eleanor began her writing career in Hollywood. She moved to New York several years ago to free-lance for magazines; her personality pieces have covered such diverse subjects as Princess Margaret and Senator McCarthy. While hunting for an apartment in Manhattan, she got an idea for a short story, *Every Girl Should Be Married*, which later was adapted into a successful movie. Eleanor, meanwhile, has not seen fit to take her own advice.



LOOK photographer **Bob Lerner** took the above photograph of **Dr. Margaret Morgan**, **Gov. George Craig** of Indiana and writer **Gereon Zimmerman** (left to right) while he and Zimmerman were in Indiana for *Psychiatrist on the Spot*. Dr. Morgan and Governor Craig, both of whom have had hair-raising encounters with escaped mental patients, were comparing experiences. Dr. Morgan admitted that when a psychotic climbed through her window, all her psychiatric training flew out. She recovered herself, said the magic non-Freudian words, "I'm going to call the police." The intruder disappeared.

One of the good things of life any American family can enjoy



HERE'S MEAL-MAGIC! Delicious food of your own selection, served hot, freshly-cooked in the friendly, inviting "dining room" of your train!

A thrilling adventure for youngsters, a restful treat for mother and dad. No other form of travel is so safe, so sure, so comfortable.

Have you been on a Pullman lately? Do you know the feeling of restful peace and quiet that comes to you—the moment you step aboard? Have you seen what modern design has done to make every minute of your trip one of pure enjoyment?

Come aboard this modern miracle of safe, secure travel. Leave all your cares behind. Here in the privacy and cleanliness of your own accommodations, you'll really *live* while traveling.

Here is service that equals that of the finest hotels. Tempting foods in appetizing variety, served hot from spotless rolling kitchens. Cooked to a turn by expert chefs.

Here is complete relief from nervous tension, complete freedom from highway traffic hazards and weather worries. Here is air-conditioned comfort, adjustable to your own desires.

And here is *speed* with *safety*. For

Pullman is the fastest form of land travel—with no mile-wasting stops for eating and sleeping.

Nowhere in the world, will you find travel so suited to the needs and wishes of the American family. Nowhere, such a complete combination of comforts and services to make you all feel at home.

This year, when you plan your vacation, let your Pullman Ticket Agent tell you how little it costs to enjoy this family way of *safe* travel. Let him show you why Pullman travel is truly one of the good things of life every American family should enjoy.

• • •

Your local Ticket Agent will help you these 5 ways: 1. Provide information on routes, schedules, Pullman accommodations and fares. 2. Make your Pullman reservations, going and returning. 3. Furnish your rail and Pullman tickets. 4. Assist you in planning stopovers and side-trips. 5. Have a "rent-a-car" reserved for you at your destination, if you wish.



SLEEP COMES EASY in these man-size Pullman beds! Every attention at the push of a button. Forget highways, traffic, weather.



You're safe and sure when you travel by
Pullman

COSTS LESS THAN YOU THINK

PRESTO-CHANGE-O! Awake refreshed! Watch the beautiful, ever-changing American scene pass before your huge, private Pullman picture window! You're nearing your destination—right on time—and there's a private "rent-a-car" waiting just for you, if you wish!



TO MEN WHO NEED

(BUT THINK THEY CAN'T AFFORD)

\$10,000

MORE LIFE INSURANCE...

New York Life has a wonderful new policy for you!

Now! For those who need at least \$10,000 more life insurance—the new low-premium Whole Life policy that builds high cash values fast!

Here is a policy that offers you permanent life insurance in an "economy-size package." Because the minimum amount is \$10,000, economies are possible which are passed along to you and make the premiums much lower than they would otherwise be. For a man of 35, for example, the annual premium for standard life insurance is only \$23.59 per \$1,000. And rates are correspondingly low all along the line!

And another important thing: Low as the premiums are, this new policy builds up *high cash values* quickly—equal to the full reserve after only seven years! That means you have a source of ready cash available for emergencies.

New York Life is a mutual company and pays dividends to policy owners only. The dividends payable on this policy

can be used to reduce premium payments or allowed to accumulate to increase the policy's cash value or applied under other available options. The low premiums, high cash values, and dividends combine to make Whole Life unusually attractive from a net cost viewpoint.


There are many other outstanding features about this new policy which make it most attractive for both men and women. It is issued to age 70. An applicant who may not be able to qualify for standard insurance for reasons of health or occupation may be insurable under this policy at a higher rate. To prevent unintentional lapse, it offers automatic premium loan for two consecutive premiums. At most ages policies with waiver of premium and double indemnity benefits are available at slightly higher premium rates.

If you have been telling yourself that you ought to have more life insurance to protect your family or your business—but have been putting it off because you think you can't afford it—ask your New York Life agent for all the facts or mail the coupon below, today!



NEW YORK LIFE INSURANCE COMPANY

The New York Life Agent in Your Community is a Good Man to Know

New York Life Insurance Company, Dept. K-7
51 Madison Avenue, New York 10, N. Y. 

Please furnish me, without obligation, full information on your new, low-premium \$10,000 Whole Life insurance policy.

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Ah-h-h Spring!



Time to **CHANGE OIL** and **OIL FILTER!**

Buds are budding, leaves are leafing, spring is springing. Folks everywhere know the first robin is a sign that it's time to change oil and oil filter, too.

An AC Filter keeps oil free from harmful dirt, protects your car's engine from the damage dirt can do. In fact, an AC Filter takes out particles as small as 1/100,000 of an inch . . . *without removing the detergents from heavy-duty oils!*

So, change to clean oil now, and *keep* it clean with a new AC Oil Filter. Change your AC Filter every 5,000 miles. That's the best way to keep "spring" in your engine all year long — and for years longer!

RESCUE
your car
with ...



Watch **BIG TOWN**
NBC-TV



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

THE ONLY FACTORY-APPROVED FILTER FOR CADILLAC • BUICK • OLDSMOBILE • PONTIAC • CHEVROLET • GMC

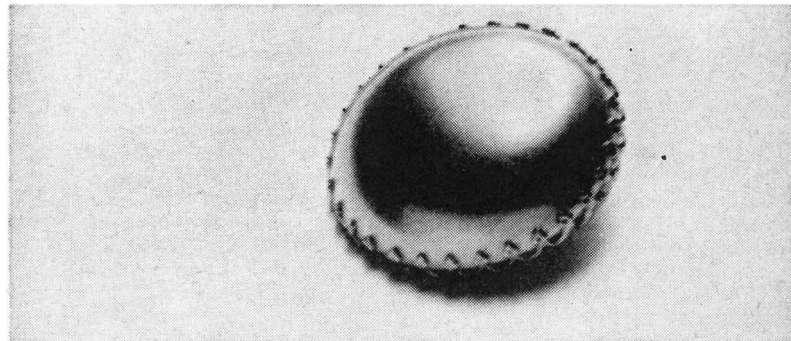


It's a big white bouquet, but it's not heavy, stays on securely. By Trifari.

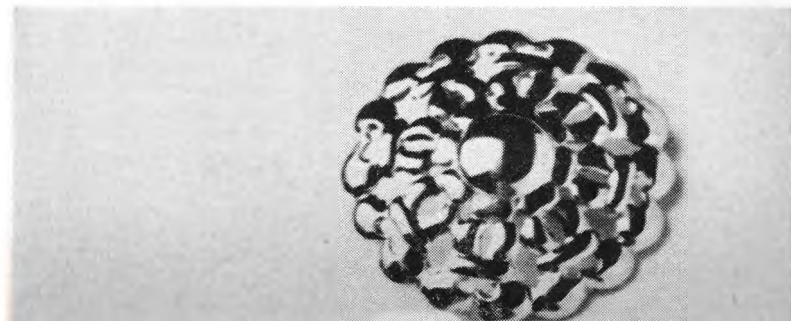
whopper earrings

The big-time hits of costume jewelry are always dramatic. This summer, drama comes in giant button earrings. Women are shedding the winter's massive ropes of beads and emerging bare-necked, cool and stripped-looking. Their single note of jewelry is an oversized, flamboyant one—earrings bigger than silver dollars.

actual size



Ear muffs—summer style: Deltah's pearl button, Monet's gold saucer.



**bathing beauties
grow on trees...**

thanks to
Jantzen

"shapemakery"


every year a million or more girls get into Jantzen swim suits and emerge as bathing beauties... no beauty contests to enter, no waiting for judges to decide. That's the magic of Jantzen "shapemakery," the power of the finest figuremaking technique... the finest swim suit bras, the finest torso control. "Dangerous curves," right, introduces a new Jantzen flattering device, "*Crinkelpuff" elasticized shirring fore and aft 17.95... "miss splash day," left, is strategically corded 14.95... both with Jantzen "stay-bras" ... dream colors in Jantzen knit-Chiné, nylon and ®Lastex.

Jantzen[®]
most beautiful

most beautifying

swim suits in the world

Jantzen swim caps
in heavenly Jantzen
swim suit colors 1.50



Now! You can keep lasting, luscious color on your lips
morning - noon - and night

without
drying
your lips!

Here's
the first
'beauty-cream'
lipstick



it's Revlon's

new Lanolite Lipstick
EXCLUSIVE LIP-SOFTENER

Only lipstick especially made to soften your lips and keep them moist!

Beauty-treats your lips as you wear it!

Here it is: just what you've always wanted! A lipstick that keeps your lips fresh and bright with radiant, young color *morning, noon and night*—and it actually beauty-treats your lips every minute you wear it! That's because it's cream-blended with Lanolite, Revlon's own moisture-retaining ingredient *3 ways better than lanolin itself*.

And talk about *colors*! You can choose from 33 fabulous Revlon colors—and no matter which color you choose it will stay on fresh and bright, *morning—noon—and night!*

Doesn't it sound wonderful? And don't you want to try it? Get Lanolite Lipstick *today!*

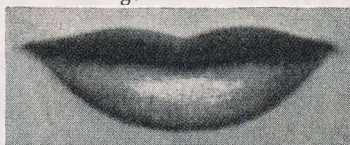
Only Revlon, world's largest-selling lipstick, keeps color

on your lips morning, noon and night—and beauty-treats your lips as you wear it!



No more dry, dull looking lips!

Many non-smear type lipsticks leave lips dry, and the colors look so dreary after blotting!



For soft, moist lips! Use new Lanolite Lipstick...the *beauty-cream* lipstick...in 33 fabulous colors!



same price

10 (non-smear and regular type, too)

PLUS TAX

Facts

about cigarette smoking

It would take many a volume to hold all that has been written on this subject. The flow has been endless because the subject seems to be endlessly interesting to people. But out of all this conjecture and opinion several *facts* clearly emerge. *Facts* . . . not suppositions. *Facts* . . . not theories. *Facts* . . . clear and indisputable.

1. For centuries fine tobacco has given solace and pleasure and relaxation to man. Some inner need, especially in times of tension and turmoil, seeks such comfort. And tobacco offers it unstintingly . . . to all men at all times in all places.

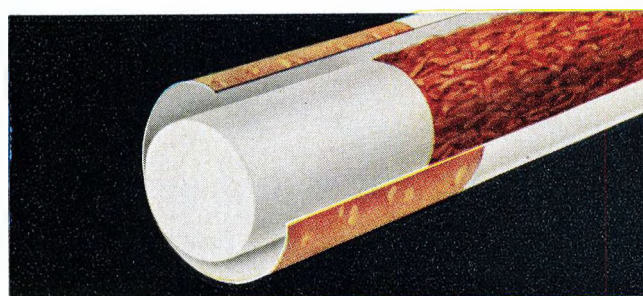
2. Modern man—by a big majority—prefers to smoke his tobaccos in a cigarette. And now a notable improvement has been made in the cigarette itself—an improvement which has influenced smokers by the millions. *The filtered cigarette.*

3. Pioneer in filtered cigarettes was Viceroy. Over twenty-one years of research went into the development of its exclusive filter tip . . . a tip now containing 20,000 tiny filter traps to filter the smoke over and over again for maximum filtration . . . an easy-drawing

tip that lets the full, rich taste of Viceroy's fine tobaccos come through to you in every puff.

4. To filtered smoking, Viceroy brings pleasures never before found in a cigarette. A *flavor* much better than cigarettes without filters. The *satisfaction* of filtered smoke at its best! And for only a penny or two more than unfiltered brands.

Small wonder Viceroy has become the largest-selling filter tip cigarette in the world!



WHAT THEY ARE SAYING

“ **Gina Lollobrigida**, Italian actress, bust 37, waist 21, hips 35¼, when asked her measurements: “Why do you need by the numbers what you can see with your eyes?”

Outfielder **George Shuba** of the Brooklyn Dodgers: “I feel like an athlete. I’ve got a sore throat, two bad knees, a broken ankle, a pulled muscle and a thyroid condition. This could be my greatest season.”

Rep. Carl Vinson, Democrat of Georgia, who has served 40 years in Congress, on the salary hike granted that body: “Well, if they are going to pay that kind of money, I think I’ll make a career of it.”

Dr. Cecil P. Martin, professor of anatomy at McGill University: “Woman possesses certain contrasts and certain likenesses to man. She is rather more knock-kneed. Her brain is definitely smaller.”

Lawrence A. Kimpton, chancellor of the University of Chicago, on NBC president Pat Weaver’s plea that TV add more intellectual fare: “Mr. Weaver wants the eggheads scrambled into our civilization.”



Gina Lollobrigida

Columnist Earl Wilson, quoting **D. O. Flynn**: “The glasses that make a woman look most attractive to men are those recently emptied.”

Fred Bason, British writer: “There is a great difference between a good woman and a good book. You can always shut up a good book.”

From the Boston *Globe*: “If life were lived backwards, from old age to youth, there’d be a lot more juvenile delinquents.” ”

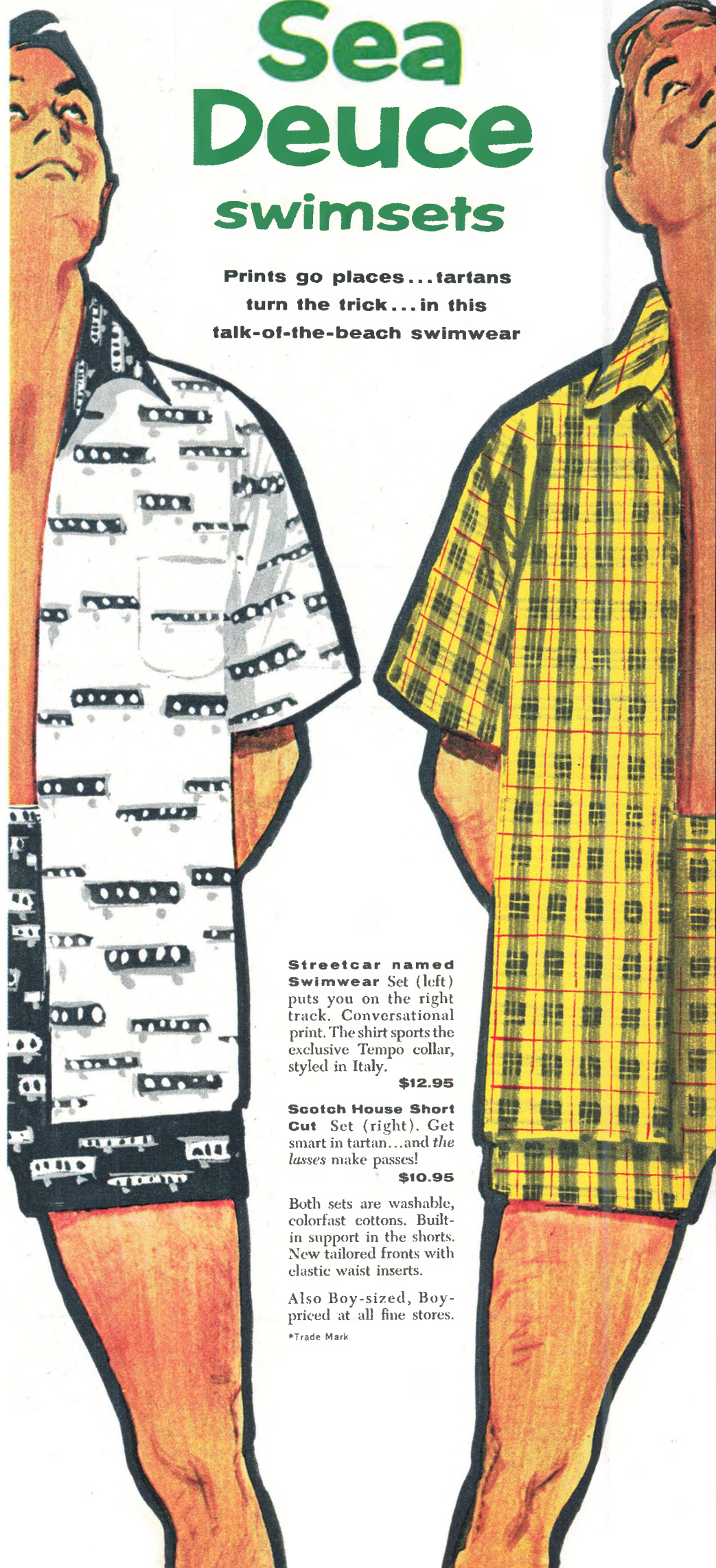
Brother Sebastian



McGREGOR*

Sea Deuce swimsets

Prints go places... tartans turn the trick... in this talk-of-the-beach swimwear



Streetcar named Swimwear Set (left) puts you on the right track. Conversational print. The shirt sports the exclusive Tempo collar, styled in Italy.

\$12.95

Scotch House Short Cut Set (right). Get smart in tartan... and the lasses make passes!

\$10.95

Both sets are washable, colorfast cottons. Built-in support in the shorts. New tailored fronts with elastic waist inserts.

Also Boy-sized, Boy-priced at all fine stores.

*Trade Mark

PEGGY LEE: Four voices behind Walt Disney's



Si and Am, the cartoon's Siamese-cat villains, come to life as Peggy does a contrapuntal record of their voices to Sonny Burke's music.

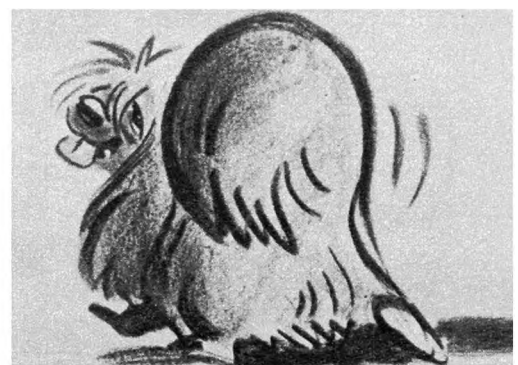
Lady and the Tramp

In Walt Disney's tender and funny love story of two dogs, *Lady and the Tramp*, there is a rich gathering of canine, feline and human characters. Four of their voices—those of two Siamese cats, a frowsy jailbird dog named Peg and the owner of Lady—belong to Peggy Lee. The versatile singer-songwriter collaborated with composer Sonny Burke to make the music that increases the delight of Disney's first CinemaScope cartoon feature.

continued



In a dog pound, jailbird Peg disillusioned gentle spaniel-heroine Lady when she (or Peggy Lee) sings *He's a Tramp*, telling about the amorous mischief of Lady's boy friend Tramp (right). Story is set in a dog's world, as seen through a Disney dog's eyes.



5 luscious fruits in "Sweet Cahoots"! **Libby's** Fruit Cocktail



Buy Libby's...the peaches
you too would have picked from
 the trees!

Taste Libby's Pineapple
 ...quick-packed in Hawaii!



Simple to fix — easy on the purse

No "hit-or-miss" fruit cocktail, this! Libby's is a real Five Star Production.

In Libby's, all five fruits keep their own delightful individuality in color and flavor. The gem-bright peaches, pears and pineapple are cut from whole, hand-picked fruits—the same high quality you get when you buy these fruits individually under the Libby label.

What a combination! Some say it's one that Nature herself must have had in mind but didn't get around to. Pick Libby's . . . the brand that never breaks its promise.

Libby, McNeill & Libby, Chicago 9, Illinois

LADY AND THE TRAMP
continued



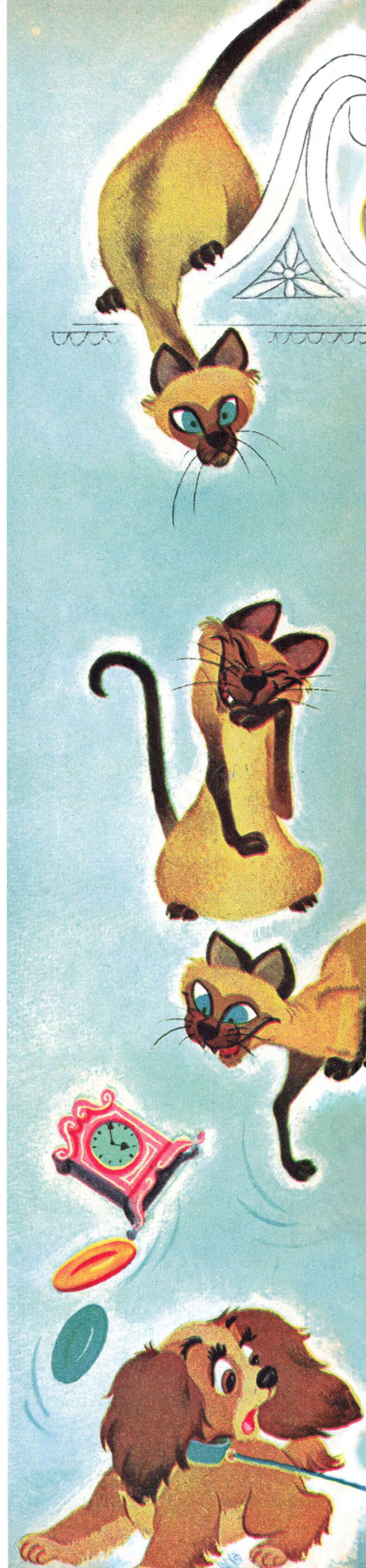
"I changed voices for each character," Peggy Lee says, "and sang the comedy broad to give the artists a chance to make the drawings amusing."

Dogs and cats may prove to be Disney's best friends

Small dogs, tall dogs, gay dogs and sad dogs frisk through Walt Disney's *Lady and the Tramp* as actors in a heart-warming love-and-adventure story that will be irresistible to dog lovers everywhere. And, since dog owners of the world total an astronomical figure (17 million in the U. S. alone), box-office prospects are fantastic. As an added treat, there is a wild pair of Siamese cats who are the villains of the piece and almost steal the show (see their song, right). This unique dog-and-cat world is Walt Disney's freshest creation since *Snow White*, and its Lee-Burke songs (which also include *La-la-lu*, *Bella Notte*, *Peace on Earth*) may prove to be as durable as *Snow White's*.



Dog-pound wails come from the Mello Men, yipping out their canine version of *Home, Sweet Home*.





The Siamese Cat Song

From Walt Disney's "Lady And The Tramp"

Words and Music by PEGGY LEE and SONNY BURKE
A. S. C. A. P. A. S. C. A. P.

We are Si - am - ee - iz if you plee-iz
Who is that who's liv - ing in that wire — house?
Do you see-ing that thing swim-min' 'round and 'round?

We are Si - am - ee - iz if you
It must be a bird be-cause it's
May - be we could reach-ing in and

mp

don't please. We are for-mer res-i - dents of Si - am.
not a mouse. If we sneak-in' up up - on it care - ful - ly,
make it drown. If we sneak-in' up up - on it care - ful - ly.

There { is no fin - er cat than { I am.
are we

There will be some bird for you and some for me.
There will be a head for you a tail for me.

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ANNIVERSARY SPECIAL

a famous

UNIVERSAL



Coffeematic

with the Flavor-Selector



\$24.95 VALUE

Now Only

\$19.95

ANNIVERSARY
8-CUP MODEL

So that *everyone* can afford to enjoy the wonderful coffee made so quickly in a Universal Coffeematic, this specially priced Anniversary Model is being offered for a limited time. Now, you can make anniversaries, birthdays or any gift occasion long remembered with the most treasured of all automatic coffeemakers . . . a Universal Coffeematic. But hurry, your Universal dealer will only have a few.



Flavor-Selector brews to the strength you choose—mild, medium or strong. You're sure to get perfect coffee every time.

All the famous

Coffeematic
features

- Redi-Lite signals when coffee is ready
- Non-Drip Spout prevents splashing
- Cold-Water Pump never lets coffee boil
- One Complete Unit means no extra bowls
- Lifetime finish of chrome over copper

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

LETTERS

T O T H E E D I T O R

The Deaf Step Forward

We at the Lexington School for the Deaf read with pleasure the story of little Julie's discovery of the world of sound (*Julie Learns to Talk*, Look, April 5) and would like to congratulate Mrs. Reynish for her intelligent work with Julie. The teaching methods she has learned to use are similar to those developed at the Lexington School. . . . Julie's story is one which should be told over and over again to impress upon the public that, with help, the deaf can learn to live a full life. . . . There is no doubt that Julie's story in Look will mean a step forward in the deaf child's search for a place in the hearing world.

CLARENCE D. O'CONNOR
Lexington School for the Deaf
New York, N. Y.

Human Nature

What Is Human Nature? (Look, April 19) by Margaret Mead is . . . worth . . . reading over and over.

HARRY M. LANDSMAN
Chicago, Ill.

. . . Miss Margaret Mead may be a "celebrated anthropologist" . . . but she leaves much to be desired as a student of, much less an authority on, human nature. . . . Using Miss Mead's philosophy of conscience and learning, I could say to the police when they came to arrest me for killing . . . in cold blood: "My sense of sin and style of conscience are just different from yours. Therefore I am guilty of no wrong. My teacher failed to tell me that this was bad." . . .

CARL LIPPOLD, JR.
Washington, D. C.

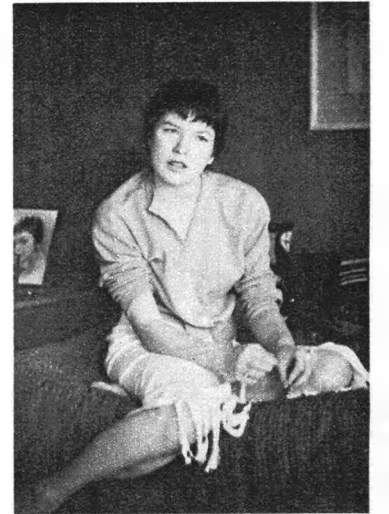
Tribute

Thank you for your beautiful and poignant article (*The Command Performance Roosevelt Missed*, Look, April 19). It is wonderful tribute to the humanness of a great man and his love for the unfortunate. . . . Your article was like a breath of spring air amidst the furor caused by the publication of the Yalta papers. . . . The more . . . Roosevelt is now maligned and calumniated, the greater he will arise. . . .

JOSEPHINE PESCE
Seattle, Wash.

Lucky

The article about *Shirley MacLaine, Lucky Understudy* (Look, April 19) was very enjoyable. I went to school with her for seven years and know how hard she worked to get to the top. She has been dancing from the time she



learned to walk. . . . At Washington and Lee High School, she was a vigorous cheerleader and entertained in many shows. With her winning personality and talent, it's no wonder her dreams of becoming a star are now a reality.

MARGIE CAMPBELL WEEKS
Washington, D. C.

Ruminations on Royalty

The Royal Family (Look, April 19) is . . . wonderful. . . .

W. HOWARD
Boston, Mass.

. . . Every time I read of the British Royal Family, I start to burn. I can see why England needs to borrow from us. . . . We give and give to England. . . .

DAN SMYTH
Lakewood, Wis.

. . . The billions we give England probably pay part or all the cost of the extravagance of British royalty while at the same time we let deserving Americans want for necessities. . . .

G. D. MOHUNDRO
East Alton, Ill.

continued

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MAIL TO LOOK MAGAZINE, 110 TENTH STREET, DES MOINES 4, IOWA

These are **Catalinas** 
most popular swimtrunks in America!



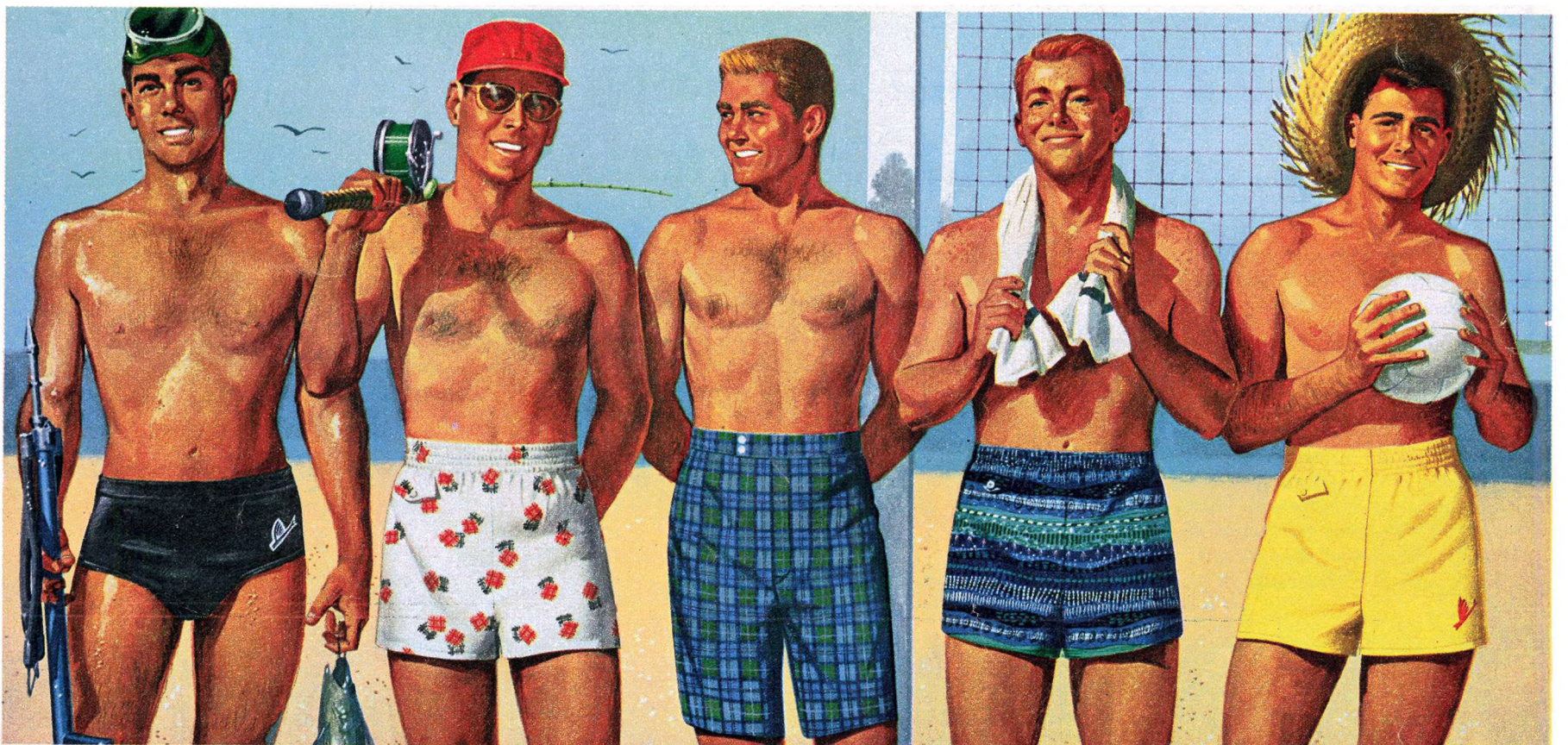
Capri—printed cotton fly-front trunks, \$5.95

Clansman* Reversible—can be worn with black side out, \$5.95

Diver—semi-brief knit Lastex with side zipper, \$3.95

Malolo—gabardine trunks with zipper fly, \$4.95

Argyle—side-zipper Cuban, poplin print, \$3.95



Brief Lastex—bright satin, swimmer's trunks, \$2.95

Monterey—standard-length boxer in nubby finish, \$5.95

Swim-Walker—new long-length, tapered-leg trunks, \$8.95

Sudan*—semi-brief boxer, Signature Fabric print, \$4.95

Explorer, Sr.—Zelan poplin boxer, many colors, \$3.95

*From Catalina's Sweetheart collection; ladies' matching swimsuits available.



Charles F. Johnson, Jr., President of Endicott Johnson Corporation, is shown visiting one of the thousands of shoe stores now handling Johnsonian Guide-Steps.

“There’s a new Johnsonian Guide-Step customer ... and I’ll bet he’s one for life!”

“The young man over there walked in a little while ago and asked for a pair of shoes ‘like those in the window’.

“I asked him why he picked that particular pair, and he said he’d never seen nicer looking shoes. Looked like a real value, too. So he bought them.

“Now I know something he doesn’t know yet. He’s going to walk out of here and find he’s wearing the most comfortable shoes he ever owned. That’s because they were made on the Guide-Step principle of shoe design, a principle based on hundreds of thousands of foot measure-

ments made at a famous eastern medical school. The result is a shoe that is designed to fit the foot *in action*, from the very first step.

“How about you? My company is making Johnsonian Guide-Steps in your size and width, so if you’d like to try a pair, write me at Endicott, N. Y. and I’ll send your dealer’s name and a free booklet. Remember what the young man said about value . . . these fine shoes cost only **\$995** and up.”

Chas. F. Johnson Jr.

A PRODUCT OF ENDICOTT JOHNSON
Johnsonian
GUIDE-STEP

Johnsonian Jr. Guide-Steps also available in several styles.



Style No.
8762

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Redman's Plight

After reading *The Royal Family and The Sioux Indians: Their Plight Is Our Worst Disgrace* (Look, April 19), I felt I had to let off steam some way. . . . I would like to applaud Look for showing the tragic and inhuman way the United States treats its own people while it sends money to countries such as England, whose Royal Family is rolling in wealth. . . . It is high time the United States took care of the American Indians, our original settlers, and stopped being "big brother" to a country capable of taking care of itself.

KAREN SHANNAHAN
Los Angeles, Calif.

. . . I am sure someone will pass the copy of Look along to our countrymen, the Sioux Indians, so that they may see how we are caring for the Royal Family and "overworked" Prince Philip. . . .

J. A. BARRON, JR.
Richmond, Va.

. . . Look deserves praise for bringing to the attention of our citizens the fact that in this era when we are all eager to do so much for the underprivileged people throughout the world, we have sadly and shamefully neglected our own American Indians, from whom we wrested the rich area which comprises the homeland of our republic.

I sincerely trust that your factual, dramatic and most timely article . . . will stir men's souls to the point where we at long last will make a properly organized and financed effort to correct our injustices to the Indian and give the red man a white man's chance in present-day America. . . . Having deprived them of their homeland and disrupted their ways of life, we should be ashamed. . . . [and should] correct this ancient wrong by taking the . . . steps required to give equality of opportunity to the American Indians. . . .

Sen. KARL E. MUNDT
Washington, D. C.

. . . We are very grateful. . . . We pray that your article will awaken the American people to assist us in persuading Congress to enact rehabilitation bills for our tribe and also the Crow Creek, the Lower Brule and the Pine Ridge Sioux tribes. . . .

Almost to a man . . . [Indians] . . . agree the time is long overdue for the American people, through their Federal Government, to carry out the promises and obligations to Indians contained in solemn treaty agreements. Indians regard these treaties as sacred and have kept their promise. America should do no less. Immediate enactment of rehabilitation bills, similar to Point Four programs abroad, and honorable and speedy settlement of old claims would accomplish this for the Sioux people. . . .

We think the Indian Department should release some of the strict controls that bind the Indians till they are so restricted that they cannot make a move without approval. . . . These . . . have caused the Indians to lose their initiative to go ahead on their own. . . .

ROBERT BURNETTE, President
Rosebud Sioux Tribal Council
Rosebud Reservation, S. D.

. . . Our children have every opportunity to learn in school. As

for jobs, we admit they are scarce in the winter months, but in the summer, there is opportunity for all of us.

Not all our people are drunkards nor do all live in tents and orange-crate shacks. Why were no pictures taken of the nicer homes our people live in? . . . We are not all starving nor are we all without hope. Besides this, we have some white neighbors whose conditions are every bit as bad as, if not worse than, the conditions set forth as our plight. . . . It is not right to present only one side. . . .

CHIEF LAME DEER, Chairman
Winner Indian Council
Winner, S. D.

. . . The plight of the Sioux Indians is more than a national disgrace, it's a crime against every decent American citizen. . . . We . . . should see that Indian kids get the same breaks as our children. After all, the white man got the Indian into this mess. . . .

CHARLOTTE WARDLAW DOWMAN
Randolph Field, Texas

. . . There certainly should be a Lincoln for the Indians!

SONIA ALLEN BLAIR
Ferndale, Pa.

. . . After reading your excellent article on the plight of the Sioux Indians and their plea for a modern-day Abraham Lincoln to free them, I may have arrived at a solution. Just after the Supreme Court's decision abolishing segregation in our schools, Governor Talmadge appeared on TV's *Meet the Press*, where he was interviewed . . . on his immovable stand against desegregation. Mr. Talmadge, apparently considering himself a qualified interpreter of God, announced that God himself had set up segregation by putting the black men in Africa, the yellow men in Asia and the white men in Europe while the Americas were given to the red men.

Since Mr. Talmadge has indicated an interest in what God might think about all this mess, he might be the man to lead the movement to straighten all this out. . . . He could ship all the colored people . . . back to Africa where God put them originally, and he and all his white friends could pack . . . and go back to Europe where they belong and leave America for the Indians who were supposed to have it in the first place. . . .

CAROL BARNEY
Vero Beach, Fla.

. . . Having recently read . . . of the problem of disposing of our national food surpluses, and having recently read your article about the Sioux, I am wondering now whether anyone has ever thought of distributing some of our excess food to the Sioux. Or is it too simple an idea? Perhaps this might curtail too much red tape? . . .

JAMES MOY
Valparaiso, Ind.

. . . You would find stories like that all over the country where there are Indians. . . .

ROSE GRAVES
Redlake, Minn.

. . . Reservations are concentration camps, although Americans have slept well on this fact, probably have never realized it. . . .

MARY M. TAVINER
Omaha, Neb.

continued

Dazzling Idea! McGregor trunks with

Celanese*
CELAPERM*

the acetate yarn with the "sealed-in" color



McGregor's newest swimtrunks are remarkable. Their dramatic color is sealed in Celaperm yarn, making possible two-tone patterns that never run or wash away. The Celaperm and cotton-wrapped Lastex® fabric is unbelievably light. And see the style. It's called *Piccolino* (translation: "small") after the Italian Riviera's spectacular new cut. Both trunks come in vivid variations, cost about \$3.95. Available at leading stores. Shown above, "Pico Strype" (top) and "Pico Duo." Swimmers ready?

Celanese Corporation of America, New York 16.

*Reg. U. S. Pat. Off.

LOOK FOR THE BIG
"5"
AND LOOK WHO HAS THEM

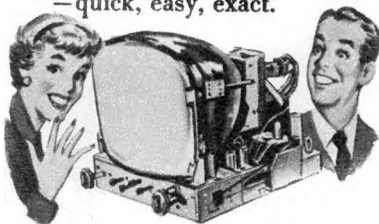
Capehart



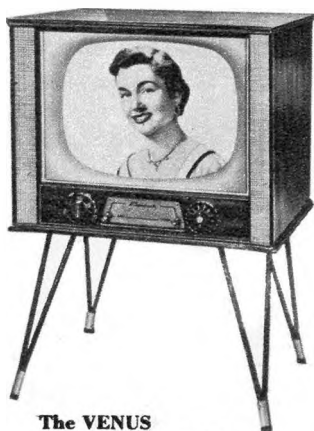
1. Exclusive Capehart Polaroid®
Picture Filter System
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—quick, easy, exact.



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Power and Performance "Out of
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HEAR these new Capeharts today. Your
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The JUPITER (Model 22C215MD).

Exclusive Capehart Polaroid® Picture Filter
System. 21-inch aluminized picture tube.
Tri-Fi* 3-Speaker Sound Reproduction. Dual-
tone Control and Cluster Tuning Controls.

\$339.95** (In mahogany)

LETTERS continued

Ferment in the South

Despite an angry surface reaction, the biggest story in the South is verified by a comparatively silent, but healthy, undercurrent of approval of Hodding Carter's *A Wave of Terror Threatens the South* (Look, March 22.)

I have lived in the South all my life, taught in small-town public schools before going into newspaper work, and I am convinced that our section is pregnant with a new attitude toward our Negro population. This foreign child may have been conceived in the war when our soldiers were exposed to the "loose morals" of other sections of the world. Or it may be the result of the area's comparatively recent acquaintance—our revitalized education system.

Whatever the cause, this new attitude already is too big to be ignored. It is evidenced by many things: An unpublishable vote by University of Mississippi law students was in favor of allowing Negroes to study there. Even the most hardened demagogues now preface political references to the race problem by admitting "the niggers must be given better schools." In Jackson, the trial of a Negro who admitted raping a white woman passed almost unnoticed. The 20- to 35-year-old generation is noticeably teaching its

The day of the Supreme Court ruling, I telephoned at random 12 Jackson mothers to get a feature story on their reactions. Not one said she would take her child out of school if the races were mixed.

Fascinating support for the argument that the South has conceived a new attitude can be found in discussions at small social gatherings attended by young men and women whose abilities and family backgrounds make them the obvious heirs to leadership in many fields.

From participation in hundreds of private discussions, I have concluded that a great deal of what passes for "racial prejudice" here is actually a fear of public disapproval. For instance, I recall a recent gathering of young businessmen. As it often does these days, the examination of attitudes toward racial relations reached a highly theoretical point.

"Sure," said a young lawyer who soon will take over the profitable practice of his elderly father. "I would be honored to have Ralph Bunche sit as a guest at my dinner table. But I'd be afraid to let it happen because I probably would lose all my clients."

It may even be argued that the "new attitude" is affecting the personal opinions of the politicians. Some of those who still shout "white supremacy" are doing it only because they believe it will gain votes.

JAY MILNER

The Jackson *Clarion-Ledger*
Jackson, Miss.

Peter Marshall

Because He Rose by Peter Marshall (Look, April 19) is an extremely wonderful way to view the resurrection of Jesus Christ. . . . This article is tops, and gives one faith in the real meaning of Easter, that Christ did actually rise from the dead. . . .

WESLEY QUICK
Staunton, Va.

Outlandish Litter

The article on Keep America Beautiful, Inc. (Look *Applauds*, April 19) is splendid. I hope you will publish more like it. This country is getting outlandishly untidy. Get your photographers into back alleys, along city streets and on the highways and put communities to shame. . . . It is only in this way that this country can be rescued from its present tendency to become known as "America the Untidy"—instead of "America the Beautiful."

WILLIAM J. MACDONALD, M.D.
Boston, Mass.

. . . A drive about our city will prove that our streets are just as clean as or cleaner than those of . . . cities elsewhere. Believe me, a scene such as . . . [was pictured] is almost impossible to find. The Los Angeles *Times* is discredited for having supplied such a picture.

ALLAN R. MACLEAN
Tujunga, Calif.

END

Leontyne Price

children to say "Negro" instead of "nigger." (This may seem insignificant elsewhere, but, in the deep South, it approaches the phenomenal.) Most large cities and medium-sized towns put Negro children in modern school buildings long before the Supreme Court's antisegregation decision.

And there are more subtle signals: State Representative Joel Blass, a young political unknown, has gained a following of indefinite size but positive nature by bucking the "old guard." He fought a proposal to empower the legislature to abolish public schools in anticipation of Federal enforcement of the Supreme Court ruling. He argued against a resolution to condemn officially Mr. Carter's article, and 18 other representatives voted against it. He lost both fights, but the support he received is important. . . .

All over the state, pride is expressed in the accomplishment of Negro singer Leontyne Price. Her career, by the way, was sponsored by a Laurel (Miss.) woman, in whose home Miss Price gave her first public concert.

Address letters to Editor of LOOK, 488
Madison Ave., New York 22, N. Y. No
anonymous letters will be considered
for publication.

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Havoline exceeds the competition

To make a better product is Texaco policy. And this superiority is vital to your car. With today's closer engine clearances, a *clean* engine is essential. Higher compression ratios make a *tougher* motor oil a "must." *Havoline* is your right choice—for more engine power, better gasoline mileage, freedom from repairs and *lasting* new car liveliness. It's the best motor oil your money can buy! See your Texaco Dealer, *the best friend your car has ever had.*

Tip! Use the tested, top-performance team—*Havoline Motor Oil* and *Sky Chief* gasoline and your engine will outlast your car.



...wear-
proofs
your engine
for
the life
of your car



New addition to Havoline family:

Havoline Special 10W-30, the all-temperature motor oil. It surpasses all other motor oils in its class. And it's right for your vacation travel when you may meet temperature changes. Exceeds heavy duty standards to keep your engine *clean*.

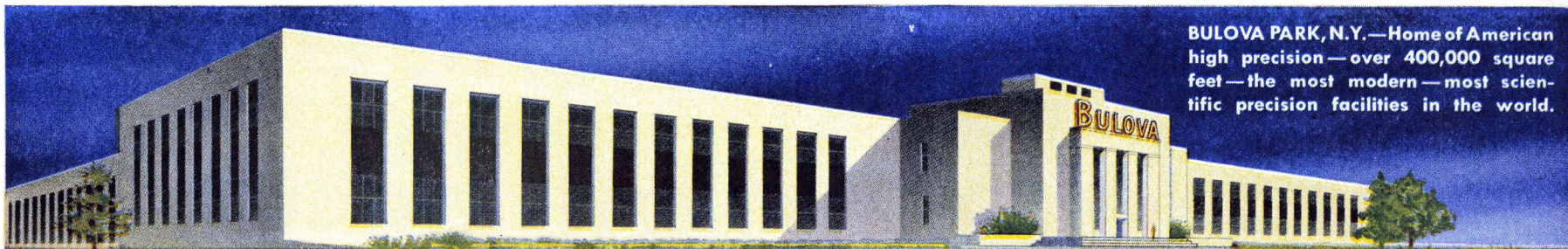


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 Bulova sets a new standard of accuracy for the world!

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PRECISION  **ADJUSTED**

TIMED TO SIX ADJUSTMENTS

Bulova "23"...twelve distinguished models from \$59⁵⁰ to \$175⁰⁰...watch illustrated \$95⁰⁰



Only a watch that is precision adjusted can be accurate in both hot and cold weather...



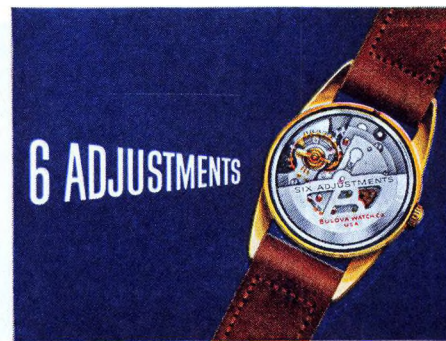
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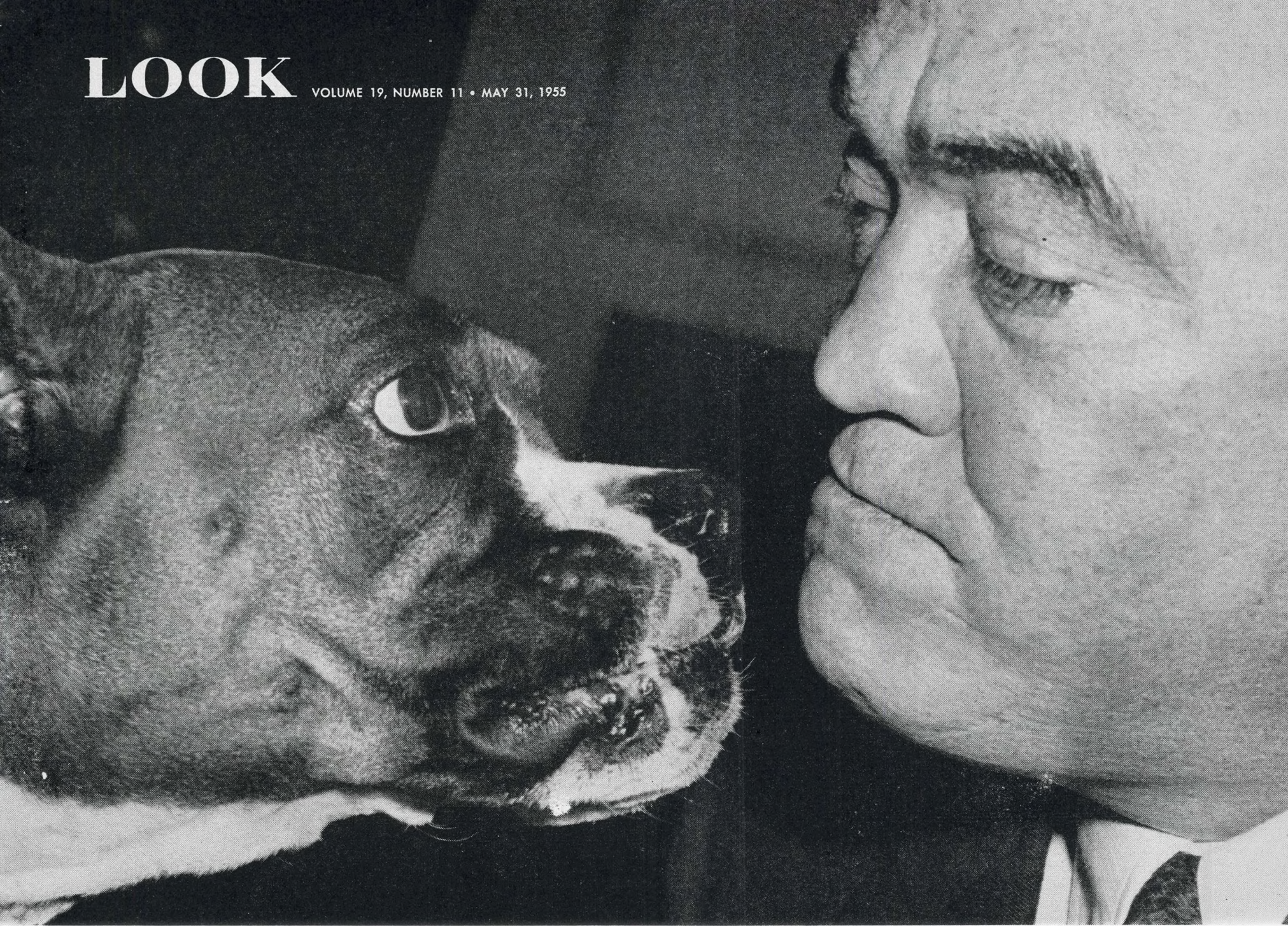
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*WHEN CASE, CRYSTAL, CROWN ARE INTACT.



Two watchdogs match chins: left, a boxer entered in a Washington dog show; right, a man who has become a world-wide legend after 31 years as FBI director.

J. EDGAR HOOVER the cop and the man

By FLETCHER KNEBEL
LOOK WASHINGTON BUREAU

AT about 6 p.m. on many of the weekday nights that J. Edgar Hoover is in Washington, William A. Holley, a Negro waiter at Harvey's Restaurant on Connecticut Avenue, gets a telephone call.

On the other end of the wire is Clyde A. Tolson, associate director of the Federal Bureau of Investigation. "Reserve our table," he says. "We'll be over later."

Shortly after 7 p.m., the man who will have headed the FBI for 31 years this month strides

into the restaurant. Hoover, a powerfully built bachelor, is followed by Tolson, a constant companion—and also a bachelor—who manages to look slightly harassed even in the presence of good food.

The two men take the table next to the cashier's cage, screened from patrons entering the establishment. They sit with their backs to the wall. Holley removes the two front chairs of the table and moves a little serving cart into the spot. This is not an FBI security precaution, but a social barrier to discourage occasional bores from slipping up to the table to tell their troubles to the boss of the G-men.

Director Hoover of the FBI immediately begins to kid Holley. "I hear you're spending all your time out back, shooting craps with the oysterman," he'll say.

The two men ask for a menu, scan it briefly and invariably order something that isn't on it. Then, jokes aside, it is usually a steak or chops for Hoover, though he really prefers hamburger glorified under the title of "chopped steak."

This ritual of the dinner table has become a familiar sight to Washingtonians over the years. But it is one of the few glimpses people ever get of the human side of a man who has continued

Hoover likes fun and says, "I don't know why I'm pictured as strait-laced."

become a world-wide legend. On the record, for over three decades, J. Edgar Hoover has crackled with steady, machine-gun rapidity against crooks, Communists and the domain of the evil. Yet behind this public façade, the man Hoover remains an enigma to many. What is he really like—both on and off the job?

When the boss G-man eats at Harvey's, you're likely to see Richard A. Hearn, the manager, stroll over to greet him. They have known each other for 20 years, and Hearn, who is called "Hearnski" by Hoover, is often the target of practical jokes conceived by the nation's top warrior against crime.

One time, Tolson called Hearn at the restaurant and asked him to go to the nearby Mayflower Hotel for a drink with Harvey Firestone, the tire man, who is a good friend of J. Edgar. Tolson gave the room number, but when Hearn went to the hotel, he found no such number. Fifteen minutes later, Tolson called again. "Where you been?" he asked. "The Director and Harvey Firestone and I have been waiting for you." Tolson gave another room number. Hearn tried fruitlessly again. Later, he learned that Firestone was in Akron and Hoover home in bed in Washington.

Dinner-Check Shenanigans

After their meal at Harvey's, Hoover and Tolson go through another ritual. Each tries to pick up the check. Occasionally, Tolson varies the routine by calling Holley in the afternoon and telling him to sign a blank dinner check with his name. All this has been going on for some 20 years.

Hoover has gone far afield for his practical jokes. One always-startled victim was the late Julius Lulley, owner of Harvey's. (Since 1940, an etching of Hoover has hung in a place of honor over the cashier's cage at Harvey's.) Hoover had great affection for Lulley but went to monumental pains to contrive the gags, which always left Lulley wondering how he had been fooled again.

Once, when Lulley was about to depart on a western trip, Hoover said he'd notify the FBI agents around the country to see that he was taken care of. The grateful Lulley took off, secure in the knowledge that the G-men were watching over him.

In San Francisco, he received a call from the local FBI office, informing him that Hoover was in town and would like to meet him at the St. Francis Hotel at 11 a.m. Lulley rushed to the hotel, waiting until noon. No Hoover.

Then Lulley was paged. The local FBI office again. Hoover had been detained. He would meet Lulley at 1 p.m. at the Fairmont Hotel. Again, Lulley waited. No Hoover. At two o'clock, he was called to the phone. It was the FBI again, informing him that Hoover was tied up but would meet him "at the Top of the Mark" at 5 p.m.

Lulley went to the cocktail lounge atop the Mark Hopkins Hotel at 5 p.m. and waited. Finally, about six, he was summoned to the phone once more. It was the cheery voice of J. Edgar Hoover: "Hello, Julius, I hear you've been waiting for me."

"I sure have, Edgar," said Lulley. "Where are you?"

"In Washington," said Hoover.

Within the FBI circle, Hoover and Tolson got taken once by one of their own. For years,

they tried to get Harold Nathan, then a top FBI official, to the race tracks. Hoover loves the races and has managed to visit many of the big tracks in the country at one time or another. Nathan is a man of quiet pursuits who enjoys his pipe and the classics of an evening. He resisted the call of the turf but finally consented to go out and watch the ponies run.

Before each race, while Hoover and Tolson pored over the form charts, Nathan would disappear. Then, after each race, he'd pull the winning ticket from his pocket. Hoover and Tolson, groaning over their losses, demanded to know how he did it.

"Simple," murmured Nathan. "I just bet the No. 2 horse in every race."

Hoover takes his horse racing seriously, studying the form charts and worrying over jockeys, weights and past performances. But, according to a friend, "Edgar is a sucker at the track. He'll let somebody tout him a horse with information he would throw out the window back at the FBI."

The No. 1 G-man readily admits to a fondness for the bangtails and recalls that it was at Laurel, a Maryland horse park, where he first met the late Vice-President Charles Curtis, who became his good friend.

"I don't know why I'm pictured as strait-laced," he says. "I take a drink and I go out. I like horse racing. It's a great diversion. What better than to get out in the fresh air for three hours and become completely absorbed in something besides your work?"

Hoover says \$2 is his customary bet. He usually bets a horse on the nose, but occasionally to win and place. Once, he went 23 races without cashing a ticket, but, usually, he manages to break even in his betting.

Hoover's Equine Namesakes

Because of his well-advertised regard for racing, Hoover has had a number of horses named after him. Tolson also was honored by having a horse named "Clyde Tolson." When introducing his friend, Hoover is wont to say: "This is Clyde Tolson. The man—not the horse."

Once, Hoover and Tolson were eating in the clubhouse at the Bowie track in Maryland. Tolson was on a diet but was about to down some chifon pie anyway. Suddenly, the public-address system announced: "Clyde Tolson has been scratched. Four pounds overweight." The chifon pie went uneaten—at least by the man.

Hoover's earlier affinity for the night spots is fading somewhat now, but he still appears at Toots Shor's, 21 and the Stork Club in New York and such places as the Ambassador East's Pump Room in Chicago and Romanoff's and Chasen's in Los Angeles.

In the thirties, when the blazing guns of his G-men made him famous, Hoover, the celebrity, attracted other celebrities like a magnet. They developed a mutual weakness for each other. Walter Winchell became Hoover's good friend and still remains so. Big names of show business, journalism and sports could be found at his table. He got to know and like heavyweight champions Jim Braddock, Gene Tunney and Jack Dempsey.

Columnist Westbrook Pegler in 1940 turned his acid blowgun on Hoover, decrying him as a "night-club fly-cop" and wondering whether "maybe he has outlived his usefulness." The boss of the FBI apparently has out-

lived neither his usefulness nor his lack of enthusiasm for Pegler.

In addition to horse racing, Hoover enjoys prize fights and baseball games. On the quiet side, he collects antiques. He specializes in jades, bronzes and old furniture, which he picks up at Washington auctions.

No prude, Hoover cusses in a moderate vein now and then and doesn't shun a good story. But friends say they have never heard him tell an off-color story in his life.

Until recent years, Hoover kept in top physical trim by workouts in the Justice Department gymnasium and regular sets of tennis. Now he confines his athletic pursuits to walking and to working in his yard.

A city boy all his life, Hoover cares little for the country. One good friend has tried unsuccessfully for six years to get him to visit his country place. "If it isn't paved," said an associate, "Hoover's suspicious of it."

A City Boy's Sheep Manure

A favorite story at the Bureau concerns the time Hoover got cheated out of \$30 when he bought a load of sheep manure from a passing trucker to fertilize the green grass at his home in Washington. A few days later, Tolson accompanied him home. Hoover boasted about his fiscal and agricultural coup in getting such fine fertilizer for only \$30. Tolson, a onetime Missouri farm boy, took a good look at the lawn. "Edgar," he said, "you bought yourself an excellent load of common sawdust."

Strangely enough, the nation's top investigator never read detective stories as a boy, and he still doesn't think much of them. He reads Western stories for fun but goes in heavily for inspirational literature of all types, from the "how-to" books on character building to the works of Kipling, Edgar Guest and Robert Service. His favorite author among the contemporary Protestant inspirational clerics is Norman Vincent Peale. He also reads the works of Catholic Bishop Fulton J. Sheen and follows his television program.

It would be a complete distortion of the man, however, to indicate that race tracks, practical jokes, night clubs and even leisure reading comprise more than a small fraction of Hoover's life. That life for more than 30 years has been the FBI. Those who know him best bet it will continue to be so until he dies or becomes too old to carry on.

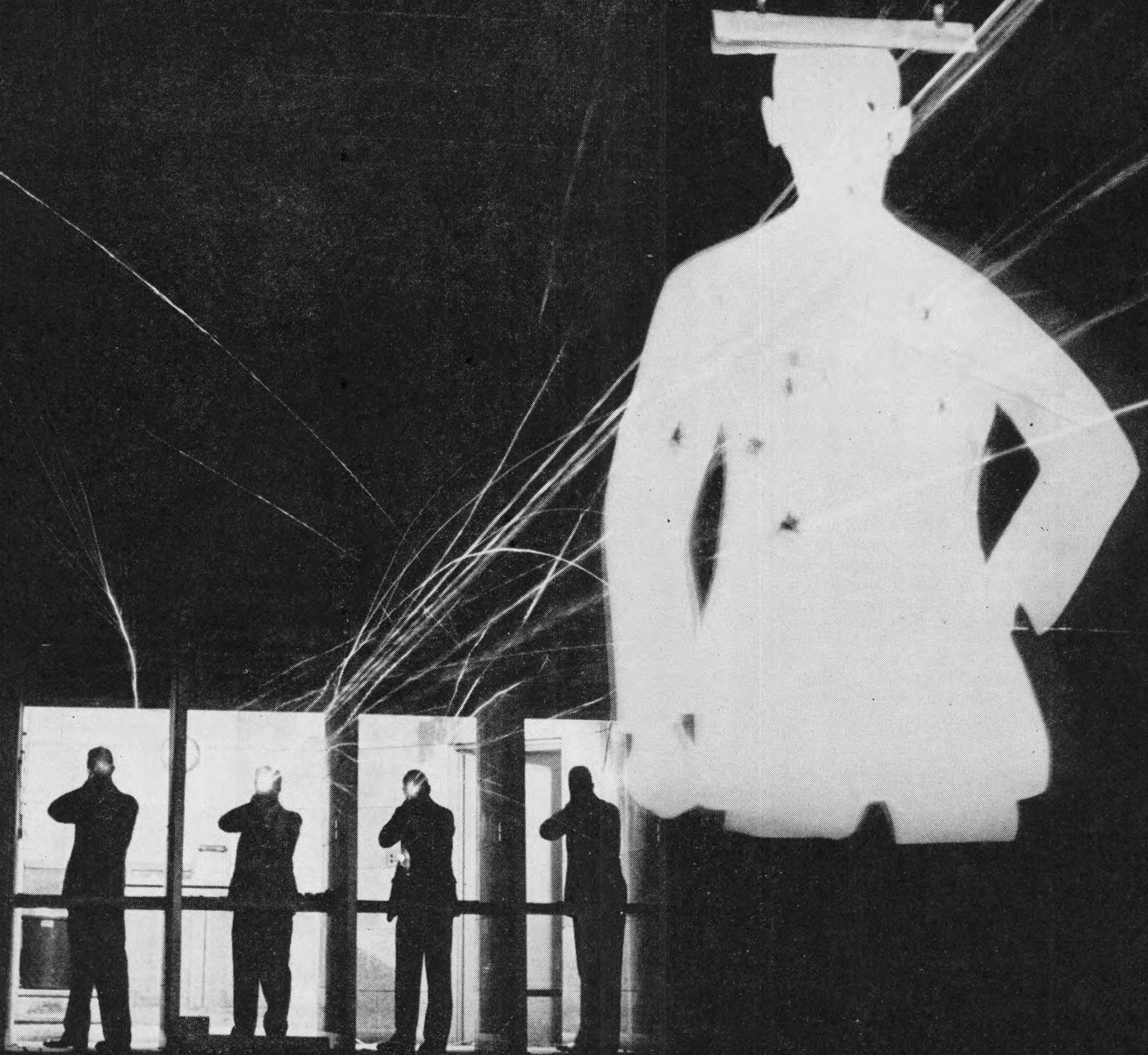
An apostle of the settled family life for America, Hoover himself has never married. In fact, his closest friends doubt that he ever has been in love since he entered the FBI, despite a reported romantic link at one time with Lela Rogers, mother of actress Ginger Rogers. He admires feminine pulchritude, has been friendly with Shirley Temple, Dorothy Lamour and other women of the celebrity class. But of real heartthrobs, there have been none.

"I was in love once when I was young," says Hoover now. "I guess you'd call it puppy love. But then I became attached to the Bureau, and I don't think any wife would have put up with me."

"Hoover," a woman reporter once wrote, "always gets his man, but never his girl."

Some former agents of the Bureau have believed (or so they say) that Hoover didn't want his men to marry, for fear it would interfere with their work. He vigorously denies this.

continued



Blazing guns of G-men in the thirties shot dummies like this one in preparation for all-out war on underworld. They also shot Hoover to the fame he enjoys today.

Hoover admires female beauty—he's shown here in a Hollywood publicity picture with Lana Turner—but never married. He says no wife would have put up with his FBI work.



Hoover listens—and so does friend Walter Winchell with help of a cupped hand—to John N. Garner. Many celebrities are Hoover's pals.



"I think a man is better with some woman in his life," he says. "Three fourths of my agents are married. The pace here is fast and hard, and they need to relax in a home atmosphere. Marriage makes better agents. Many agents have married Bureau girls, and we have sons and grandsons of Bureau parents applying for jobs. I like that."

Hoover over the years has received eye-bulging offers to leave the Bureau and make money. He has rejected them all. He turned down the job of Commissioner of Baseball at \$65,000 a year. He said "no" to the International Boxing Club, which wanted to give him a ten-year contract as prize-fight czar at \$100,000 a year. Tolson once turned down an offer of \$1,500 a week for Hoover to fill a three-minute radio spot. This was in the heyday of radio. "I turned it down without even asking him," says Tolson. "I knew he wouldn't accept."

Once, when Louis B. Nichols, assistant to the Director, informed him that he had been offered another \$50,000 job. Hoover merely said: "Tell them no. Anything else new today?"

Hoover's salary as FBI chief has been modest but comfortable. Starting low, he went to \$9,000 in 1936, then \$10,000. Congress raised him to \$14,000 in 1946. Now he gets \$20,000, but Congress ruled that salary should obtain for the Director of the FBI only "as long as the position is held by the present incumbent."

Articles Increase His Income

Hoover has supplemented his salary with income from magazine articles, which have flowed out under his name in a steady stream since the FBI rocketed to glory in the gang-busting days. Hoover became a wanted name for articles after he and his men put the finger on John Dillinger, Pretty Boy Floyd, Baby Face Nelson and Ma Barker.

The boss G-man lives in a large brick home in northwest Washington, which he purchased for slightly less than \$25,000 in 1940. Fashionably situated on the edge of Rock Creek Park, the house gives an impression of Hoover himself. It is sturdy, solid and devoid of frills. There he lives alone, save for a housekeeper and two little cairn terriers, Butch and G-Boy.

But Hoover spends few hours in his one-man retreat. When not putting in a twelve- or fourteen-hour day at the Bureau, he, in the manner of lonely men everywhere, seeks the glitter of the public place. And the FBI chief, it has been decided by many who have worked with him and watched him over the years, is essentially a lonely man.

Until the death of his mother, Annie Marie Scheitlin Hoover, in 1938, Hoover molded his off-duty hours to her pattern. From his first years, she was the dominant force in his life. A short, plump homebody, Mrs. Hoover reared her son in the Lutheran Church, taught him the Bible, the eternal moral precepts and the copybook maxims which sprinkle his public speeches. His father was Dickerson N. Hoover, chief of the printing division of the Coast and Geodetic Survey. He died in 1921.

John Edgar Hoover was born January 1, 1895, at the family home at 413 Seward Square, S. E., in the District of Columbia, a stucco house in an unpretentious section of the city. One of four children, he had an elder brother, Dickerson N. Hoover, who died many years ago. A surviving sister, now Mrs. Lillian



Hoover bets on a horse at Bowie race track in Maryland. A fan of the ponies, he knows most of the big tracks in the country, usually bets \$2 on the nose. But a friend says he's "a sucker at the track. He'll let somebody tout him a horse with information he would throw out the window back at the FBI."

Hoover snaps a picture of Clyde A. Tolson, associate director of FBI, on a Miami Beach vacation. Also a bachelor, Tolson is a constant companion of Hoover. They often eat together in same restaurant in Washington, go to the track together, enjoy playing involved practical jokes on their friends.



Until her death, Hoover molded his off-duty hours to fit his mother's life

Hoover Robinette, a widowed invalid, still lives in Washington.

When his brother and sister married and moved away, Edgar stayed on with his mother in the Seward Square home. He was her sole support for 17 years. His FBI associates and their wives visited the Seward Square home frequently and called her "Mother" Hoover.

It was there with his mother that Hoover spent most of his evenings when in Washington, and it was there, on a July night in 1934, that he paced the floor for two hours and 40 minutes while John Dillinger, most notorious of the FBI-hunted criminals, watched a Chicago movie. Then came a telephone call from Inspector Samuel F. Cowley, notifying Hoover that Dillinger had been shot to death on the sidewalk outside the theater.

An Urge for the Ministry

Edgar Hoover was a model youth. He went to neighborhood elementary schools and sang in the choir Sundays in his mother's church.

For a time, young Hoover vowed to become a preacher of the Gospel, an ambition similarly cherished in his youth by his brother, Dickerson. Edgar's urge for the ministry derived from his admiration for Dr. Donald Campbell McLeod, a cleric who romped with the boys and showed them that a good Christian didn't have to be a sissy. A baseball smashed Hoover's nose about this time, giving his face the rugged appearance it has today.

As a lad, Hoover joined Dr. McLeod's church, the old First Presbyterian of Washington. There, he taught Sunday school as a young man and later served for a time as assistant superintendent.

Today, he is a member of the National Presbyterian Church, where President and Mrs. Eisenhower have their pew. He served as a trustee of the church from 1949 to 1953. His pastor, Dr. Edward L. R. Elson, once wrote a pamphlet entitled, "The J. Edgar Hoover You Ought to Know," in which he saluted Hoover as a "man of God" who renders "thanksgiving to the Lord in whom he has a living faith."

There is a recurring rumor that Hoover has been converted to Catholicism. It is untrue. A Lutheran first, he has been a Presbyterian throughout his youth and adult life. The rumor may have started because of Hoover's close association with many leading Catholics, beginning with his friendship with the Rev. Robert S. Lloyd, a Jesuit, who formerly was headmaster of Georgetown Preparatory School. They met in connection with an offshoot of the Lindbergh kidnapping case.

Hoover is a staunch Mason. He joined at 21, went up through the York Rite to become a Knight Templar and Shriner. Now, he is a 32nd degree Scottish Rite Mason.

At old Central High School in Washington, Hoover was captain of Cadet Company A. And as valedictorian of his class, he was acclaimed by his yearbook as "a gentleman of dauntless courage and stainless honor." He led the debating team to twelve straight triumphs, and the school annual noted that he convinced almost everyone within earshot except one teacher who took a dim view of his arguments on the "fallacies of woman suffrage."

Classmates recall that the dapper Hoover mixed well and easily, with diplomacy unusual in a youngster. He ran with the crowd,

dated occasionally, but had no steady girl. His pride was Company A, which he described as a "rattling good military aggregation."

Hoover left Central with the nickname of "Speed," a name still applied to him by several old friends. To other friends, he is known as "Edgar," to a few as "Jay" and to some as "J. E." But to all special agents of the FBI, past and present, he is known as "the Director."

After high school, Hoover spent his days working as a clerk in the Library of Congress, starting salary \$360 a year, departing salary \$840. Nights, he attended George Washington University Law School, receiving his bachelor of laws degree in 1916 and adding a master's degree in 1917.

During his college days, he was "No. 1" of his fraternity, Kappa Alpha, directing that group of high-spirited young men with a stern hand. He took a dim and moral view of such chapter-house capers as crap games, poker and drinking bouts.

There, he met one of the two or three close friends of his life, Frank Baughman, an easy-going young man who served as an aide to Hoover from 1919 until Baughman's retirement in 1948. In the early days, Baughman was the Clyde Tolson of today, a boon companion of the Director.

As a fellow Kappa Alpha, Baughman did the things Hoover didn't. He took a drink and he shot craps. Hoover approved of neither, yet he approved of Baughman. When Baughman shipped off to Army camp in World War I, Hoover and "Mother" Hoover went to the station to see him off. The two young men corresponded while Baughman was overseas. When he returned, Hoover soon had a job for him.

"Bright Young Man" at Work

It was in 1917 that Hoover went to work at the Justice Department, where—since the FBI is a branch of the department—he has worked ever since. He got a job as a clerk. The next year, he became a junior attorney. And in 1919, Assistant Attorney General Francis P. Garvan picked him as the "bright young man" to prepare deportation cases against a group known variously as "radicals," "anarchists" and "Reds."

Working for the then munificent salary of \$4,000 a year. Hoover prepared the legal cases resulting in the deportation of such aliens as Emma Goldman, Alexander Berkman and 247 other undesirables.

Hoover already brimmed with confidence despite his youth. At one hearing at the Labor Department, a court stenographer who was taking Hoover's staccato diction suddenly threw down his pad. "I can take 200 words a minute," he protested, "but that man must be talking 400 a minute." Hoover still talks as though his mind were standing behind his tongue, lashing it on to greater speeds.

Leaving no details to others in handling the deportation cases, Hoover even arranged for a U. S. Army transport, the *Buford*, to carry the aliens to Russia. Dubbed the "Soviet Ark," the vessel sailed from New York on December 21, 1919. Hoover went down the bay to hasten the departure of its unwanted human cargo.

Hoover got the first of many Congressional plaudits as a result of this exploit. Republican Rep. William N. Vaile of Colorado inserted a description of the event in the *Congressional*

Record, describing Hoover as "that slender bundle of high-charged electric wire."

But it wasn't all glory for Hoover. This was the era of the sweeping Red raids of Attorney General A. Mitchell Palmer. Many Americans contended that civil rights were brushed aside in these radical roundups. And foes have contended that Hoover, in his capacity of chief of the General Intelligence (Anti-Radical) Division of the Department of Justice, was the mainspring of the raids.

Hoover readily concedes that he was chief of the division but states flatly that he had nothing to do with the raids.

His name was linked indirectly in a later Congressional inquiry with raids conducted the night of January 2, 1920. What happened, Hoover says, is that agents were told to communicate with him the night of the raids because he was serving as the Attorney General's liaison man with the Bureau of Investigation.

He Disavows Civil Liberties Curbs

"They arrested a lot of people that weren't Communists," Hoover adds. "I was sent up to New York later by Assistant Attorney General Garvan and reported back that there had been clear cases of brutality in the raids."

Whatever was Hoover's precise connection with the raids, he has long looked back on them with repugnance.

Hoover in 1921 became assistant director of the Bureau of Investigation. (It did not become the Federal Bureau of Investigation until 1935.) Three years later, on May 10, 1924, he was appointed acting director of the Bureau by Attorney General Harlan F. Stone, later Chief Justice of the United States.

Stone offered the job to the 29-year-old Hoover after consulting with many people in the Government. The assistant director agreed to take the job on condition he could operate without political interference.

"Young man," Stone gruffly told Hoover, "that's the only condition on which I'll give you the job."

Hoover took over and built the most powerful, and yet perhaps the most popular, detective force in American history. It has become his living monument.



Hoover's Thumbprint

In his 31 years in the Government, J. Edgar Hoover has left the imprint of more than his thumb. Mr. Knebel reports in the next issue that Hoover's "prestige is so great, it's doubtful any elected official could dislodge him."



Victims of the quake: An uncle of Mrs. Augustus was the closest relative killed in the upheaval of 1953. Before leaving Zante, the family attended a Greek Orthodox service at his grave. At the right, Ioannis and his family gather outside their hut while waiting for word of final clearance.



*The hopes of millions
around the world
still turn toward*

AMERICA

This Greek family made it

Neither Communist guerrillas nor Nazi troopers could move Ioannis Augustus and his family of seven from their farm near the village of Mouzaki on the Greek island of Zante. But after the invaders were driven out and the guerrillas suppressed, the great earthquake of 1953 destroyed both the farmhouse and the family's opportunity to make a living on Zante. Greece no longer had the resources to

provide a future for them. The Augustus family, like 400,000 other Greeks racked by war and calamity, had become "surplus population." Their best hope was resettlement overseas—in Australia or the Americas, or, someday, in Africa. An organization of 16 free-world nations (now 24) was formed in 1951 to help "surplus" people find new homes in new lands. It was called the Intergovernmental Com-



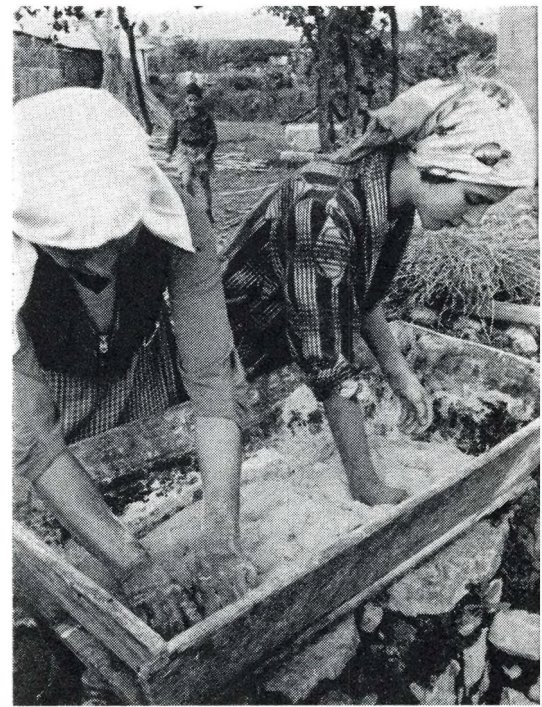
mittee for European Migration (ICEM) and the United States was its chief sponsor. Even before the earthquake, Greece had been high on the list of overpopulated countries. Now ICEM representatives came to Zante and to the aid of Ioannis Augustus. ICEM would lead the family through the cumbersome paper work required by the U. S. Refugee Relief Act of 1953. Ioannis had a naturalized American

brother—Anthony, proprietor of a small grocery store in Chicago—who would sponsor them. It was late in life for Ioannis; he was 64 years old. But his wife, Angeliki, 43, and their six children, ranging in age from 9 to 24, had everything to gain. So the family clung together in a half-wooden, half-stone shed built after the earthquake. They dreamed of life in America and waited for the wheels to turn.

continued



Horse cart and olive tree of Zante are a boat trip, a 36-hour plane ride and a world away from America.



Mother and daughter wash clothes hard way.

Airliner for America, chartered by ICEM, is





A new life begins as the old one ends. The happy children of Ioannis Augustus walk along their ancient farm road for the last time, heading for boat to Athens.

like the *Mayflower* — only much faster.

One year after the quake, a way of life comes to an end

The U. S. Refugee Relief Act of 1953, as well as the McCarran-Walter Immigration and Nationality Act of 1952, require, among other things, patience and diligence from aspiring immigrants. To be considered for admission to the United States, the Augustus family filed an

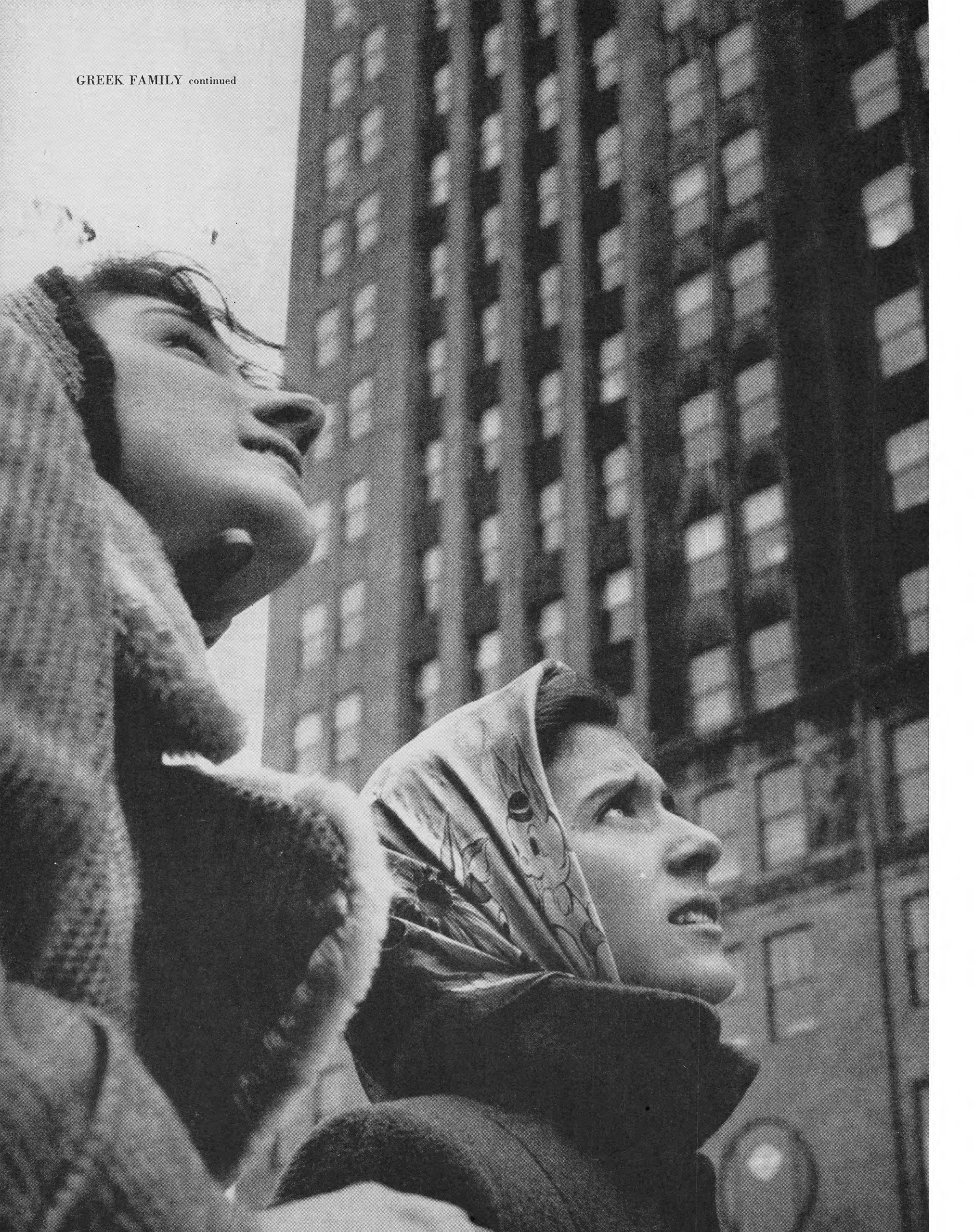
ing and work in Chicago for the men. Then followed preliminary questionnaires and preliminary interviews, security investigations, medical examinations, non-Communist affidavits, earthquake-victim statements, final interviews, passports and submission of various



Final oaths are sworn by Paraskevi, Panayiotis, Dionysios, Antonios, Maria, Mimika, Angeliki and Ioannis Augustus.

tinued

GREEK FAMILY continued





The pride of Anthony Augustus is a bustling, successful grocery business. Tony came to Chicago in 1923, now lives with his family in an apartment over the store.



Sampling the wonders of a super drugstore, Mimika is most pleased by the dolls and her first ice-cream soda.



Memories of the old home country return: Ioannis weeps when Tony plays sentimental Greek folk songs on his mandolin.

Beginning again, the Augustus family finds that America is good to newcomers

A U. S. official of ICEM, Mrs. Ruth Tropin, has said: "No one is really surplus if he is matched with the right opportunity." The Greek family Augustus landed in New York after a day and a half in the air. Officials of Church World Service arranged transportation to Chicago, where brother Tony Augustus met them. The language-training program sponsored by ICEM in Athens gave them a foothold in the new world of skyscrapers. In a week, it was Christmas and then the new year, 1955. Today, the family lives in a five-room apartment on West Congress Street in Chicago. Ioannis, now 65, works in Tony's grocery store. He has learned butchering, salesmanship and how to use the high-shelf package grabber. The two older sons have steady jobs with a radio manufacturer. Maria is a waitress. The three kids are in school and Angeliki is a busy housewife. Not one of the eight is "surplus" any more.



A prayer and a glass of wine begin a feast of thanksgiving at Tony's home. In all their lives, Ioannis Augustus and his family had never seen such abundance or had such hope.

END

Astonished by everything, Mimika delights in touring the Loop with a friend from the Immigrants Protective League.



Norman Vincent Peale

Answers Your Questions

Q *Three years ago, I lost my 12-year-old son in a car accident. I am Catholic and I go to church and pray all the time. But I cannot get over this. I think I will lose my sanity.*

There is normal and abnormal grief. The latter is inability to adjust. It is a nonacceptance of life's inevitabilities, a constant irritation which prevents the wound of sorrow from healing. Normal grief begins with deep hurt and pain. But religious faith and philosophical understanding alleviate suffering and, in due time, the personality absorbs the shock and adjusts to the bereavement. To be normal in your grief, surrender the child to our kindly Heavenly Father. Then practice the profound spiritual techniques of acquiescence and acceptance. Believe you have not really lost your little boy, believe that God is taking care of him.

Q *We are deeply in debt and cannot seem to see any way out. Can you give us any help?*

List every debt in one column, every asset in another; then add the totals. In this way, you will have in black and white exactly what you owe and what you have. This listing will afford a clear view of your problem and overcome your "swamped" psychology. Practice eliminating the poverty complex by casting out "lack" thoughts, for they tend to create a condition of lack. Think "prosperity" thoughts, affirming and believing that you are being guided to better management and to new sources of income. Advise your creditors that you have started a repayment program. Then, regularly, pay off a little on each debt. You will be surprised at your creditors' cooperation and at the rate at which the debts will shrink.

Q *I have a bad inferiority complex. How can I overcome it?*

First, learn the source of your feeling of inadequacy. Usually, it originates in childhood, resulting from projection of parental fears or from unconscious competition with a more brilliant brother or sister. Competent counseling can locate the cause. The self-knowledge thus gained will

stimulate cure. In a moment of dynamic decision, reslant your mind to a picture of yourself as overcoming inferiority. Then start applying the powerful creative force of faith. Several times each day, affirm: "I can do all things through Christ which strengtheneth me" (Phil. 4:13). "If God be for us, who can be against us?" (Rom. 8:31). Such affirmations will help to eliminate your inferiority complex and build up normal faith in yourself.

Q *I have a daughter 18 years old. She planned to marry soon but became pregnant. They were married, but, of course, the whole town will know. My heart is heavy, for in some way I have failed as a mother. My daughter has always been popular, but now she will suffer.*

Don't conclude that you have failed as a mother until you prove how well you can handle this situation. Your daughter's sin is not to be minimized; yet when we are sorry for our wrongdoing, we are forgiven and can begin again. "To err is human, to forgive divine," and a function of motherhood is forgiveness and new faith. Perhaps you are thinking more of yourself and your humiliation than of your daughter, who has sustained a moral wound. The value of your motherhood will be measured by your willingness and ability to help in rebuilding your daughter's life.

Q *I am a single man 78 years young, in good health and active in business. I have no living relative. I am deeply in love with a widow 61 years old, who has two grown children away from home. We have been neighbors for more than 10 years. I have proposed marriage, but she is afraid we are both too old to consider it. We agreed to abide by your advice.*

I am complimented by your confidence. An important factor in the decision is the ten-year acquaintance, implying that you know and understand each other very well. There has been no haste, and, apparently, you have given the question mature consideration. No family responsibilities complicate the situation. If you sincerely love and esteem each other and are not marrying merely for companion-

ship, and since all other known factors seem favorable, I see no reason why your ages should be a deterrent. You may be a bit set in your ways, but intelligence and good humor can overcome that.

Q *We have been married 30 years, are of the same faith, have three children being reared in our religion. In all these years, I have tried to persuade my husband to attend church with us but he never has. Shall I keep on trying?*

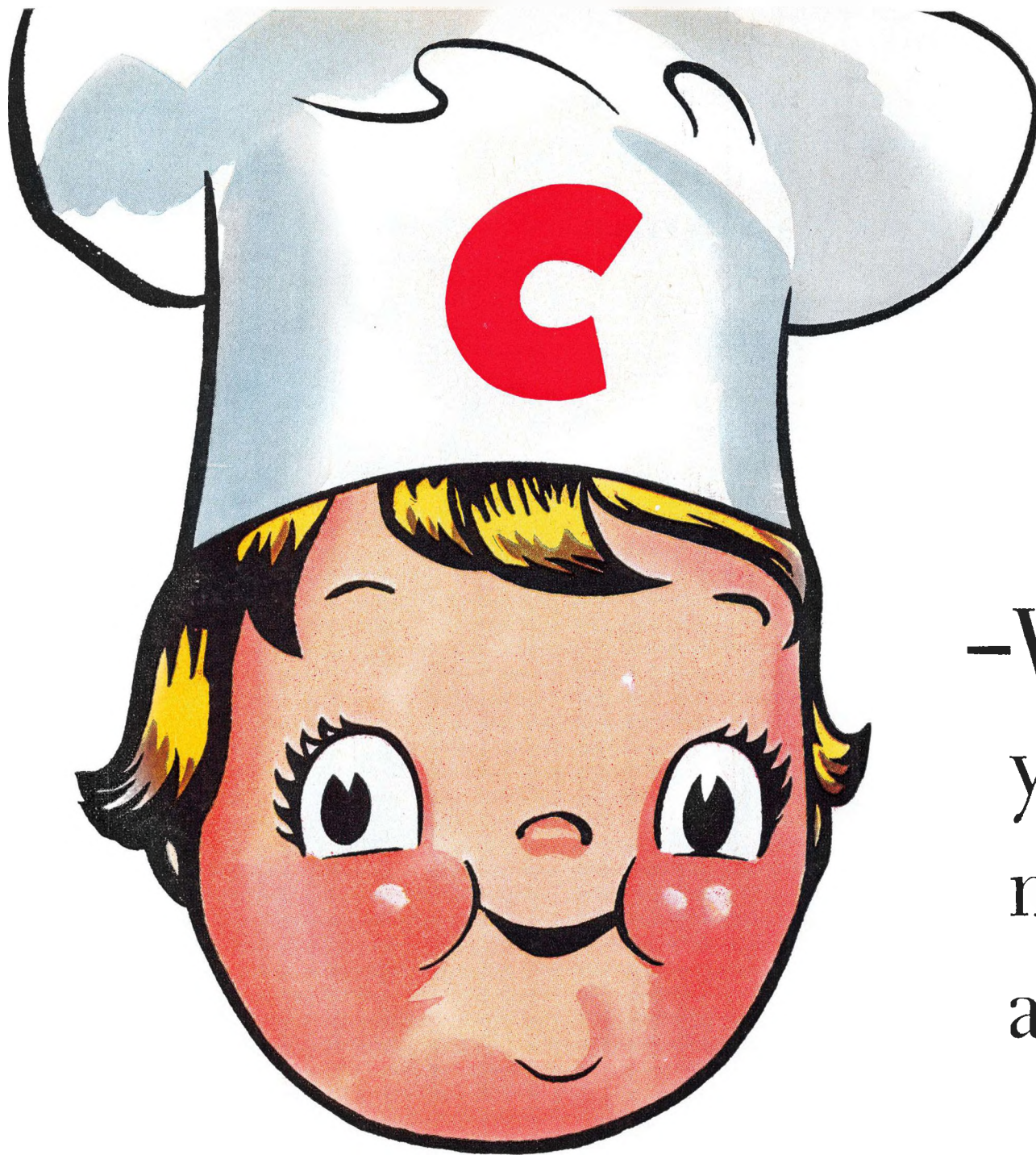
Your efforts seem to represent a "low batting average." Your objective is good, and, of course, I believe your husband is missing a lot by not attending church. However, it is a free country, and a man doesn't have to go to church unless he wants to. Churches today are packed to capacity, so that your husband is behind the times and, as they say, "out of it." I suggest that you stop nagging him. Live such a dynamic and wonderful life that he will want what you've got. He will know where you got it and may finally go to church on his own.

Q *I am 20 years old and am serving in the Army. I am engaged to a girl back home who is 18 and in high school. Since I have been away, I hear she is dating several boys and does not have much time to write any more. Do you feel she is too young to know the meaning of being engaged? Should I just let things ride until I serve my last ten months?*

She is rather young to be restricted from normal relationships with boys her own age. If she had made a decision with respect to you, she would probably not want to go out with other boys and would certainly write to you regularly. I think your judgment is good to let the *status quo* remain until you come home and can appraise it for yourself. It is never wise to decide such important problems other than in good temper and without haste.

Address your questions to:

Dr. Norman Vincent Peale, *Look Magazine*,
488 Madison Ave., New York 22, N. Y.



—We think
you'll be
mildly
amazed

12¢ a can was the price we listed for Campbell's Tomato Soup in our advertising 30 years ago. (We came across a magazine advertisement the other day from 1925, and there it was in black and white.)

If you have a grocery page handy—or if your memory's real good, we think you'll be mildly amazed to find that this is just about the same price you pay today... same size can, of course.

The same kind of price story—though in varying degree—can be told about the other Campbell's Soups.

Now the happy fact that Campbell

has been able to buck the tide of rising prices is partly you and it's partly us. You, because there are so many more of you these days, and, because you seem to like our soups more and more as time goes on.

As for us, we just naturally like to make soup. We like to make it as good as we can and bring it to you for as little as we can. And we find ways to do this better as we go along.

This seems like a good time to tell you that we find this a very pleasant relationship, indeed—and we thank you.

Now...back to those soup kettles.

—the Campbell Kids



*We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation.*

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A STYLING TRIUMPH

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Copenhagen



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Step Table
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Cocktail Table

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- Raised rim edges; panelled top
- Handcrafted brass "tulip" tips on legs

What's the expert's test for a table's design? How it looks from *any* angle. Do its lines remain graceful and elegant from the hallway . . . from the sofa across the room . . . from a low hassock on the rug? And how will it look 10 years from now?

Lane's new Danish modern tables, all in soft-toned walnut, meet this test with flying colors. Let your eye follow the slow curve of the long edges . . . the graceful upsweep. Note the pierced legs, tapering

to the rich glow of handcrafted brass tips in the "tulip" design. See how the open-heart walnut grain of the table top, with its unique natural pattern, is bordered with a straight-grain panel.

These are the elements of lasting beauty. Lane's modern construction methods and fine materials produce tables of truly magnificent quality — at prices *you* can afford. See the wide collection of Lane Tables at your local dealer today.

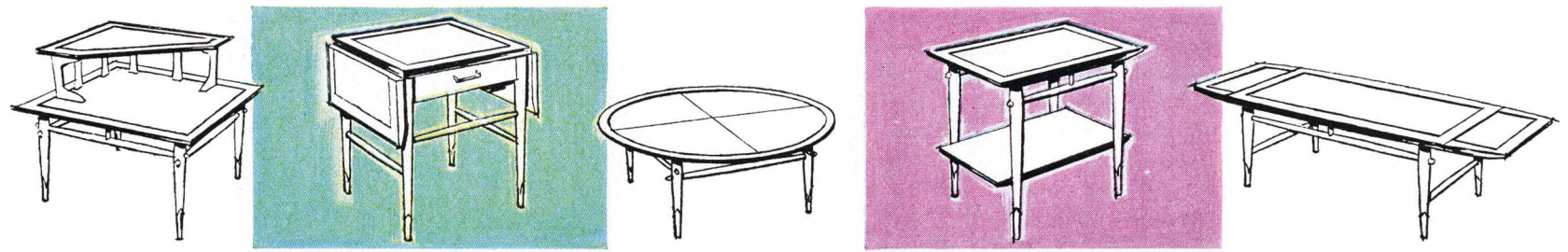
If you can't locate the table you want, write The Lane Company, Inc., Dept. R, Altavista, Virginia. In Canada, Knechtels Ltd., Hanover, Ontario.

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By the makers of LANE Cedar Chests

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#868—Corner Table #864—Drop Leaf Lamp Table #862—Round Cocktail Table #865—End Table #869—Drop Leaf Cocktail Table



Dr. Margaret Morgan, Indiana mental-health commissioner, is a Hoosier graduate of medical schools in Maryland and New York, came home to "make good."

Psychiatrist on the spot

Indiana's governor promised the voters a cleanup of mental-health institutions. Then he handed the broom to Dr. Morgan.

By **GEREON ZIMMERMANN** LOOK STAFF WRITER

A HANDSOME BLONDE of 41, who disavows politics and came to bureaucracy by way of the psychiatrist's couch, is playing a major role in a political battle upon which may hang the Republican future of Indiana's Gov. George North Craig.

Dr. Margaret Elaine Morgan still keeps a couch in her plain office at the new Larue Carter Memorial Hospital in Indianapolis, but she has been much busier lately with an administrative broom, directing a clean-up of the Indiana mental-health system. Two years ago, Governor Craig appointed her the state's first commissioner of mental health, and she has achieved impressive results. As she makes good on Craig's campaign promise of reform, the program's progress continued



Governor Craig and Dr. Morgan attended Indiana University, but they did not meet there.

HOT WEATHER Problem?

ELECTRIC SHAVERS

Use this lotion before you shave. It evaporates perspiration . . . sets up beard . . . lubricates skin for close, smooth shaves!

Any time—even in hot weather—you'll get quick, comfortable electrical shaving when you use this new *before-shave* beard conditioner.

No matter what make of razor you use—no matter how much you like it already—you'll find Williams Letric Shave gives you a closer, more comfortable shave than you ever thought possible. Cooling, soothing Letric Shave goes on like a lotion—*then* you shave.

1. It **instantly** evaporates perspiration . . . stops irritating perspiration drag.
2. It sets up your beard for closer and cleaner shaves.
3. It lubricates your skin for faster, smoother and far more comfortable shaving.

And Williams Letric Shave is even good for your razor, too. It lubricates the cutting head for faster, easier action. *Helps break a new shaver in faster!*

FREE TRIAL OFFER!

We want you to give this amazing beard conditioner a thorough trial. That's why we'll send you a generous free sample—*enough for a full month of shaving*—absolutely free. Send your name and address to The J. B. Williams Company, Dept. L-2, Glastonbury, Connecticut.

Williams Letric Shave costs less than a penny a shave! Only 69¢ for 3-oz. bottle—enough for 80 shaves. Available at your nearest drug counter.



No matter how hot you are, Williams Letric Shave evaporates perspiration *instantly* . . . stops razor drag . . . lets you get a closer, more comfortable shave

Williams LECTRIC SHAVE

PSYCHIATRIST continued



The professional manner of the executive-physician-psychiatrist quickly leaves Dr. Morgan when she is with her 6-year-old son, Morgan Renard.

“Cure must be stressed over custody. . . .”

quickness his stride in a hot race with U. S. Sen. William Jenner for control of the Hoosier GOP.

Dr. Morgan, a qualified surgeon as well as a psychiatrist, left an assistant professor's lectern at the Indiana University medical school to modernize care of Indiana's mentally ill. Hers is the key job in Indiana's new department of health, headed by Rear Adm. (ret.) Bertram Groesbeck, Jr. The importance of Dr. Morgan's post is indicated by the salary; she draws \$20,000 a year. Governor Craig gets \$15,000.

“I took the job because it offered a challenge,” Dr. Morgan says. Her gray eyes must have blinked when she scanned the assignment. Indiana's archaic mental-health setup, with its 10 institutions operating as autonomous little kingdoms, was 40th in national ranking of the care of mentally ill. Her inspection of the operations (the Governor himself led several fact-finding task forces to the institutions) gathered a thorny harvest of data. At the Norman Beatty Hospital where criminal psychotics are patients, a handsome stand of Indiana corn bordered the inside walls, making ideal cover for any escaper. At the New Castle Village for Epileptics, patients were getting sodden meals that cost six cents each; one healthy 11-year-old boy, erroneously committed as an epileptic, had been there three years without the medical examination that would have freed him. At the Muscatatuck school, there had been 179 escapes in a single year (in 1954, there were only 20).

Dr. Morgan's first move was to centralize the administration of the 10 institutions. Records were standardized. Dietary norms were set and met. Then she went to the state budget committee and got more money to hire trained personnel who would be competent to give better treatment to the 16,000 patients. In 18 months, Indiana added 1,200 medical, staff and attendant personnel to the payroll. Most important, a program that stressed early diagnosis and treatment was inaugurated. “Cure must be stressed over custody,” said Dr. Morgan. “It is the human approach and it is the sounder economic one. Whenever we can, we want to cure people, not maintain them.”

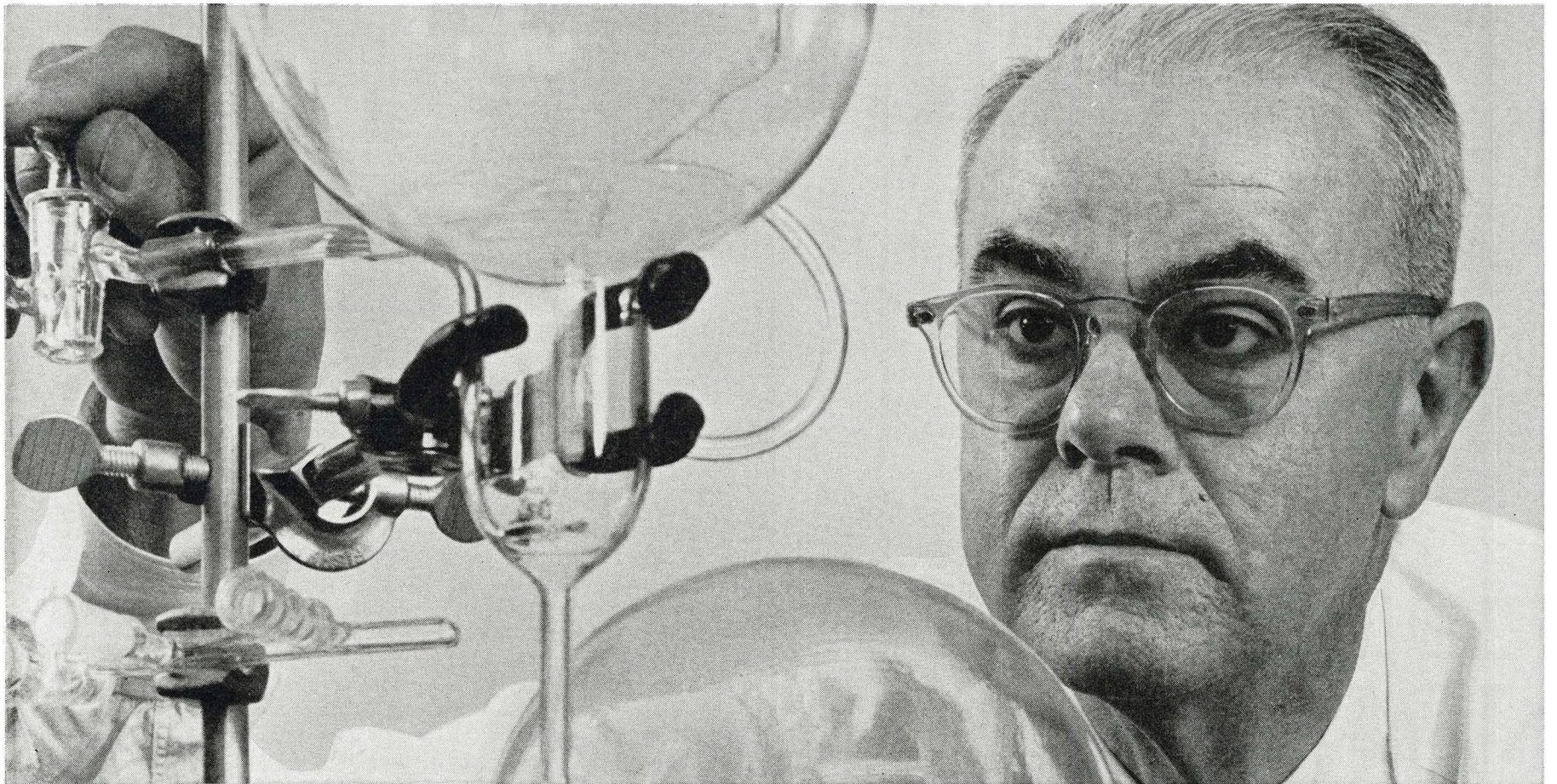
A pace setter for her subordinates, she enjoys working week ends. “It has got to such a point,” said one of her aides, “that we don't mind working week ends either. But you must remember, this was a crisis situation when she took over.” Another staff member points to her office and says, “That's the lion's den.”

As a Craig appointee, the doctor has placed her brother in a curious position. Ivan (Jack) Morgan, who runs the Morgan family's

continued

Maynard Reynolds

or what model gasoline for your 1958 model car?



"You've probably heard it said that competition in an industry brings the customers better products ahead of time.

"If you ever doubted it, you should have been looking over my shoulder lately.

"I'm a research chemist for Union Oil. That's why, back in 1951—when Union was selling all the gasoline it could refine—the boss called me in. He said management wanted to know what kind of gasolines we'd have to be able to market in 1958 to satisfy cars then.



"After studying trends in engine design, we set to work on our '58 model gasolines. We pushed octane right to the ceiling for the highest practical power and knock-rating. But we wanted more than power.

"We wanted gasoline that would start a cold engine in a wink and let you drive away without a warm-up. We took our test cars into snow country and worked at 20-below.



"We also wanted gasoline that wouldn't vapor-lock. So we drove down into the desert and tested blends till we had one that would perform in an oven.

"Well, when we had all the vital statistics we showed 'em to the men on the 12th floor. They took a long look at the facts, okayed \$70,000,000 for a refinery expansion program.

"As a result, we were able to introduce our 1958 model premium and regular gasolines in

1955—three years ahead of schedule. *And man, are the customers taking them away from us!"*

* * * *

Maynard's true story points up again the big advantage of being a customer under America's free enterprise system.

Because we compete with every other oil company for your business, we constantly *have* to introduce improved products to please you.



But if—as in Russia today—the government had a monopoly on all business, there would be no incentive to bring you anything better.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.

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Tartan lets you tan . . . never burn!***
Guaranteed by McKesson & Robbins.
At all drug and cosmetic counters.

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TARTAN SUNTAN LOTION OR TARTAN CREAM SUNTAN LOTION

PSYCHIATRIST continued

Her program has won national attention

big canning company in Austin, Ind., is an ally of Senator Jenner and was stripped of his GOP district chairmanship (a job his father had) when Governor Craig realigned downstate forces. "Margaret and Jack have independent minds," says their mother, "and we just don't talk politics too much when she visits in Austin."

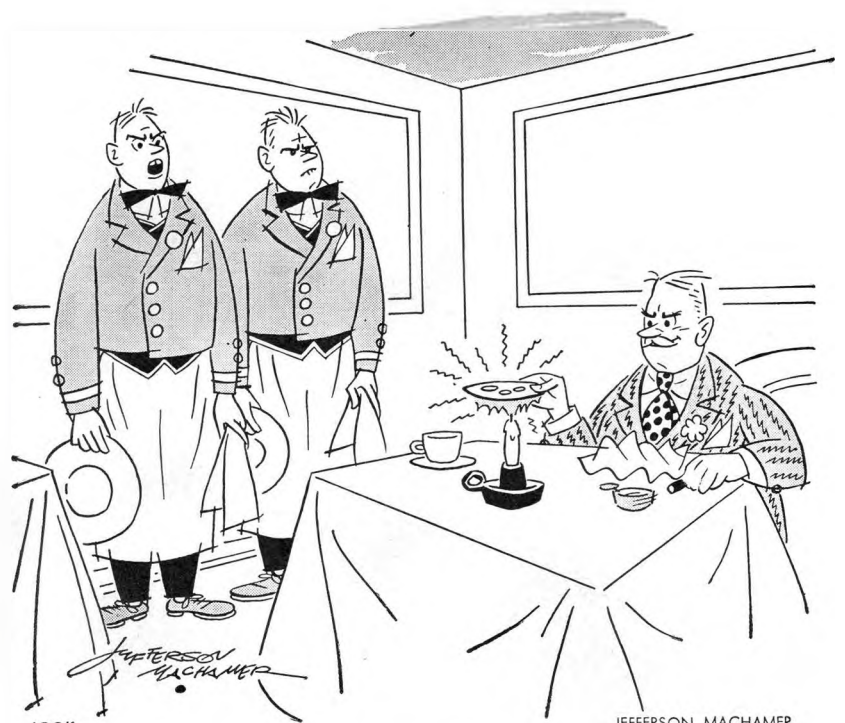
Mrs. Fern Harrod Morgan is used to her daughter's independent make-up. Margaret studied the dance, liberal arts and the drama before she settled on medicine. She is a University of Maryland medical-school graduate, interned at Grasslands Hospital in Valhalla, N. Y., and was acting resident in surgery there. Deciding to specialize in psychiatry, she studied at the New York Psychiatric Institute and Bellevue Hospital. She had a growing private practice in New York City when she accepted the assistant professorship at Indiana University.

The demands of her job have not cost the doctor her femininity. She recently appeared in *Vogue* magazine, photographed wearing a formal evening gown. It was a charming picture but gave ammunition to critics who call her a "society psychiatrist". In the last two years, however, she has lost 11 pounds and much time that she could have spent with her six-year-old son, Morgan Renard. Divorced in 1951, she lives with Morgan in an eight-room house in a handsome, old-mansion neighborhood of Indianapolis.

One payoff for Dr. Morgan came when the American Psychiatric Association cited Indiana this autumn for showing remarkable achievement in its care of the mentally ill. Her 1954 statistics show a continued upswing. Compared with 1952-53, patient discharges are up 59 per cent; convalescent leaves increased by 33 per cent, leaves of absence for patients have doubled. By 1956, Indiana will be spending \$3.57 per day per patient compared with the \$1.97 in 1952. Another payoff came this spring when the legislature voted to spend a record \$52,955,457 on mental health for the next biennium. New projects include research, family care and early-diagnostic clinics.

Dr. Morgan's four-year option on opportunity might end with Governor Craig's term (an Indiana governor cannot succeed himself) and her job is appointive. By then, however, Hoosiers will have had time to judge the worth of her ambitious program and her stress on cure over custody. Dr. Morgan is content to stand on the record, which includes the plans for Indiana's \$1,000,000 mental-research center, which will be unique in the United States. This money has been appropriated, and it is something that politics, whichever way it goes, can't take away from the patients.

END



LOOK

JEFFERSON MACHAMER

"Gad, he's nasty about his tips!"

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And — the portable voted *best* by those who know typewriters best! In a recent survey, typewriter dealers everywhere voted Smith-Corona the favorite — 2 to 1 over any other make. That means it is best for you, at home, on the road, in school or college. Wonderful for all the family and a mark-booster for any boy or girl.

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Each model has a Full-Size Keyboard perfect for touch-typing . . . amazing Page Gage that saves time and temper . . . Quickset Margins . . . Touch Selector . . . Synchronized Line Space Lever . . . Typebar Speed Booster . . . and many, many other features for smooth, fast action and years of trouble-free performance.

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5 models to choose from! Illustrated above — the new Smith-Corona SILENT-SUPER with fastest Keyset Tabulator on any portable typewriter, in its smart and exclusive, slim-line "Holiday Case" — **\$115.50***



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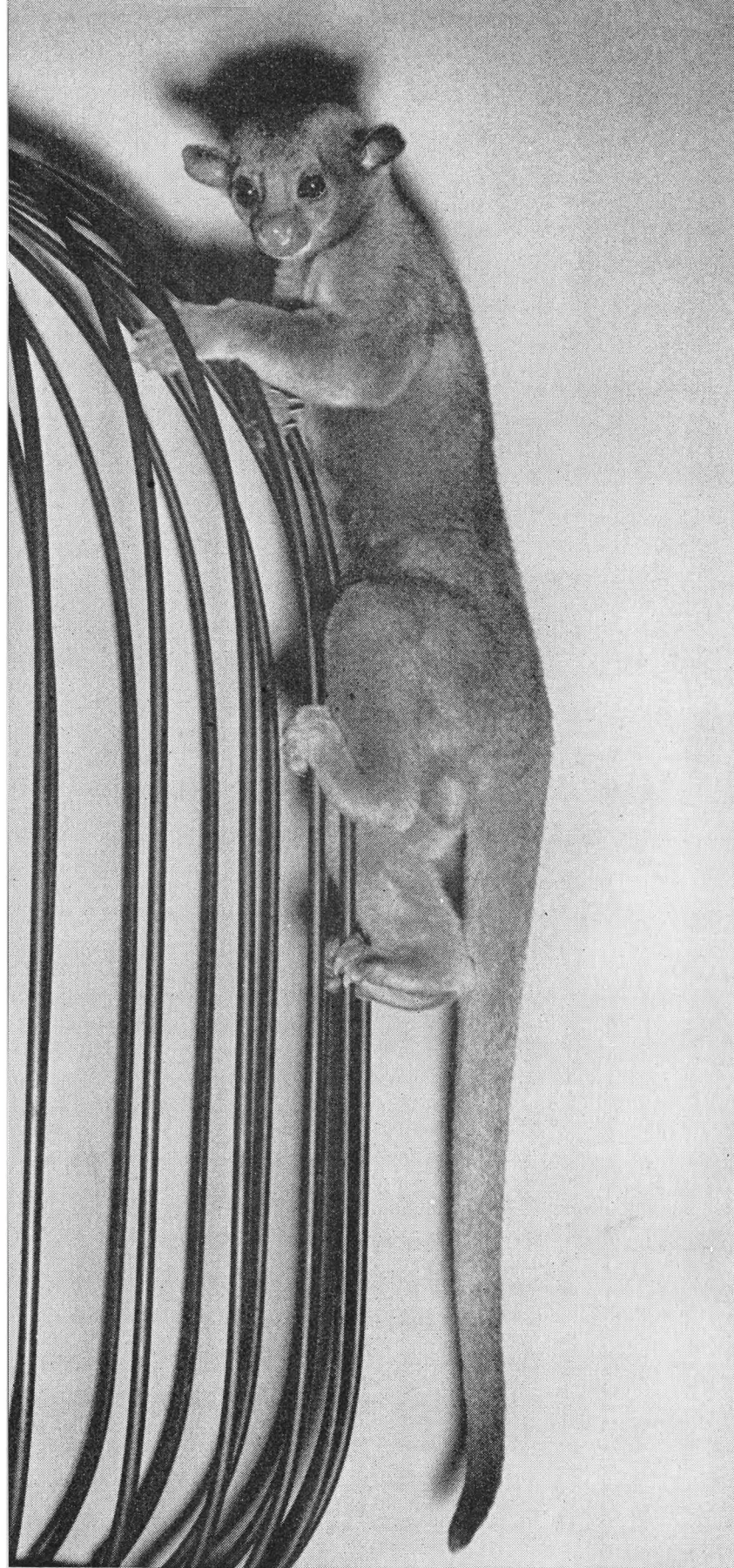
when you drink Early Times.

For Kentuckians themselves, who know so much about fine horses and fine whisky, choose Early Times year after year over all other straight bourbons.

It's every ounce a man's whisky.

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KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY. • 86 PROOF



What I need is my raccoon cousin's getaway mask.

Monaghan the

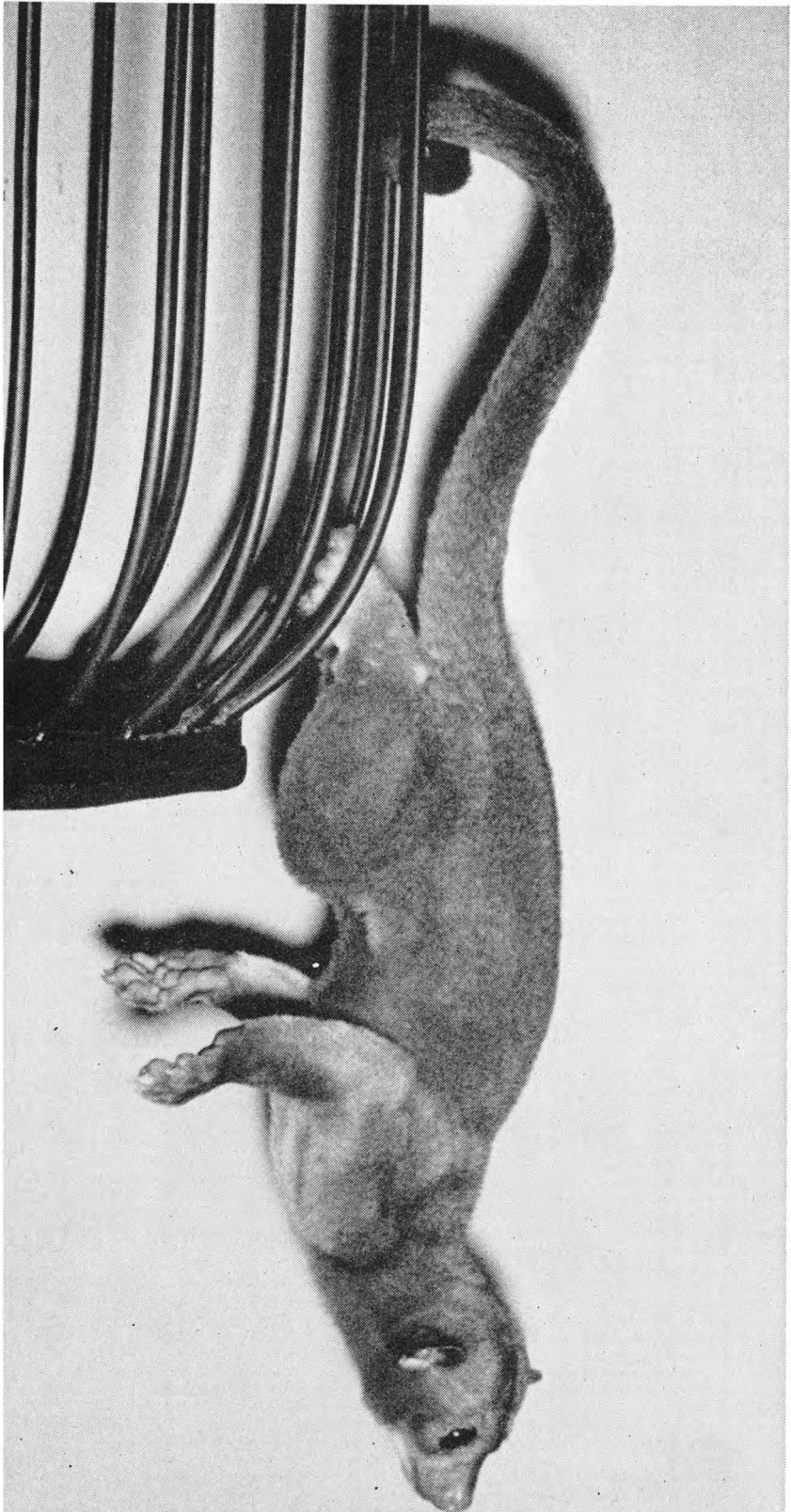
KINKAJOU

When a young, adventurous kinkajou named Monaghan moved to Manhattan from his Amazon jungle home, his new owners gave him an elegant cage, custom-built to his dimensions. Monaghan sat in his new cage for a minute, then wriggled out easily. Sometimes, he naps in his cage, but at the first stroke of the cocktail hour, he wakes, scratches his ear and slips outside to enjoy a snootful.



I'd take the plunge, but I'm no flying squirrel.

A low nose dive should pull me out of this tailspin.



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... looks good,
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Scripto Pens and Pencils are designed for writing perfection, beauty and durability. They are then mass produced by the millions so they can be sold at big volume low prices.



Underwear, \$1.25

Handkerchief, \$.50

Regular Pajama, \$5.00

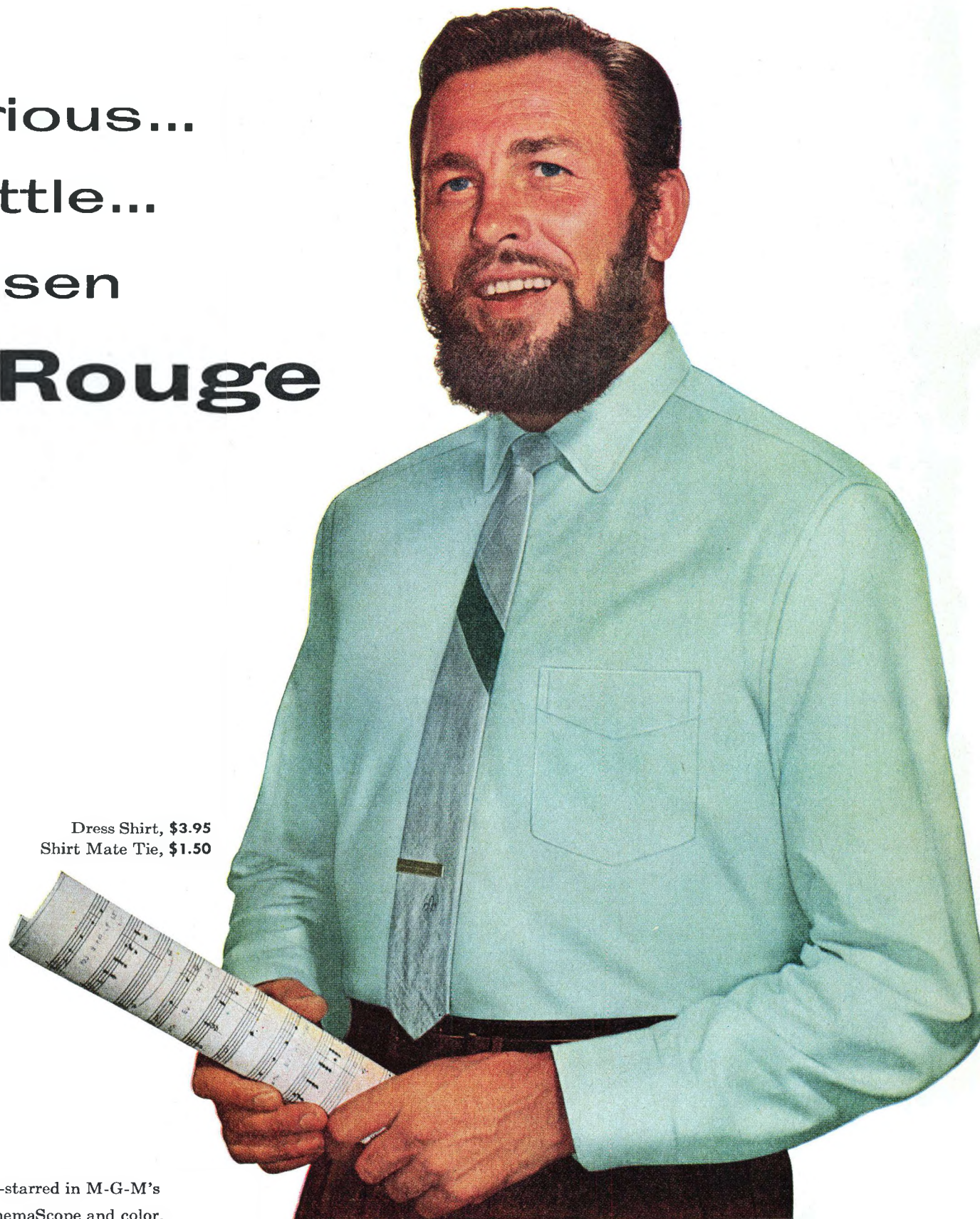
Shortie Pajama, \$3.95

Light is right! This swan-soft batiste is actually 35% lighter than the fabric in an ordinary regular weight broadcloth shirt. But when it comes to luxury, a "Moulin Rouge" shirt puts other summer shirts to shame.

Most remarkable of all, a mere \$3.95 will get you one. In your choice of famous Van Heusen collars and Toulouse-Lautrec colors. And for just a little more, you can get yourself (and/or Dad) a whole wardrobe of the fabulous fabric.

Father's Day is June 19

So light...
 so luxurious...
 for so little...
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Dress Shirt, \$3.95
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HOWARD KEEL co-starred in M-G-M's musical "KISMET" in CinemaScope and color.



Short Sleeve Shirt, \$3.95



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At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N. Y. 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear

New Kleenex Economy Pack

More for your money

-and colors, too!



POPS UP
ONE AT A TIME

PURE WHITE

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**Now - a "400" pack
of strong, soft Kleenex**

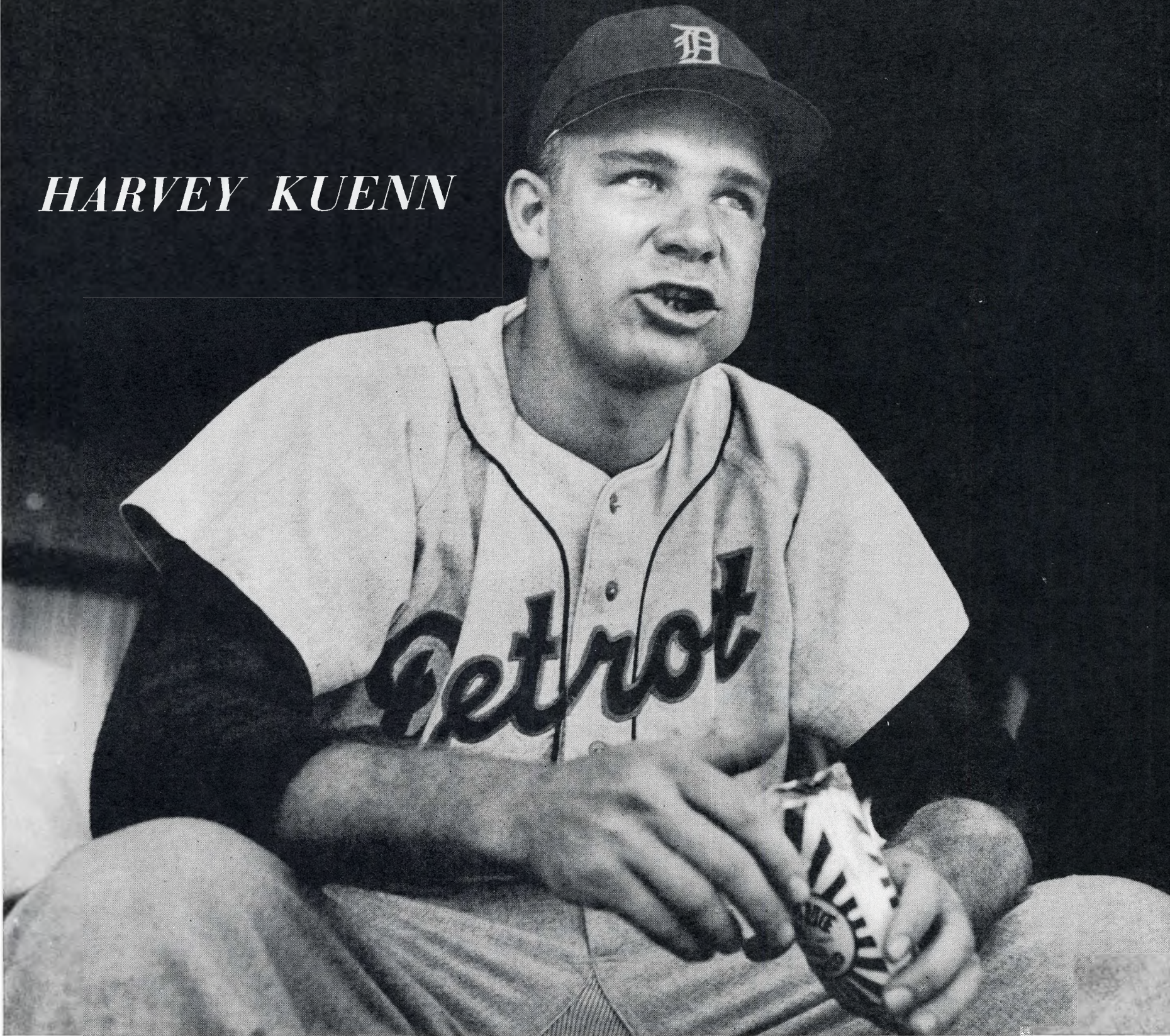
With this new Economy Pack you really save *two* ways:

1. You get 400 tissues (200 double-ply sheets). More Kleenex* for your money.
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Be sure it's Kleenex
—the largest selling tissue in the world

HARVEY KUENN



It's a superstition with him. Harvey stuffs tobacco in his cheek, works on it during the ball game. He tried gum once and went into a mild hitting slump.

Old-Fashioned Big Leaguer

Professionals with the know-how and consistency of the Tiger shortstop seldom show up any more

THE AMERICAN LEAGUE, by pre-World War II standards, hasn't many outstanding young players. Of the lot, the most valuable is the big, vibrant, 24-year-old shortstop of the Detroit Tigers, Harvey Edward Kuenn (pronounced Keen), who would have stood out in any era. Except for 63 games at Davenport of the Three-I League, this native Milwaukeean of German extraction moved up directly to a regular job with Detroit in 1952 after his junior year at the University of Wisconsin. In college, he had led the Western Conference hitters.

Kuenn selected the Tigers from the 14 big-league teams scrambling for him. He liked their traditional liberality—they gave him \$55,000 to sign—and their rebuilding program, which provided rich opportunity for youth and ability. In 1953, his first full season, Harvey batted .308, led the league in hits with 209 and was voted its outstanding rookie. Last season, he averaged .306, again led the hitmakers with 201, was named the outstanding "sophomore." Such first-and-second-year consistency is seldom seen among players today.

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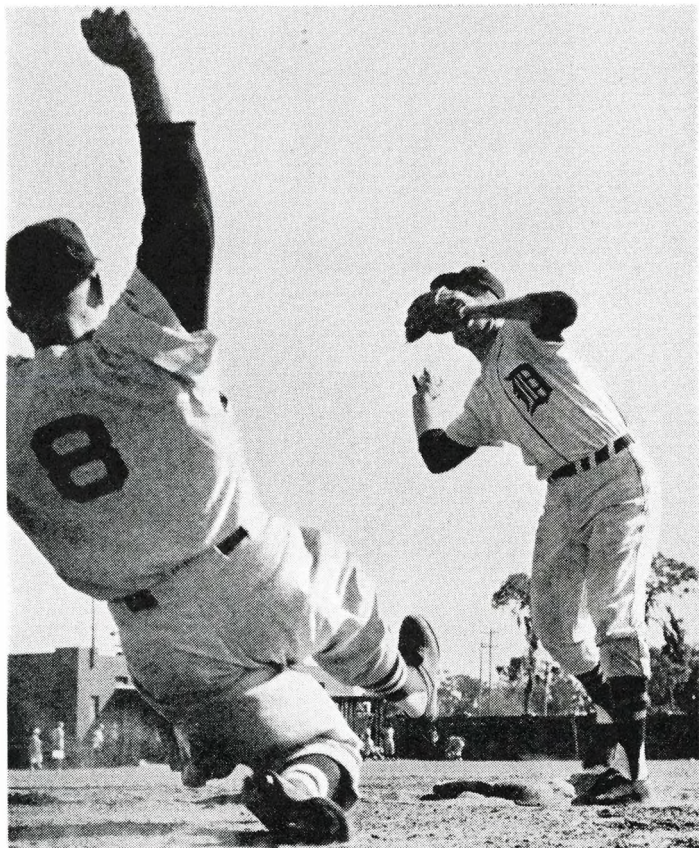
Produced by TIM COHANE • Photographed by FRANK BAUMAN

Kuenn makes the all-important double play

As a fielder, Kuenn may not match Chico Carrasquel of the Chicago White Sox, but he has developed into a solid glove man, who makes plays now which he couldn't have made two years ago. His improvement stemmed from instruction by ex-New York Yankee second baseman Joe Gordon, now a Detroit scout and coach, and veteran shortstop Johnny Pesky, formerly with the Tigers. They found natural equipment in Kuenn's confidence, quickness and strong arm. These assets help Harvey fulfill that indispensable requirement of the successful shortstop or team—the ability to help a pitcher out of a hole by making the double play.



Completing a force-out, he "sights" at first base.



He cocks his arm, as the runner begins slide.





To escape a take-out, he leaps as he throws.



Extended right hand will help break fall.

Ump Summers, runner and Harvey see DP completed.



HARVEY KUENN
continued



A "spray" hitter, he drives ball to all fields because he hits it where it is pitched. Kuenn is ready for anything and he doesn't guess. So, pitchers can't outguess him.

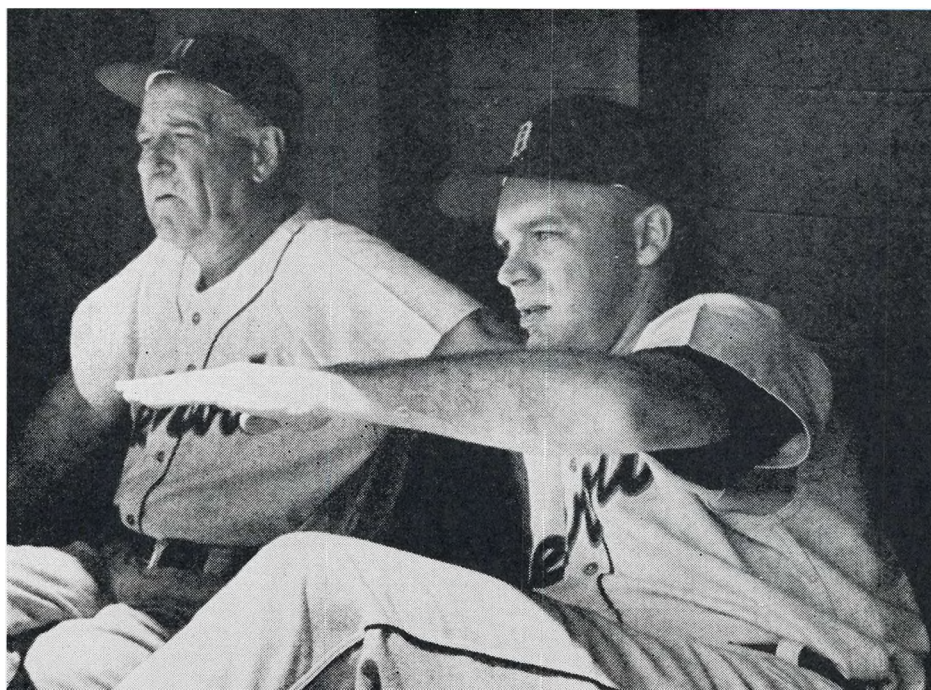
His batting skill, durability and concentration explain the value of Kuenn

Harvey Kuenn gets lots of hits because he has a good eye and swing and employs a calculated batting system. Although he is 6 feet 2 and weighs 185, Kuenn doesn't aim for the fences. He tries just to meet the ball. As a result, singles comprise roughly 80 per cent of his hits, and his home runs and strike-outs for two years totaled only 7 and 44. If he thinks a pitch is good enough to hit, in or out of the strike zone, he takes his cut. He led the league in official at-bats in 1953 with 679 and last season with 657, and drew only 50 and 29 bases on balls. Despite the relatively few walks, Kuenn's base-hit output makes him good as a lead-off man, the batting-order spot he prefers. But he can also operate effectively lower in the line-up.

END



One hundred and fifty-five games each of the last two seasons affirm Kuenn's durability. On the bench (right) alongside Manager Bucky Harris, Harvey concentrates on the game the way a real pro should.





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A DISTINGUISHED PRODUCT
FROM THE HOUSE OF SEAGRAM

IN proud commemoration of its introduction to the American public in 1937, we have designed a new label for Seagram's Golden Gin . . . more attractive, we think, and easier to see on your retailer's shelf. Seagram's Gin, of course, has not changed. The natural, golden color . . . piquant dryness and satin smoothness which derive from its unique and

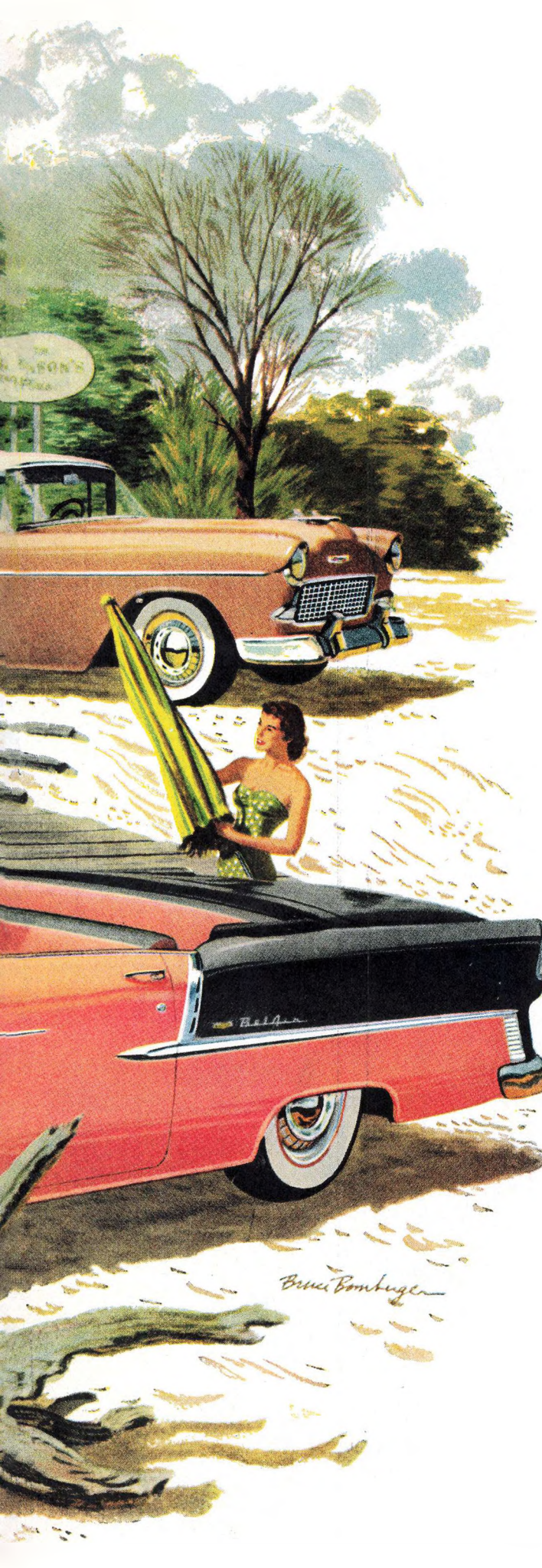
original mellowing method—prove, indeed, that **TIME WORKS WONDERS.** As a matter of fact, since its debut 18 years ago, Seagram's Golden Gin has become the fastest-growing gin in America . . . the inevitable reward of a product distilled under the highest standards of quality control. You will marvel at the difference it makes in your gin drinks.

The Golden Touch of Hospitality

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 90 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN



1. The fun-loving Bel Air Convertible 2. The versatile "Two-Ten" Handyman 3. The glamorous Bel Air Sport Coupe



Which one of these Chevrolet sport models would you rather have fun with?

Are you the type that likes to breeze along the open road on a bright summer day with nothing above between you and the blue? Do you like the sound of rain against a snug fabric top? If so, that Chevrolet Convertible in our picture is for you! No question about it. For here's a car that's as young in spirit as you are—and looks it! Even the smart all-vinyl interior is made to live outdoors.

But maybe you like a car that can carry anything from small fry to out-board motors with equal ease. That would be the "Two-Ten" Handyman Station Wagon you see over there (one of five Chevrolet station wagons). Here's one car that's so versatile it practically makes you a two-car family all by itself. So low it sets a new height of fashion for station wagons! Practical? If the kids track sand inside, you can wash it out in a jiffy.

On the other hand, if you go for hardtops—and like 'em long, low and dashing—that Bel Air Sport Coupe in the background is just your dish. It's a "show car" from the word go!

Whichever Chevrolet you choose, you're bound to have the driving time of your life! You can't miss with Chevrolet's new 162-h.p. "Turbo-Fire V8" under the hood (180 h.p. is an extra-cost option in *all* V8 models), or with one of the two highest powered 6's in the low-price field. Take your pick—then take the wheel of an exciting Motoramic Chevrolet!

See Your Chevrolet Dealer



Motoramic Chevrolet . . . stealing the thunder from the high-priced cars!



COSTUME: GOLDWORM

Almost everyone appreciates the best...

A hot sun, a big thirst — and nothing will do but a Coke. Lively, ever-fresh, ice-cold Coke. Just nothing like its bright little lift — nothing like its bracing sparkle — to bring you back cool and quick. *You know:* here's the perfect refreshment . . . ice-cold Coca-Cola!



Fifty million times a day . . . at home, at work or on the way "There's nothing like a Coke!"

"COKE" IS A REGISTERED TRADE-MARK

See Eddie Fisher on "Coke Time"—NBC Television twice each week

COPYRIGHT 1955, THE COCA-COLA COMPANY

LOOK ON THE

Light Side

EDITED BY GURNEY WILLIAMS



LOOK

DANA FRADON

It should be sure-fire

I still have found no sponsors for my television serial, *That's Daddy for You*, but, after witnessing a number of others picturing the typical American father, I feel that I can justifiably claim that mine is absolutely unique in the annals of such things. Already I have figured out episodes in which our hero—a handsome, slim-waisted, beautifully conditioned man with an I.Q. of 198—accomplishes the following:

(a) Decides to save a garage bill, takes down the motor of the family car, then reassembles it. The car turns out to run like a dream, with a 20% saving of fuel.

(b) Cooks the family dinner

when his wife is in bed with a cold. He gives them the finest chicken à la king, and you should see the kitchen after he gets through with it. Spotless.

(c) Takes his wife on a fishing trip. Seeing her make a cast, he reproves: "That's not the way to do it. Let me show you how." He then does so and lands four beauties—the limit. In the fade-out, his wife manages to hook an old rubber boot.

Sooner or later, I suppose I'll have to break down and have him buy some phony oil stock or get his toe caught in a mousetrap he set himself, but I'll go down fighting before I do. *PARKE CUMMINGS*

One thing you can be certain will stop on a dime is a waiter's service.

FRANK LOCKWOOD

Be it ever so humble

The house may be a makeshift blot
Of fiberboard upon a plot
Untrammelled by a lawn or tree,
But rest assured, it has TV.

Those aerials against the sky
Proclaim the message wide and high
That comfort is inconsequential,
But television is essential!

MARGARET FISHBACK

Famous lost words

New York—(AP)—The arctic circle and the antarctic circle are at 66 degrees, 33 minutes north and south latitude respectively.

—*Minneapolis Star*

Pure poetic justice

The telephone company promised the residents of Dial, Texas, that they would have dial phones by the summer of 1956.

A Hartford, Conn., undertaker received license plate number U-2 for his hearse.

A Watertown, Mass., shoe manufacturer hired a girl named Joan Trott to test shoes by walking in them around the plant thirteen miles a day.

The prize awarded a Dudley, England, boy, whose wheel had been stolen shortly after he had won a bicycle race, was a brand-new bicycle.

A stray dog befriended by a family in Rolling Prairie, Ind., brought them a \$500 roll of bills it had dug up somewhere.

W. E. FARBSTEIN



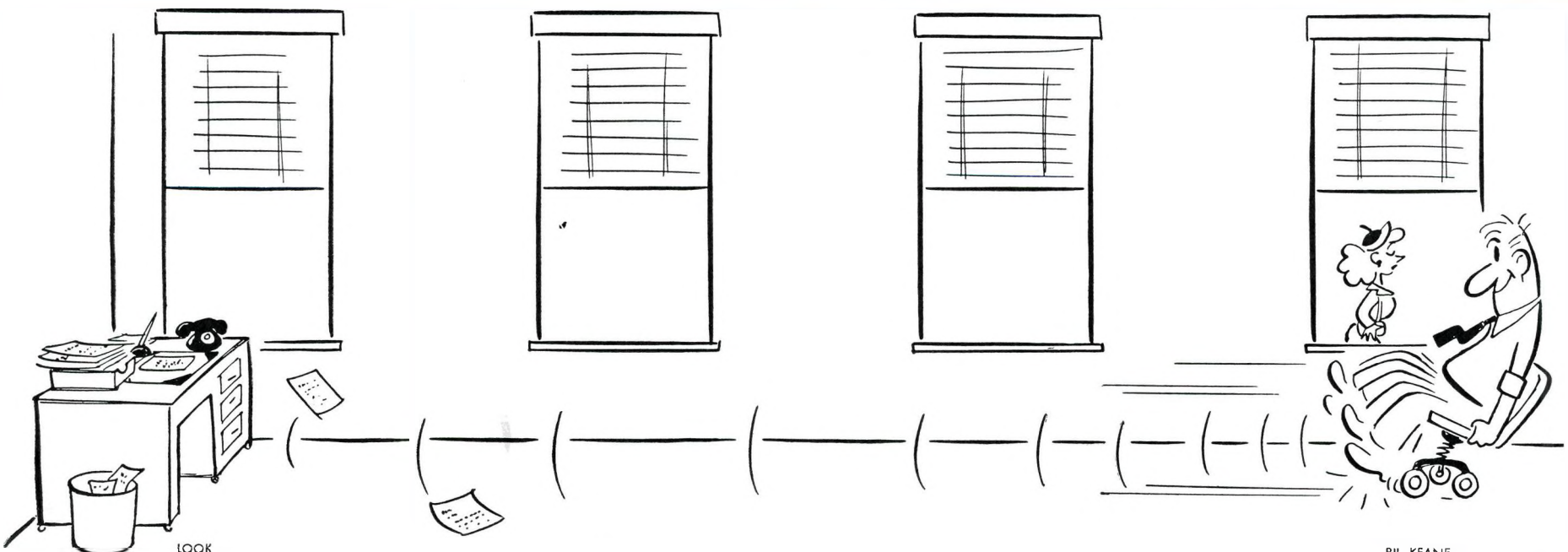
LOOK

JOHN RUGE

"After exhaustive consultation, Dr. Stevens, Dr. Adamson, Dr. Burwell, Dr. Colmore and I will give you just five minutes to get the hell out of that bed!"

Some people bowl so quietly you can occasionally hear a pin drop.

BERT KRUSE



LOOK

BIL KEANE



"A heavenly girl!" sighs Guy Madison over Kim in the film *Five Against the House*.

*Kim
Novak...*

On her way up

Hollywood has a sultry new glamour girl to exploit

Kim Novak, a dreamy, 22-year-old, green-eyed blonde of Czech descent, has been rhapsodically called "the face that launched a thousand yips." With well-justified joy, Columbia Pictures has decided Kim has the magic for movie stardom—and the big push is on. Kim herself is taking it easy. The daughter of a Chicago railroad freight dispatcher, she has always lived modestly. She paid her way in high school and junior college by running elevators, working in a dime store, modeling. After college, she traveled as a model to glamorize freezers. Her movie career began as a clothes model in Jane Russell's *The French Line*. Since then, under a Columbia contract, she has played only leads in *Pushover*, *Phffft* and *Five Against the House*. Kim earns \$250 a week and rents a \$19.50-a-week room at the YWCA's Hollywood Studio Club. So far, her life has been so uncomplicated that she can say: "I find an outlet for all my emotions in acting."

continued



REWARD YOURSELF

with the pleasure of smooth smoking



Your appreciation of PALL MALL quality has made it America's most successful and most imitated cigarette.

Smoke longer and finer and milder PALL MALL

For those pleasant moments—take it easy—reward yourself with the smooth smoking of a freshly-lit PALL MALL. Fine tobacco is its own best filter, and PALL MALL's greater length of traditionally fine, mellow tobaccos travels the smoke further—filters the smoke and makes it mild.



You get more than greater length

PALL MALL pays you a rich reward in smoking pleasure—an extra measure of cigarette goodness.

No finer tobacco has ever been grown—and here it is blended to a flavor peak—distinctively PALL MALL. It's YOUR cigarette—every puff richly-flavorful, fragrant—and always so pleasingly mild.

Choose well—Smoke PALL MALL

Relax. Take it easy. Smoke PALL MALL. Cooler, sweeter, milder PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette can offer you.

Reward yourself! Get fresh, new smoking satisfaction. Buy PALL MALL in the distinguished red package today.

The finest quality money can buy



OUTSTANDING...and they are MILD!

"LOOK WHO'S COME TO PLAY JUST FOR ME
 . . . and for only **\$3.95**"



ARTHUR GODFREY and all the little Godfreys play for you on Columbia's best-selling 12-inch "Lp" records as do more than one hundred other great stars including . . .
JAZZ: Benny Goodman, Dave Brubeck, Louis Armstrong, Eddie Condon, Duke Ellington, Errol Garner, Jimmy Dorsey, Turk Murphy
MOOD MUSIC: Paul Weston, Percy Faith, Morton Gould
PERSONALITIES: Liberace, Marlene Dietrich, Maurice Chevalier, Victor Borge
DANCE BANDS: Harry James, Xavier Cugat, Les Elgart, Sammy Kaye, Les Brown
SINGERS: Rosemary Clooney, Doris Day, Jo Stafford, Tony Bennett, Frankie Laine, Frank Sinatra

These and dozens more, yours only \$3.95 for each 12-inch "Lp"! Look for Columbia's CL 500 display at your record dealer's now! Ask for a *free* catalogue.

The CL 500 Series on

COLUMBIA RECORDS

America's Best Selling 12-inch Long Playing Records

Also available on 45 rpm Extended Play Records

® "Columbia," ℗ T.M. Price is suggested list.

KIM NOVAK continued



One room at the club is Kim's home, where she studies hard, writes notes to fans. Her big break is one of the year's top roles, the lead in *Picnic*.



Outdoor girl Kim likes bicycle riding, says she has pedaled 70 miles a day. She has no car, puts money into acting lessons.

END

Huge refrigerator plus 147-pound genuine Deepfreeze freezer in one cabinet



The magnificent new DEEPFREEZE DUPLEX

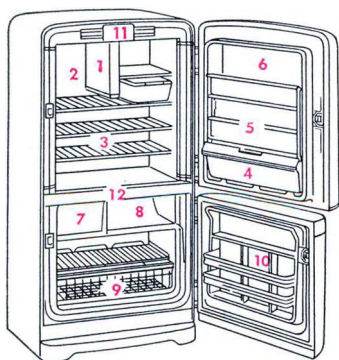
It's a revolutionary new refrigerator! All the refrigerator space you could ask for, even for summer watermelon days. Holds everything you can store in the refrigeration section of a standard 12-cubic-foot refrigerator.

Exclusive Electronic Sentinel gives just-right, *circulated* moist cold to keep foods fresh, with no drippy walls. Roll-out shelves and double-deep Dispensador put everything right at your fingertips. Never needs defrosting . . . ever!

It's a genuine Deepfreeze Home Freezer! Not just a frozen-food compartment like you find in most refrigerators! The lower section of the Deepfreeze Duplex is a *genuine freezer*—with the same food warranty as all Deepfreeze Freezers. 147-pound capacity, it quick-freezes at 10 below zero, stores indefinitely at zero. You can enjoy corn on the cob at Christmas, fresh cherries in March. Dispensador holds juices, frozen-food packages aplenty.

See your Deepfreeze Dealer, now, about this magnificent new Deepfreeze Duplex—or mail coupon today!

The Deepfreeze Duplex has everything!



1. No defrosting of refrigerator. Electronic Sentinel stands guard over temperatures, provides circulating moist cold to keep foods fresh—and it does it automatically.
2. Tall-bottle area; removable shelves.
3. Roll-out shelves; removable meat container.
4. Double-deep Dispensador. Tilt-out crisper.
5. Egg racks; butter and cheese compartments.
6. Dispensador bottle-and-jar storage rack.
7. Ice cube compartment (quick-freeze area).
8. Ice cream—6 half-gallons! (quick-freeze area).
9. Slide-out freezer shelf and basket.
10. Dispensador frozen-food package storage.
11. Individual temperature controls for both freezer and refrigerator sections.
12. Beautiful Copper-tone styling—copper, coral, and cream in decorator-styled cabinet. Imperial Model A-2D, shown above, measures 61" high, 31 $\frac{1}{2}$ " wide, and 30 $\frac{3}{16}$ " deep.

Five-Year Warranty!

Deepfreeze HOME APPLIANCES

© 1955 Deepfreeze Home Appliances, North Chicago, Ill. Makers of genuine Deepfreeze Home Freezers, Refrigerators, and Room Air Conditioners. Specifications subject to change without notice. Deepfreeze Home Appliances also sold in Canada by authorized dealers.

FREE BOOKLET—MAIL COUPON TODAY

Deepfreeze Home Appliances Advertising Department L555 North Chicago, Illinois

Gentlemen:

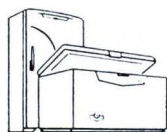
Please send me descriptive literature on the new Deepfreeze Duplex, immediately.

Name _____

Address _____

City _____ Zone _____

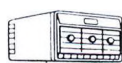
County _____ State _____



Upright Freezers
Chest Freezers



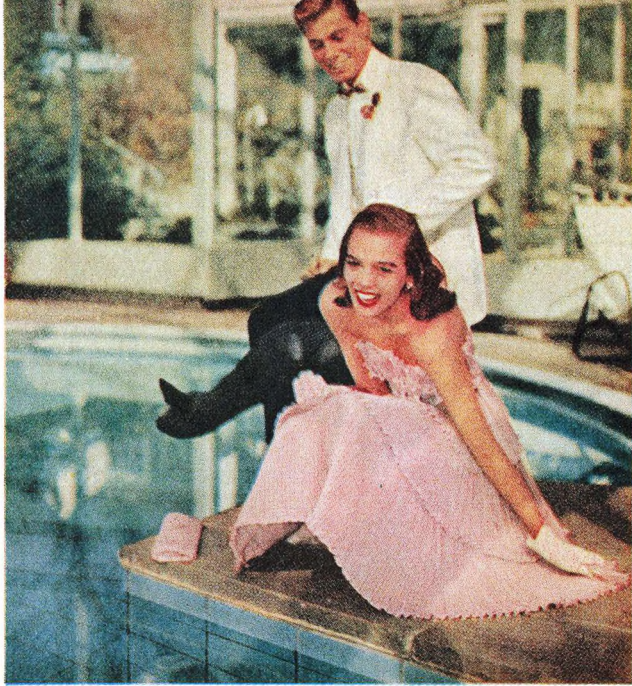
Refrigerators



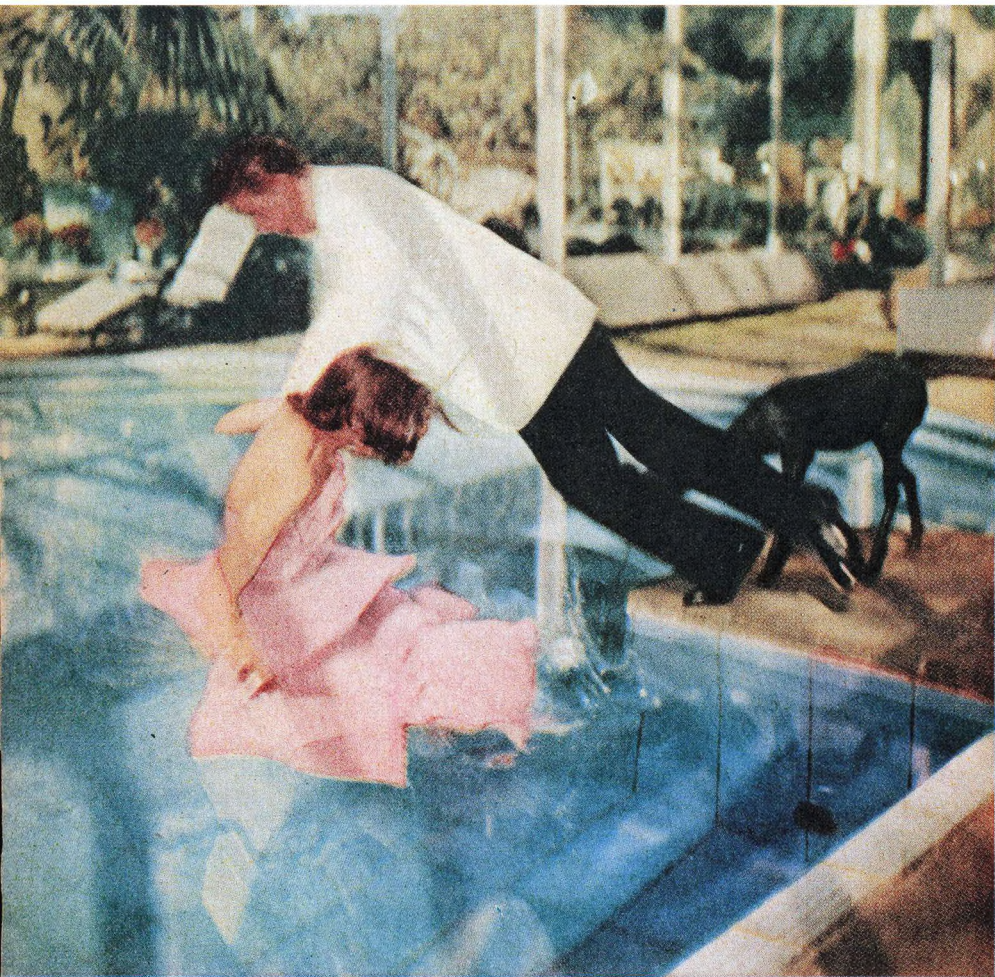
Room
Air Conditioners

There is a top-quality Deepfreeze product for every home refrigeration need. Look for your Deepfreeze Dealer in the yellow pages of your phone book, under Freezers or Refrigerators.

1



Ever had the mad impulse to
jump in a



2

6:00 P.M.

Seventeen-year-old Rosemary Coover and escort Bruno de Cosmi felt this impulse and did not resist—as most of us do. They jumped, throwing off their inhibitions but not their clothes. He swam nonchalantly in his impeccable summer formal, she in her fabulously pleated cocktail dress (3,024 pleats, to be exact). They dived into the pool with their shoes on, too. It was a grandstand play—and their audience loved it.

3



pool with your clothes on...



We confess this swimming party wasn't quite as impulsive as it seems. Look staged it to test manufacturers' claims: that their specially treated fabrics drip dry in minutes, need no ironing; that their leather accessories are washable. And here stands Rosemary a minute after her jump. Her hair is dripping, but her dress—permanently pleated du Pont nylon by Jack Horwitz—is almost dry. The pleats (it would cost \$35 to have them pressed) are fresh as new. Her shoes (Sandler

..the trick? dress

THE DRESS IS AT: JULIUS GARFINCKEL, WASHINGTON, D. C. BJORKMAN, MINNEAPOLIS



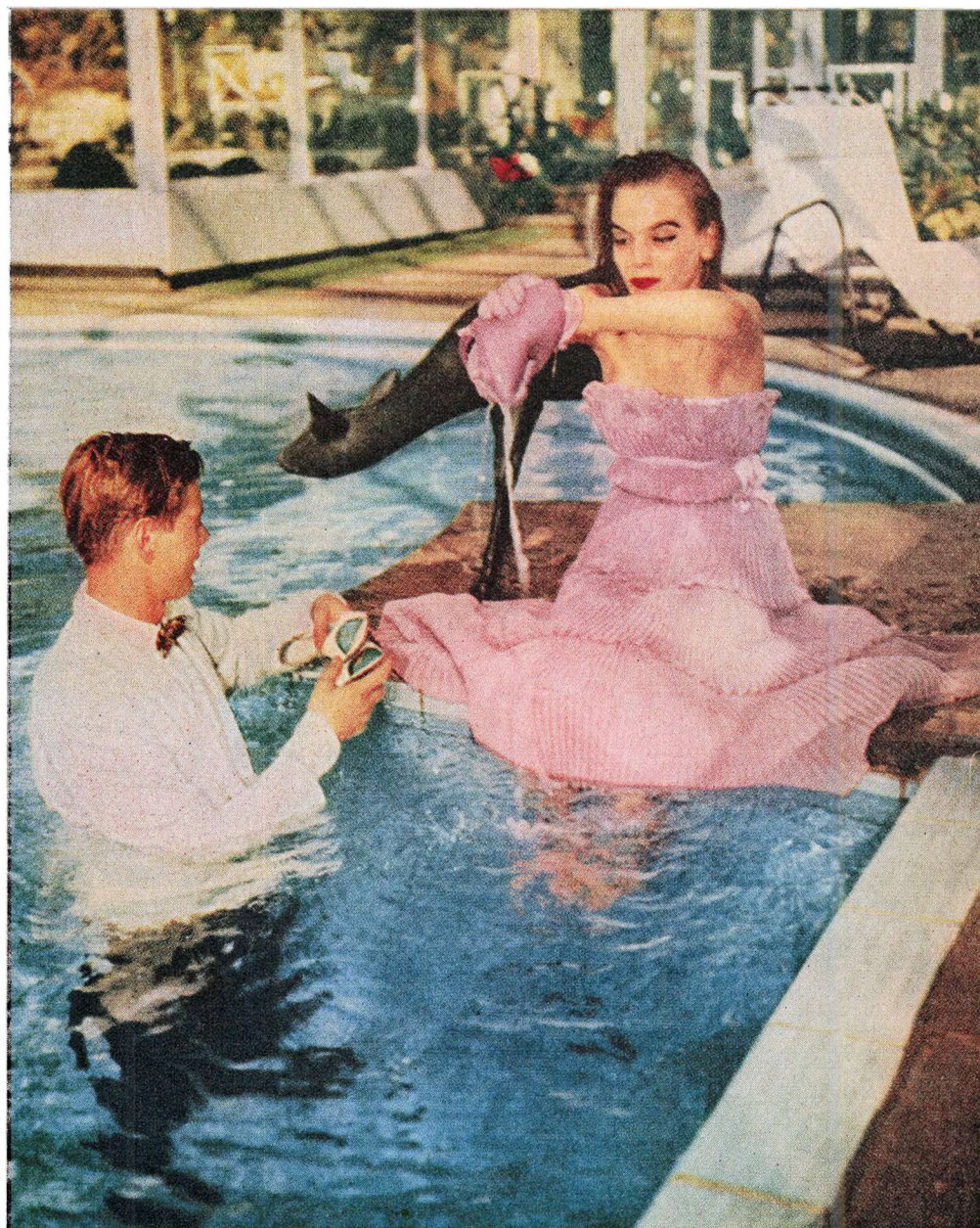
6:01 P.M.

of Boston), purse (Coronet), gloves (Alexette-Bacmo)—all in pink LaundryLeather—are undamaged, as is her waterproof make-up (Helena Rubinstein). Bruno's jacket, finished with Dow Corning silicones, and his Syllflex-tanned dress shoes are in great shape, elegant though dampish. The manufacturers' claims are amply substantiated as the seconds pass. Long after their clothing and leather accessories are completely dry, only their hair—by-passed by modern science—is still wet.

for it

MILGRIM, DETROIT JOSEPH MAGNIN, SAN FRANCISCO BLOOMINGDALE'S, NEW YORK

Photographed by MILTON H. GREENE



4 Seconds later, Rosemary calmly pays the price for their watery lark: She wrings out her drenched leather purse as her limp hair drips and a tier of pleats still trails in the water. Mad fun—but was it worth it?



5 Turn the flap to see them at 6:01



"I'll string along with the man

who wears **Jayson**"

SHIRTS, SPORTWEAR, PAJAMAS
...because they fit to perfection!



Glamour in the Governor's Manse

In "Ginny," the wife of their Governor,

Californians have new source of state pride

Last August, 57-year-old Goodwin J. Knight embarked on two ventures: his first campaign for the governorship and matrimony. His bride was Virginia Carlson, 35, an attractive war widow (whom he first met when she sold him an American Legion poppy on a TV show). After their marriage, the newlyweds, with a new twist in honeymoons, carried on a 30,000-mile campaign up and down California. The result: "Goody" Knight's election by the biggest Republican plurality of 1954. As one dour Democrat put it: "How could anyone vote against him? A vote against Goodwin J. Knight is a vote against romance!"

Produced by JEANE HOFFMAN



A long drink of milk is the Governor's snack after a late formal party. Virginia believes a wife belongs in the kitchen, even in a governor's mansion. She swaps choice recipes with Mrs. William Stratton, First Lady of Illinois.

During "skull session" (a staff conference held by the Governor every afternoon), Virginia pays a rare visit to his office. She is wearing her "lucky" gray suit, which she had on five years ago when she and her husband met.

continued



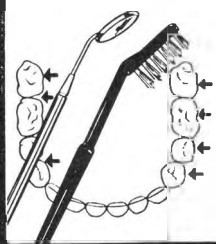
**NON-FATTENING
LIQUID SWEETENER**
SWEETA

One or two drops make coffee or tea delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!



Look for this
SQUIBB
product at your drugstore

**4 out of 5
CAVITIES**
STRIKE YOUR
BACK TEETH



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

**SQUIBB ANGLE
TOOTHBRUSH**
LOOK FOR IT AT YOUR DRUGSTORE

GOVERNOR'S MANSE
continued

Morning activities:
a small caller, new
menus and mail



April Eaton, 3, the Governor's granddaughter, pays her frequent visits.



The First Lady confers daily with what she calls "my family," the mansion's staff. On left is cook Ellen Seagren, who knew Mrs. Knight as a child.



With her secretary, Gwen Couch, she spends two hours each morning on the mail. She receives at least two dozen letters a day, answers each personally.
continued

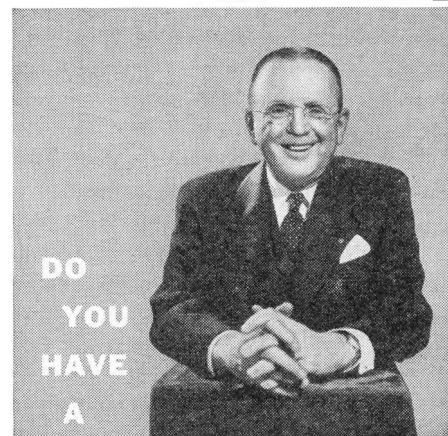
Photographed by EARL THEISEN

Every time
you brush
your teeth
refresh
your eyes
with a
2-drop bath
of MURINE

Eyes tired? Two drops of Murine in each eye refresh them in seconds! Murine's seven tested ingredients make it gentle as a tear—use it *daily, regularly*, as often as your eyes feel tired. It makes your eyes feel good.



MURINE
for your eyes



DO
YOU
HAVE
A

PROBLEM?

Read: Dr. Norman Vincent Peale in each issue of LOOK

Hear: Dr. Norman Vincent Peale weekday mornings on NBC Radio at 10:05 NYT.



Shrinks Hemorrhoids
New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) — discovery of a world-famous research institute.

Now this new healing substance is offered in ointment form under the name of *Preparation H*. * Ask for it at all drug stores — money back guarantee. *®

Now millions get prompt, pleasant relief from **ACID INDIGESTION**

... they take Tums when excess stomach acid causes gas, heartburn, bloated feeling... for Tums bring fast relief from excess acid. And so handy! No water—no glass—no spoon!

TUMS



STILL ONLY 10¢ A ROLL AND YOU COULDN'T BUY SAFER, QUICKER RELIEF FOR A TEN DOLLAR BILL

USE...HOLLYWOOD sani-white for the whitest shoes you've ever worn! "Ask The Man For It"

buy and hold **U.S. Savings Bonds**

CORNS?

GET QUICK RELIEF FROM PAIN—AND MORE

NOW GET RID OF THE CORN-FAST

New BLUE-JAY Plastic Corn Plasters with wonder drug PHENYLUM® relieve pain almost instantly—and get rid of your corn, too.



New drug gets to the bottom of your corn, helps loosen it so you can lift it out. BLUE-JAY plasters are now plastic—stay on when you bathe, fit like your skin. Regular or Ladies size. Callus plasters, too. Look for new package.



The Governor's daughter, Carolyn, a sports-car fan, drops in. "Was I glad Virginia married Dad!" she says. "I almost had to pinch-hit as First Lady!"

The afternoon: inspection of a new car and a rare visit to her husband's office



"Full steam ahead" Knight, who used to work until ten every night before his marriage, now quits promptly at 6:30. But he still works a six-day week.

continued

Why are more and more business girls using Tampax?



Ask the company doctor or the staff nurse. They're very apt to tell you that the Tampax user is much more likely to take "those days" in her stride. But the girls themselves are still most impressed by the freedom and assurance that doctor-invented Tampax gives. Here are some of the things they say:

"I can't be bothered with all that other rigmarole; Tampax is quick and easy to change." . . . "I must have protection that prevents odor." . . . "No telltale bulges for me; not of all places, in the office!" . . . "Tampax is so comfortable, I almost forget it's 'time-of-the-month.'"

NO BELTS
NO PINS
NO PADS
NO ODOR

Girls just starting work often decide on Tampax because of their admiration for some older, perfectly poised woman in the organization who uses it. From its daintiness of handling to its ease of disposability, Tampax seems made for the woman who has to be on the go all the time, who has to meet other people with charm and assurance under any circumstances.

The druggist or notion counter in your neighborhood carries Tampax in all three absorbencies: Regular, Super, Junior. Month's supply goes into purse or tucks in the back of a drawer. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____



Do you feel beastly in the morn-
"Innards" sluggish-all forlorn?



Keep regular the Healthful way-
Fresh lemon in water to start the day!

KEEP REGULAR THE HEALTHFUL WAY:



Fresh Juice
of 1 Lemon



In Glass
of Water



First Thing
on Arising

Most people find fresh lemon juice in water—taken first thing on arising—overcomes sluggishness and insures prompt, normal elimination.

This simple, natural fruit drink is not a harsh laxative, not a drug. It's good for you. Doctors emphasize that *fresh* lemons—fresh from sunny groves in California and Arizona—are among the richest-known sources of vitamin C, and

provide B₁ and the *bioflavonoids*. They alkalinize, aid digestion, help prevent colds and infections.

So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

Sunkist

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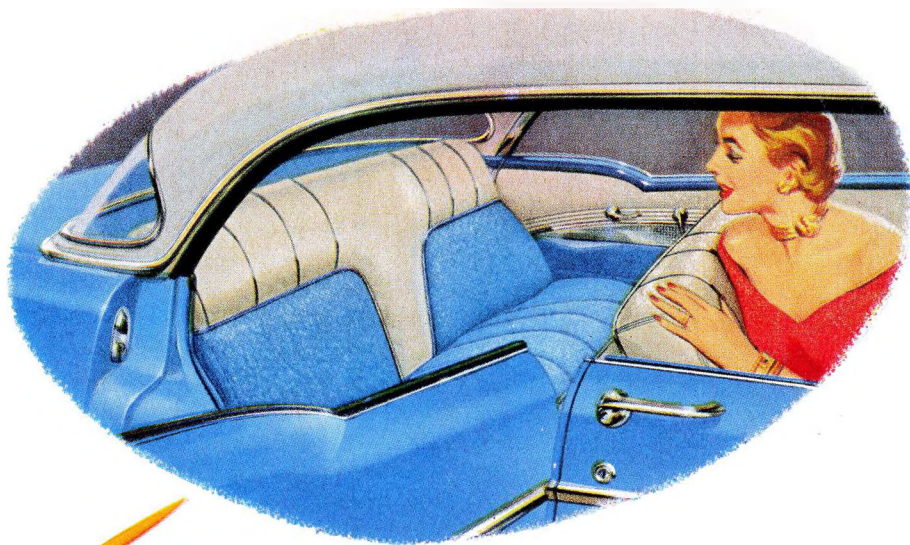
In a pink-satin gown, the Governor's lady inspects her dinner table. She has a dress custom-made for every big occasion.

The social schedule is strenuous
but fun: "We both love people"



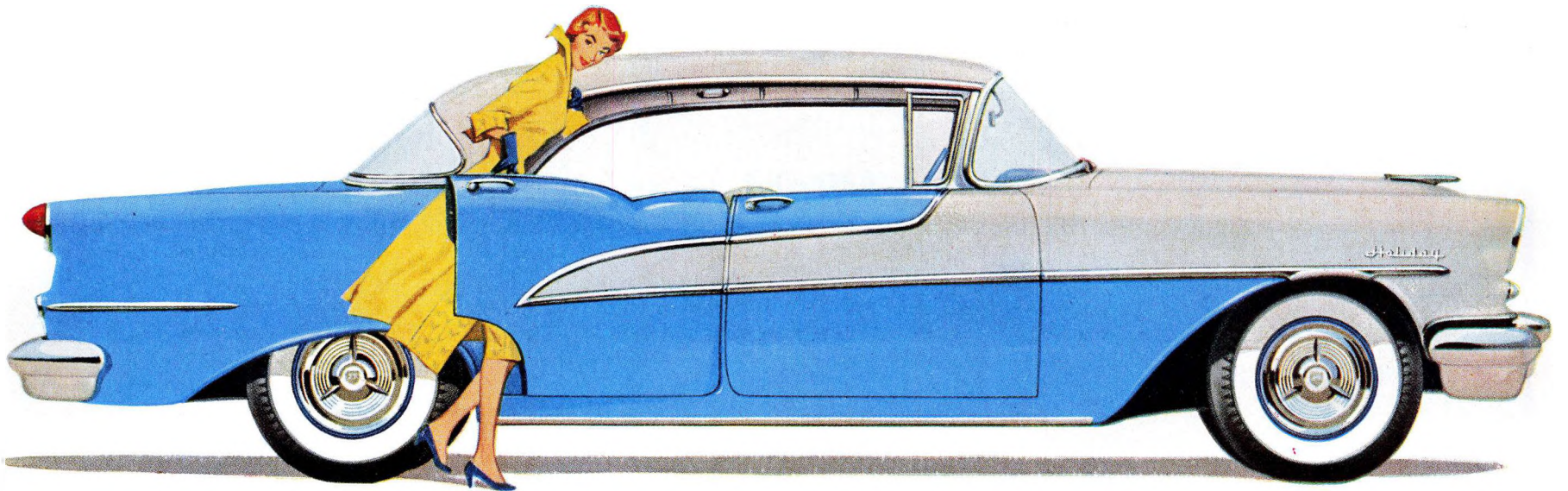
At a reception for Gen. and Mrs. Douglas MacArthur, Virginia tends to her duties in the receiving line. Her husband's name for her is "Beautiful."

continued



Look! all the glamor of a hardtop!

Look Again! all the comfort of a 4-door!



Oldsmobile Super "88" Holiday Sedan. A General Motors Value.

OLDSMOBILE'S

ENTIRELY NEW

Holiday Sedan

Imagine . . . a hardtop with *four* doors! Imagine a car that combines four door sedan comfort and convenience with the flash and flair and rakish lines of a Holiday Coupé! This is IT! This is the car that's sure to be one of the most popular Oldsmobiles ever built . . . *and that's saying something!* You're invited to see Oldsmobile's dashing "flying color" styling—to try flashing "Rocket" 202 horsepower—in this magnificent new car! It's waiting for you at your Oldsmobile dealer's *now!*

LOOK!
4052
TERRIFIC
PRIZES

\$100,000 CONTEST for KIDS and PARENTS!

The Big
Popsicle
T. M. Reg. U. S. Pat. Off.

FAMOUS RANCH BRANDS CONTEST



BE THE GUEST OF THE FAMOUS
TUCSON SUNSHINE
CLIMATE CLUB
Fabulous days and nights... the vacation of a lifetime! Thrills! Action! Adventure! Wonderful meals, planned activities. Everything free!

52 GRAND PRIZES
52 winning teams of child and parent (104 TRIPS IN ALL) will fly via **AMERICAN AIRLINES** LUXURIOUS FLAGSHIPS for thrilling, all-expense **DUDE RANCH VACATIONS** IN **TUCSON ARIZONA**
(Trips scheduled for arrival in Tucson August 21st)

IT'S EASY! HERE'S ALL YOU DO...

1. Cut out official entry blank below along dotted lines.
2. Carefully cut out the big "Sicle" ball from any three "POPSICLE," "FUDGSICLE," "CREAMSICLE," "DREAMSICLE," or "50-50 POPSICLE" bags.
3. Paste the three "Sicle" balls on the entry blank.
4. Match the ranch brands against the names of the ranches shown on the entry blank by writing the number of the ranch name in the corner of the box where you think it belongs. Example: we have put a 3 in the first box because Circle Z (#3 on the list) fits that brand.
5. In the empty space shown on the entry blank, draw the brand you would use if you owned a ranch.
6. Print the name of your ranch on the dotted line indicated on the blank. (Mom and Dad can help!)
7. Write your name, age and address in the spaces indicated on the blank. Your entry will be judged against other entries in your age group.
8. Paste the completed entry on a 2-cent post-card and mail to "POPSICLE," P.O. Box 123, New York 46, N. Y. Send in as many entries as you like. Entries must be postmarked no later than midnight, August 6th.
9. Entries to be judged by independent judging organization on basis of correctness and neatness. In case of ties, originality of "imaginary ranch brand" will be deciding factor. Decision of judges will be final.

BIG WEEKLY CONTESTS

Remember! You have until midnight Saturday, June 4th to enter the first big weekly "POPSICLE" contest. Thereafter weekly contests begin Sunday morning and end the following Saturday at midnight. All entries will be judged in the weekly contests by postmark date. The 10th and last "POPSICLE" contest closes with mail postmarked by midnight Aug. 6th, 1955.

LAST CONTEST CLOSING AUG. 6, 1955

300
2nd
PRIZES

PHILCO PORTABLE "3-SPEEDER" PHONOGRAPHS

Value \$29.95

This is the amazing portable phonograph that Johnny Desmond features on PHONORAMA TIME on radio every Saturday morning. A world-famous quality Philco portable that you just plug in and play—all speeds, all record sizes, dual needles. Amazing tone! Permanent 45, 33 and 78 spindle.

PERSONALIZED! with your own name in gold on the lid



1000 3rd PRIZES FOR GIRLS

EFFANBEE Dry-Dee DOLL AND WARDROBE

She drinks from a bottle, cup or spoon... cries... weeps real tears... blows bubbles... closes her eyes. With 20-pc. wardrobe... Value \$15.95



1000 3rd PRIZES FOR BOYS

BASEBALL GLOVE AND BALL

Full-size "Hutch" professional... oil-treated cowhide... full leather-lined. With genuine horsehide ball... regulation size and weight...



700 4th PRIZES



SPARTUS FLASH CAMERAS

Complete with bulbs, film, batteries... Value \$14.95

1000 5th PRIZES



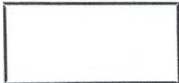
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"I'm always surprised at her never-faltering enthusiasm," says the enthusiastic Governor of his wife. Relaxing before dinner, they review the day.

Hours together are hard to come by but important to both of them



In the sitting room upstairs, where they spend evenings, the Knights waltz to *Virginia*, a song dedicated to the First Lady.

END

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George



*You can't hardly get
them kind
of comedians
no more*

By ELEANOR HARRIS

The why of his popularity on television, one critic said, is "as baffling as the common cold—everybody gets it, but nobody can explain it."



Gobel



His ivory tower: With three kids in the house, there's nothin' like a quiet rooftop for studyin' a script." The bustling Gobel home is in the San Fernando Valley.

A FEW WEEKS ago, a letter was put into the mail with this address, "For the Comedian the Likes of Which You Can't Hardly Get No More—California." The United States Post Office delivered it promptly at the home of television star George Gobel.

Some 30,000,000 people, postal employees among them, sit down on Saturday nights to watch the *George Gobel Show* on NBC-TV. Four Gobel taglines—"You can't hardly get them kind no more," "I'll be a dirty bird," "Little bitty buddy" and "Sur-r-r-re you are"—are heard every day, have figured in the titles of 15 songs. George Gobel, unknown eight months ago, has won dozens of awards as television's funniest new comedian. As one wit has put it: "Overnight his forgettable face has become unforgettable."

For women, Gobel's appeal is partly due to his watch-fob size, his boyish appearance. (Actually, he is 35 years old.) He stands 5 feet 5 inches, but he holds his 138 pounds in a ramrod stance that contributes to the brave jauntiness he radiates. His blue eyes are set close beside his shapeless lump of a nose. His light-brown hair bristles in a crew cut. His plump face is almost expressionless, revealing emotion in small amounts—a tiny wink, a brief smile, a fleetingly wily look.

To men, he is hilarious, largely because he represents the average man's attempt to appear dignified in a world in which he often winds up looking ridiculous. Gobel's "silent butler" squeaks. When he wants to look a tall man in the eye, he must stand on a box. He confides sadly to the camera, "When I go to a party, nobody says hello, but when I leave, everybody says good-by."

The male audience yells with joy when

Gobel discusses women—for instance, when he recalls a discussion with a fellow who asked whether George preferred being in love with a real woman or with a woman in his dreams. At first, Gobel comments on the friend's utter stupidity; then, thoughtfully, he adds, "Of course, you meet a better class of women in your dreams."

Gobel wears no baggy pants, fright wigs or blackened teeth; there is no line of kicking chorus girls. He wanders through the show, starting with a maundering monologue in which he loses his point, half finds it, finally abandons it altogether. ("It was the best argument my wife and I ever had, because I won. Or, I didn't exactly win. Well, lost would be a better word.")

The Innocent at Large

His blandly innocent face enables Gobel to get away with lines that would catapult a more worldly type right out of show business.

"Late last night, my wife nudged me," went one routine, "and I said, 'What is it, Laura?' Now, that wasn't the brightest thing I ever said—because my wife's name is Alice." On one show, he was in a shop to pick out a negligee for Alice. Guest star Faye Emerson ushered in a blonde model who slithered around in front of George. As he watched, he gradually fell into a trancelike state. Finally, Faye prodded him: "Do you think Alice would like this negligee?" Gobel became alert. "Alice who?" he asked.

He even jokes about drinking. "I don't want you to think I'm one of those fellows who drinks too much," he reassures his audience, "'cause I don't think you *can* drink too much. Yes, I drink. I drink frequently but not ex-

cessively—I know my capacity, but I usually pass out before I reach it."

Usually George starts a yarn, then he breaks off to act it out with guest stars—perhaps Faye Emerson, Kirk Douglas or Fred MacMurray. Or he describes the start of a quarrel with his wife, Alice, acts it out with pretty Jeff Donnell, who, on TV, is "Mrs. Gobel." (Gobel calls Jeff "Alice" and his wife "the real Alice.")

Gobel exposes all the TV artifices. When he lifts a telephone, he points to its unconnected cord; when the studio audience applauds, he tells about the flashing "applause" sign. He makes fun of the way actors always get telephone numbers with a couple of twists of the dial. When George dials, either the number he wants is endlessly busy or he must dial interminably. All this bewilders old-time actors ("He's bucking the system") but amuses his viewers, who are convinced that George Gobel is another precariously balanced human being—just like themselves.

Away from the TV camera, Gobel has been a fascinating enigma to the public, and equally puzzling to his celebrated fellow citizens of Hollywood. He has managed to live almost unnoticed in movieland. The truth is that Gobel is not at ease with his own new prominence, and he is agonizingly shy with strangers.

Like most shy people, he gets himself into so silly a situation that embarrassment reduces him to helplessness. Calling at Paramount Pictures to discuss his first movie, he was taken to visit *The Court Jester* set. Danny Kaye was startled to see the great new television star standing on tiptoe on a chair. Kaye rushed to shower him with welcome while Gobel, trapped on the chair, teetered in miserable silence.

continued

"I knocked her tray out of her hand one lunch hour. And that's how I met Alice . . ."



"Why is it? Everywhere I go, people act like they're the headwaiter and I get no reservation."

Another incident on the same lot shattered Gobel completely. "I'm standin' there on a sound stage when all of a sudden here comes Barbara Stanwyck. Barbara Stanwyck! She rushes up to me, shoutin', 'Here's my boy. Here he is!' Then you know what she does? She kisses me. I couldn't even ad-lib a how-do-you-do. She probably figured me for a real idiot."

Gobel has an explanation. "Alice and I scrambled for years and years to get some place. Now that we're meeting these big stars socially, I don't know what to say to them. As of now, I don't feel qualified to talk about show business to these pros. When you meet someone like John Wayne, and he slaps you on the back and says, 'Keep it up, boy; don't change,' what are you supposed to say? You can't slap *him* on the back after he's been famous for 15 years and say, 'You keep it up too, boy. Don't *you* change!'"

But with old friends, at parties where he feels at home, his ego bounces into healthy life. "When George is there," cowboy actor Rex Allen explained, "nobody ever thinks of playing poker or watching the fights. All we want to do is sit around all night listening to him. You can't stop listening—or laughing."

The simplicity of his life makes it hard to remember that Gobel is co-owner of Gomalco Enterprises, which produces his television show, and that this year his income from television alone will be \$500,000. (He will participate in earnings from *Lady Eve*, a film to be produced by Gomalco this summer and released

by Paramount and expected to gross between five and six million in the next two years.)

The Gobel ranch-style house, on Stansbury Avenue in quiet Sherman Oaks, in the San Fernando Valley, contains nine rooms and a two-car garage. In the back are a one-room guest cottage and a swimming pool with a high wire fence to protect small Gobels.

George lives in a happy welter of his children, the neighbors' children, his wife, his mother-in-law and friends. Alice, a beautiful brunette (three inches shorter than her husband), said, "Last summer, he kept the guest house so full of out-of-town friends that they overflowed into the main house. One time, we had a mattress on the floor, and someone sleeping on the couch in the den until our son Gregg went to school; then he got into Gregg's bed."

The Gobels have no servant. "We have a cleaning crew come in twice a month," Alice said. Not a single piece of furniture, not even an ash tray, was selected by George or Alice. "We weren't able to leave our Chicago home when this house had to be furnished for our arrival in California," Alice explained. "The house was completely done by the wife of George's manager. I can't imagine anything I'd want to change."

"Buddies" Provide TV Material

Gobel is a gentle father to his children—Gregg, 9; Georgia, 4, and Leslie, 1. (The baby is named for him—George Leslie Gobel.) To improve the children when they roar, he says mildly, "Stop squeaking, buddies." Except in acute emergency, he gives them the same courteous attention he gives to adults.

Often, Alice finds Gobel listening to the children's talk. Some of their expressions—"I've told you sixty hundred times" and "crimmentlies"—sooner or later will be heard on TV. It is this process of converting everyday conversations into material for his performance that is the key to his distinctive humor.

"I kind of borrow a lot of ordinary expressions that seem funny to me. Take that 'I'll be a dirty bird.' I first heard it when a Texas friend said it years ago. I happened to say it in a night-club routine. When people laughed, I kept it in."

A number of his sayings came out of his Army life in World War II. "You know how it was when the bird dogs were sittin' around not doin' much of anything, and some dude would drive up in a new car. Someone would say, 'You can't hardly get them kind no more.' It became a joke with us, and we'd say it about everything. So I just began usin' that line, too."

The loping prance Gobel substitutes for a walk in his show also is creative mimicry. "I copied that from the way horses gallop out of the stable on a cold morning. Haven't you ever seen the way they kick up their feet? On a cold morning, I mean?"

Gobel's boyhood inspired some of his humor. His parents, Lillian and Herman Goebel (the original spelling), owned a small store at 2910 West Waveland Avenue, Chicago.

"It was like a country store," George said. "We sold clothes, shoes, groceries, meats. When Mr. Olson or Mr. Swensen came in, they'd ask for 'yease.' My father would get out the yeast and start to cut it with a string. They'd say, 'No, no, Mr. Gobel. Yease, yease.' It turned out they meant to say 'cheese'. I guess the first time I got people to laughin' at parties, it was tellin'

about the customers in my father's store."

The Gobels had a six-room apartment over the store; George's parents still live there. "We had a back room which was really a junk room," he recalled. "My parents never threw anything away."

In the junk collection were twelve dozen pairs of high-button shoes with bulldog toes, bought two years before George's birth on May 20, 1920. "My father wasn't able to sell them. So, years later, when I began goin' to Cleveland grade school, I wore them. I wore 'em all, until I was eight or nine. I'd wear my pants pulled way down, hopin' to keep the other kids from seein' them."

George rocketed into show business on an unusual vehicle — St. Stephen's Protestant Episcopal Church. Sundays, all dressed up in modern shoes, he sang in the choir as boy soprano soloist. When he was 12, the choir sang over radio station WLS. Station executives approached the Gobel family. Would George be interested in singing on the Saturday-night *National Barn Dance* show? With his mother's support, George accepted, and throughout his school career, he was on the WLS staff.

But neither George himself nor anyone else thought of him as a comic. He was a singer, billed as "Little Georgie Gobel" or "The Little Cowboy." In cowboy boots and a Western hat, he sang cowboy ballads and sentimental songs. As time went on, he took part in other WLS programs. At 13, he taught himself to play the guitar. When he was 14 and his voice was changing, he retired temporarily from singing, but did bits in soap operas.

"I learned yodeling," he said. "That's the best time to learn, when your voice is changing. Next to an Irish song, yodeling is the greatest thing you can do for a getaway number."

George attended Roosevelt High School. He was 16 when, at lunch periods, he began to notice a slender, black-haired girl with glistening black eyes. He started determined inquiries about her.

"None of my buddies knew her, so I had to take action," he says. "I knocked her tray out of her hand one lunch hour. And that's how I met Alice Humecke."

Alice Still Does the Homework

In many ways, George and Alice were, even then, the same couple they are today. George acted in all the school operettas, singing the romantic lead, while Alice watched. At parties, he told funny stories; Alice laughed. ("No story is funny if I tell it," Alice often says.) Week nights, George went to her house: he was immensely popular with her parents and her brother Bob. Like Gobel's, her father was of Austrian stock. "I really went over so she could do my homework," George has said. "If she hadn't, I'd still be in Roosevelt High. She was one of those conscientious students that I could easily have learned to hate if she hadn't been so pretty."

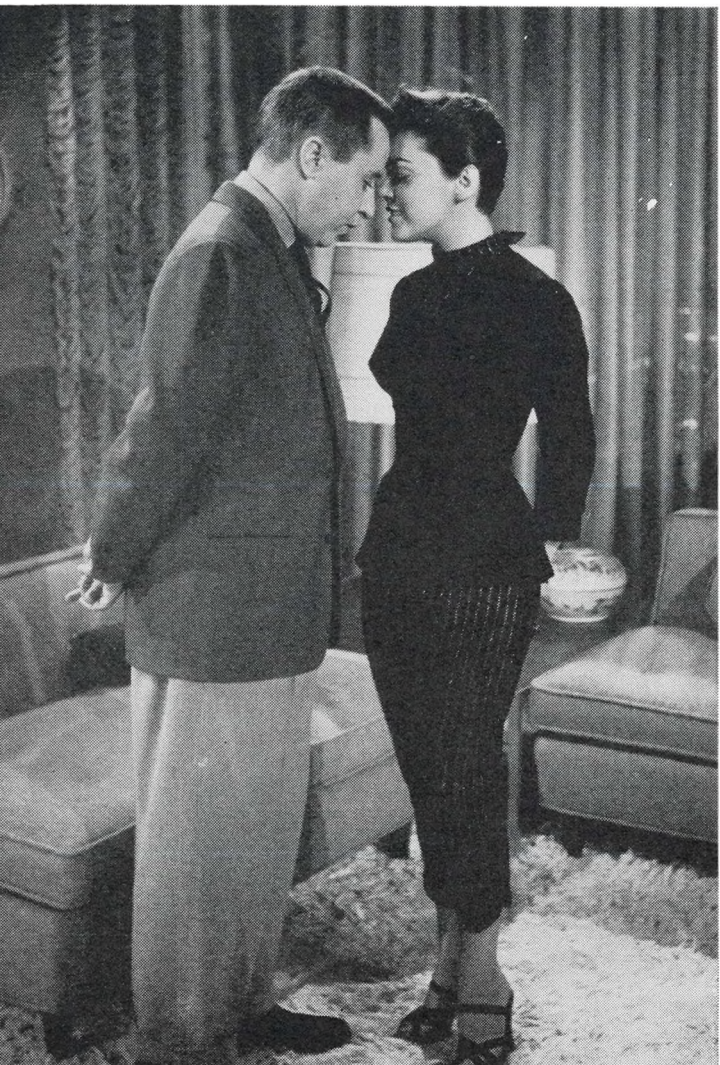
After their graduation in 1937, there was a four-year period when their romance blew hot and cold. Accompanied by his mother, George went to Chattanooga to sing, then lived a year in St. Louis, where he appeared on station KMOX. Rejoining the *National Barn Dance* show, he did a lot of traveling.

Then, there was a period, which he recalls with affection, when he was in the Three Steps to Harmony trio. "We played interesting places

continued



Gobel and family: George takes his "head bit" pose with Georgia, 4, whom he calls the "family ham." The "real Alice" holds up baby Leslie for inspection of Gregg, 9.



Jeff Donnell (Gobel's television "Alice") has become the "real Alice's" close friend. She and her husband, actor Aldo Ray, were married two days before the show started, are the Gobels' neighbors.

Singer Peggy King has been with the Gobel Show since the beginning, joins George in comedy routines like this one.

"I threw in a little yodelin', too. That's what they get for comin' into them saloons."



Golf is a Gobel passion, but strangers plague him with gratuitous advice. He shoots in 80's.

like a bowling alley in Chicago," he says. "We got \$175 a week for the three of us, less \$17.50 commission. It was the most fun I ever had."

In 1939, Gobel bought a light plane and learned to fly. "Sometimes, I made Alice mad by flying 40 miles to have lunch with another girl." But Alice was still his best girl. On December 13, 1942, at St. Stephen's Church, they were married. "We were never engaged," Alice said. "We just decided to get married because George was going in the Army."

After graduation as a pilot, Gobel became an instructor at the air base at Frederick, Okla. And, coincidentally with becoming a lieutenant, he became a comedian.

As Gordon Uhrri, who served with him, tells it, "George first started singing and playing his guitar in the barracks. Then, they began asking for him in the officers' clubs. When we'd heard all his music, he began telling stories. By the last year of the war, he was such a sensation that they were sending for him at air bases all over the Middle West."

George's Army experience included a B-6 crash in which two men were killed, and he was badly burned. For weeks, he was hospitalized. On October 14, 1945, his first child, Gregg, was born. A month later, it was time for a momentous decision. Should he return to civilian life? Or should he sign up for three years more?

O'Malley Takes a Chance

"If I stay," he told Alice, "it'll mean almost \$400 a month, and I mean every month. On the other hand, I should think about the future. I could study under the GI bill, or I could go back to WLS. Or . . . If I wasn't worried about you and the baby, I could try to be what I really want to be. I could take a run at bein' a comic."

Alice's voice was soft. "Well, everyone thinks you're funny. You ought to try it."

No Chicago booking agent was interested until he met David P. O'Malley. "I might not have seen him myself," O'Malley said, "except that my switchboard girl begged me to meet this sad-looking little guy. I told him he didn't look very funny to me, but I promised to give him a trial."

Two days later, it came. As chairman of a group of agents, O'Malley was arranging Sunday-afternoon stage shows for visiting servicemen. On this Sunday, every one of the 3,500 seats was taken for a booked two-hour Latin Quarter Revue. O'Malley planned to work George in somewhere for a few minutes.

"But when I got to the auditorium," O'Malley said, "there was nobody backstage except Gobel. Through some slip-up, the Revue hadn't been notified. The huge audience began stamping and whistling.

"There was nothing to do but send George on. He started talking. For the first three or four minutes, there was no sound in the big auditorium but his voice."

The first titter was followed by a guffaw. From then on, the audience yelled.

"When George came backstage, they roared for him to come back," O'Malley said. "Since no other act had showed up, I told him to go onstage for another 15 minutes . . . and then for 15 more. He did 45 minutes' worth of storytelling that day, a regular comedy concert. I knew he was one of the funniest comics I'd ever heard, and the next day, I agreed to be his agent and manager."

For eight years, Gobel, billed as "Georgie Gobel, the Rural Cosmopolite," traveled out of Chicago as a night-club entertainer. His night-club personality was exactly like his TV personality, and he used many of the same taglines. "For the first 16 minutes, I'd threaten to play my guitar, meanwhile jokin' and tellin' stories. Then, I'd sing some song like *Sippin' Cider* or *Beneath That Lonely Mound of Clay*. I always threw in a little yodelin', too. That's what they get for comin' into them saloons."

People shouted for their favorite stories. Then, as now, some of his yarns came from real-life problems of friends, were painstakingly developed into a routine. He had picked up his best flier stories in Air Force days. Cowboy actor Pat Buttram told him his gravedigger story at a party. Several of his best routines came from an amateur writer, Harry Winkler, who worked for an aircraft plant in Oakland, Calif. "Harry," Gobel said, "had seen my act in Chicago, and over the years he mailed me a lot of fine stuff, including the bowling-ball routine, how to build your own TV set and the child psychiatrist. That's why we signed up Harry real quick to help write my show."

Starting at \$175 a week in 1945, Gobel in eight years was getting a peak pre-TV price of \$1,700 at Las Vegas. (Since the meteoric success of the *George Gobel Show*, he now is offered \$10,000 for a single night's work in a hotel.) By 1951, he was appearing at New York's Hotel Pierre. He made guest appearances on many TV shows including *Ed Sullivan's Toast of the Town*, *Who Said That?* and *This Is Show Business* and, on about 30 occasions, *The Garry Moore Show*.

NBC Finally Discovers George

In April of 1953, George made his first trip to California to appear at Los Angeles' Hotel Statler. While he was there, NBC signed him for seven appearances on the summer replacement *Saturday Night Revue*. When they saw him on the *Revue*, NBC executives gave him a contract and promised him his own show.

Throughout the rest of 1953 and half of 1954, teams of NBC writers and producers struggled without success to devise the right showcase for Gobel's new-style comedy. Then, last July, when he was appearing at Chicago's Palmer House, executives of Pet Milk and Armour (Dial Soap) suddenly agreed to sponsor a George Gobel show. They bought a half hour on Saturday nights over the NBC network, scheduled the first performance for October 2.

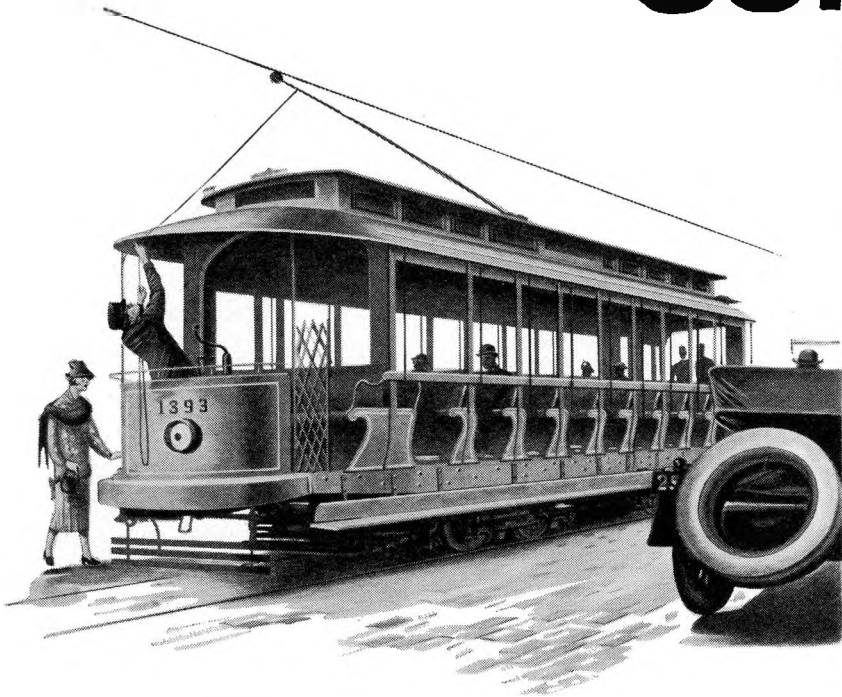
"There was only one catch," O'Malley said. "We had no ideas and no writers and just two months to put the show together."

O'Malley hired Hal Kanter to write and produce the show. Kanter flew to Chicago to meet George, watched his act for five days, became convinced that "this different little comic should have a different little show."

On Kanter's return to Hollywood, he and O'Malley hired writers Harry Winkler, James Allerdice and Jack Douglas, music director John Scott Trotter, singer Peggy King and Jeff Donnell as Gobel's TV wife. Kanter had captured Gobel's mannerisms, and when the small star arrived in Hollywood—he liked what he saw. The show went on the air on schedule. "I was standin' there with the clanks before dress rehearsal, but as soon as I heard 'em laughin', I felt pretty good," Gobel has recalled.

George need never have had the clanks at
continued

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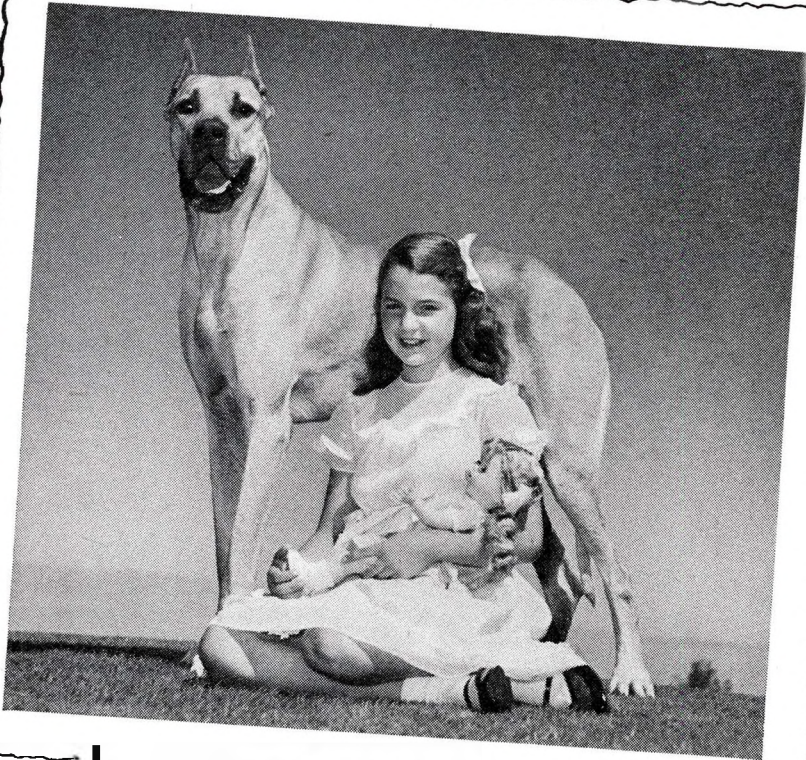
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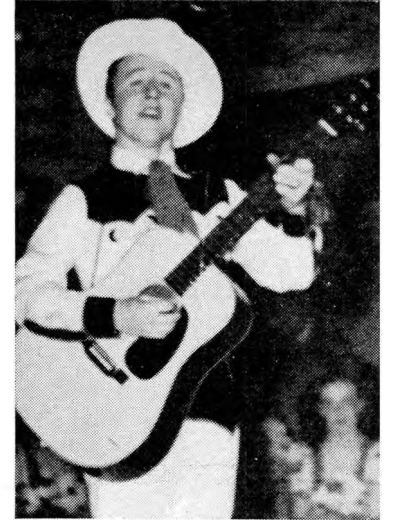


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GEORGE GOBEL continued

*His friends are sure
that the big time will
never rub off on him*



"Little Georgie" was a radio soprano, guitarist, yodeling cowboy.

all. Three weeks later, as the "common man" endeavoring to explain the electronic brain, he did a 12-minute monologue on the *Diamond Jubilee of Light* program beamed over the major networks. Any TV viewer who previously had overlooked "Lonesome George" was now aware of him. By January, his show had reached the Top Ten in popularity, and 5,000 admirers were writing him every month. George Gobel had hit the big time.

Of one thing, Gobel's friends are sure: The big time will not rub off on George. His gentle nature amazes battle-scarred TV veterans. "He never gets temperamental," Kanter has said. "And because he doesn't, no one else does. We have the happiest group in TV."

Gobel takes direction quickly and quietly. He adds lines only when he is sure everyone agrees with him. He can't resist lending a hand to help propmen with heavy pieces of furniture, is surprised when this thoughtfulness draws comment. "Well," he says, "I like to be nice. That's the right thing to do."

George is never able to say no to any suggestion from strangers. He listens silently to the spiel of door-to-door salesmen, forks up the money, silently closes the door again. Only at home are his likes and dislikes catered to. "He doesn't like dancing or playing cards," his wife said, "and he hates dissension. As long as I've known him, whenever a disagreement starts at a party about anything, he quietly leaves the room." Unlike most comedians, he watches TV comedy shows not to analyze his rivals but for amusement.

His Two Wives Have a Lot in Common

Gobel can sleep 14 hours at a stretch, in a room full of shouting children, if necessary. For breakfast, he eats half a grapefruit and drinks one cup of coffee. For the other two meals, he eats steak or chops. "That's because I'm watching my weight since TV. Before that, I used to love eatin' the dishes my mother-in-law cooks."

Perhaps the Gobels' closest friends in California are George's TV wife and her husband, movie actor Aldo Ray, who also live in Sherman Oaks. "We found out that George's two wives have a lot in common," Jeff said. "Alice and I are the same age, we own the same china and we don't smoke."

The one thing in George's new life that he finds difficult is that he has no privacy any more. Autograph hounds trail him. Although he disliked doing it, he had to get an unlisted telephone number.

"The phone kept ringin' and I'd answer it, and it would be some drunk callin' from Mobile. This spook would say, 'So this is really George Gobel? Well, how are you, George?' Then I'd say, 'Fine.' Then he'd say, 'Now, say hello to Minnie, just say I'll be a dirty bird to Minnie.' Then I'd say, 'I'll be a dirty bird.' Then Minnie'd say, 'Now, George, just say hello to Clyde. Here's Clyde now.' . . ." Well, it'd go on like that for 20 minutes before they'd hang up. Then, as soon as I got the phone down, it would ring again—more strangers. You just got nothin' to say to them."

But if George is bewildered by the fact that ordinary people are intent on hearing him say, "I'll be a dirty bird," by long distance in the middle of the night, he is completely taken aback by the discovery that he is a curiosity to the movie stars. Several times, while he has been gazing in touristlike awe at a group of stars seated near him in a Hollywood restaurant, he has been thrown into panic by seeing them suddenly turn in a body to stare back at him.

"You've got to act like you're used to this, which you're not," was Gobel's philosophic comment. "You got to light a cigaret careless like . . . and always light the wrong end." END

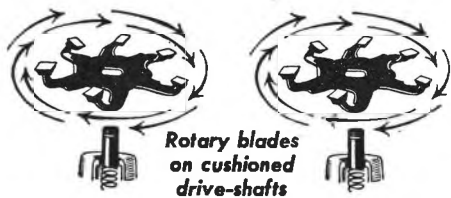
Put a new face on Father's Day

. . . give him a

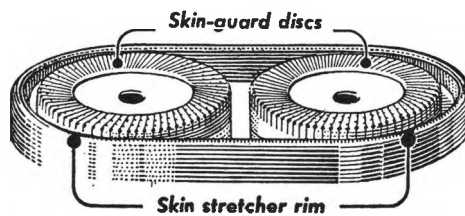
Norelco!



Norelco brings Dad electric shaving's first basic improvement in 20 years...Rotary Blade Action...to make all other electric shaving as old-fashioned as lather

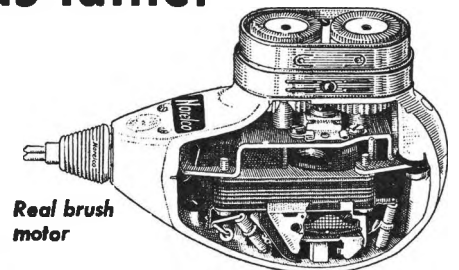


Rotary blades on cushioned drive-shafts



Skin-guard discs

Skin stretcher rim



Real brush motor

Shaves as close as a barber's razor. Norelco's 12 finely-honed blades shave whiskers as a barber's razor does, with only a *single* shaving edge. Other electric shavers *pinch off* whiskers between *two* metal edges—one fixed, one oscillating. That's why, with Norelco, you feel no whisker-pull.

No skin irritation. Norelco's blades are mounted on cushioned drive-shafts, thus whisk away whiskers exactly at skin-level, no matter how light or heavy your shaving touch.

Face needs no break-in period—great shaves at once. Exclusive Skin-stretcher rim on Norelco's shaving head flattens skin, upending each whisker. Then Norelco . . .

Shaves according to beard's natural growth, as slots in stationary skin-guard discs catch whiskers whichever way they grow. Prickly clumps and patches (where ordinary straight-headed electric shavers often run into trouble) disappear first time over. Norelco's *natural* shaving means more comfortable shaving.

Self-sharpening, lubricated for life, easiest to clean: Flawless engineering (two decades' research in one of the world's greatest laboratories) means years of use without repair-shop blues. Self-starting brush motor. Designed to fit hand. Cleans in seconds; no fumbling with parts.

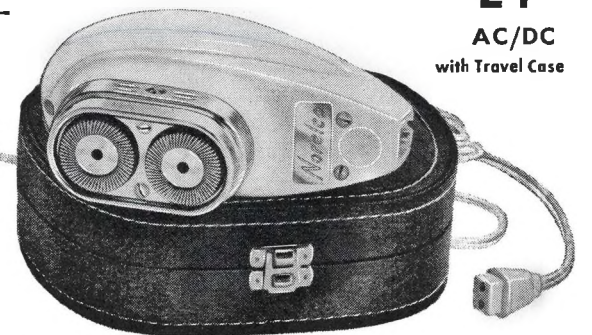
15 day FREE home trial. Norelco will give you the smoothest shaves ever, wet or dry. No-obligation home trial available at most dealers. Norelco is sold at drug, jewelry, department, appliance stores. (It makes an ideal *gift*, too!)

Each year, more men around the globe buy and use Norelco* than any other electric shaver. They know from experience that Norelco means shaving at its absolute modern best. That's why Norelco is . . .

**Largest-selling electric shaver in the world—
Fastest-growing electric shaver in the U. S.**

Norelco

Rotary Electric Shavers



\$24⁹⁵

AC/DC
with Travel Case

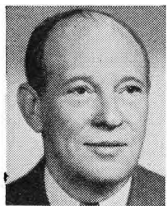


Special gift for outdoor men! The NORELCO Sportsman! Use this electric shaver anywhere! The super-convenient Norelco Sportsman works on flashlight batteries or from 6 or 12 volt car lighter. Unique graduation present. With metal mirror, leather case (less batteries) . . . **\$29⁹⁵**

*Known as PHILISHAVE in Canada and throughout the rest of the free world

NORTH AMERICAN PHILIPS COMPANY, INC., 100 East 42nd Street, New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-Ray Equipment, Electronic Tubes and Devices.

Antibiotics in Your Daily Life



by
William I.
Fishbein,
M. D.

The world hears a great deal of "miracle drugs" and most of them represent years of patient and diligent study in the laboratories and clinics.

For example, in 1931, Rene J. Dubos, then associated with the Rockefeller Institute of Medical Research, discovered tyrothricin. Tyrothricin is one of the most powerful of the antibiotics—stated simply, it is effective because it aids the defenses of the body in combatting harmful bacteria. The general use of tyrothricin has been delayed until research has definitely shown that it would cause no harmful effects or reactions. In the forefront of this research have been the pharmaceutical companies, and no company has been more zealous than McKesson & Robbins.

Tyrothricin is effective in preventing perspiration odor by inhibiting the growth of skin bacteria responsible for this condition—and this "magic" antibiotic is equally effective in skin infections, in sinus infections, for wounds, abscesses and burns, and for hemorrhoids or piles. Research also indicated the amount which may be used without causing sensitivity reactions, yet produce the maximum benefits.

Laboratory and clinical research has enabled McKesson and Robbins to announce a series of preparations for the specific uses outlined above. It is to their credit that they have not introduced them until they were convinced that excellent results would be obtained and that there would be no reactions. Tyrothricin used externally is not absorbed into the blood stream as are certain other antibiotics.

That is one reason why it is particularly suited for direct application to a localized spot of irritation or inflammation on the skin, nose or throat. McKesson and Robbins have developed special products for use on these portions of the body.

Look for these McKesson Antibiotic Products at Your Drug Store:

NEO-AQUA-DRIN LOZENGES—for the relief of minor throat irritations.

NEO-AQUA-DRIN NOSE DROPS—for the relief of congestion due to head colds, sinus, etc.

UTOL—for relief of pimples and minor burns and skin abrasions.

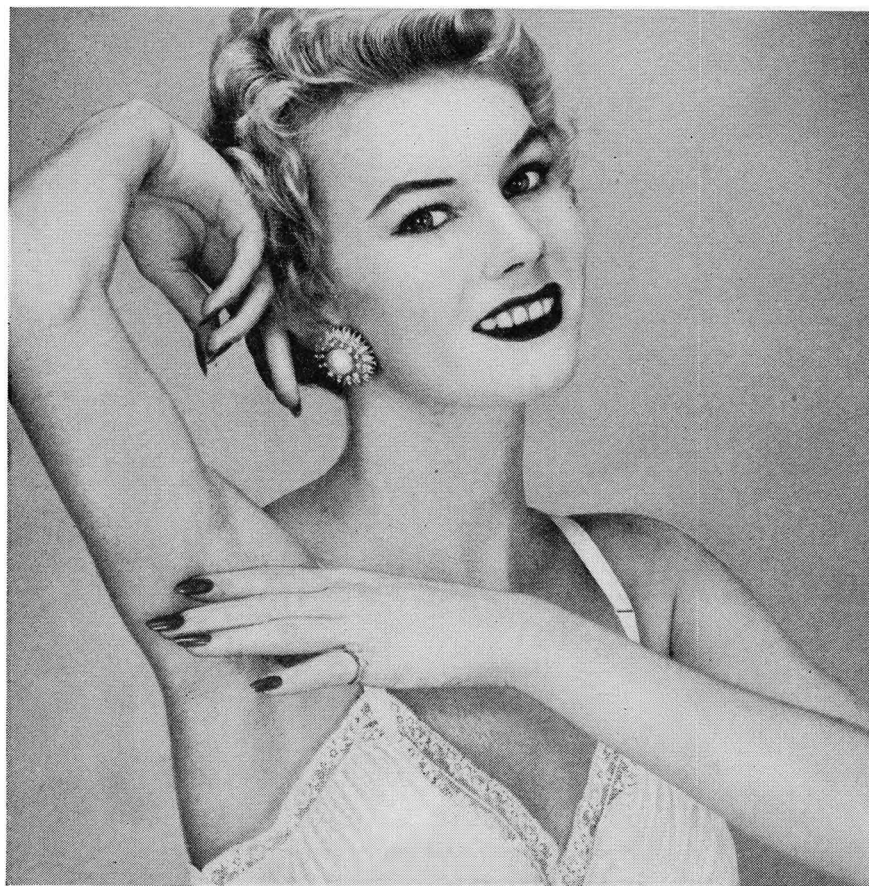
POSITOS—ointment and suppositories for the relief of discomfort due to hemorrhoids.

**BORIC ACID
OINTMENT
AMMONIATED
MERCURY
OINTMENT**

**ICTHAMOL
OINTMENT
ZINC OXIDE
OINTMENT**

To Every Woman Who Has Suffered Underarm Burn, Rash...or Worse...

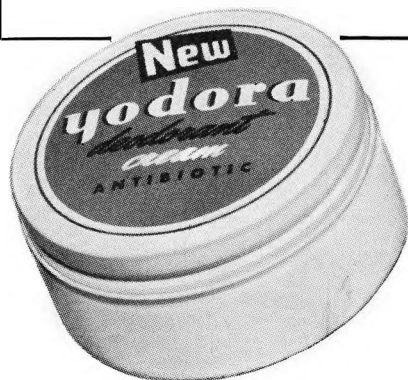
**NOW, FOR THE FIRST TIME...
THE PROTECTION OF A MIRACLE ANTIBIOTIC
IN A DEODORANT!**



Revolutionary antibiotic New Yodora stops perspiration odor—gives safer, longer-lasting protection. Its light, creamy base keeps sensitive underarm area softer, smoother, lovelier. And New Yodora never cakes—always stays fresh—delicately fragrant. No other deodorant ever promised better, safer, surer protection from perspiration odor.

New Yodora is unconditionally guaranteed by McKesson & Robbins.

Large Size 43¢, plus tax Economy Size 69¢, plus tax



**The First...the Only
Deodorant with
Miracle Antibiotic
Pertexol* for
Sensitive Skin!**

A McKesson Product

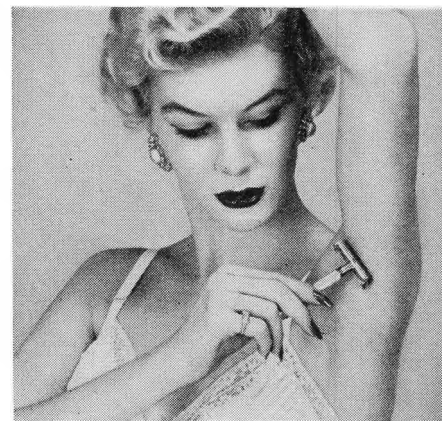
NEW YODORA

Scientific Facts About Harsh, Irritating Chemicals for Underarm Use

Laboratory tests show that these dangerous chemicals often invite trouble to sensitive underarm area. This is why you may have noticed redness, roughness of underarm skin.

Scientific Facts About Revolutionary New ANTIBIOTIC Yodora

Only New Yodora contains Pertexol*, the miracle antibiotic that combats bacteria responsible for skin irritations. New Yodora gives longer-lasting protection from perspiration odor because its exclusive antibiotic destroys odor-causing bacteria upon contact. New Yodora is guaranteed not to contain harsh chemicals that irritate skin and chemically ruin your clothes.



Imagine a Deodorant Recommended for Shaving!

New Yodora with antibiotic Pertexol* is so mild and gentle we can even recommend shaving with it. No other deodorant would dare suggest this!

1. Apply soft, antibiotic New Yodora—rub gently into skin.
2. Shave underarms with slow downward strokes.
3. Remove excess with tissue—smooth remainder well into skin.

That's all you need do to stop perspiration odor. Whether you shave or not, one application daily of New Yodora is the new, surer answer to your deodorant problem.

*A brand of tyrothricin



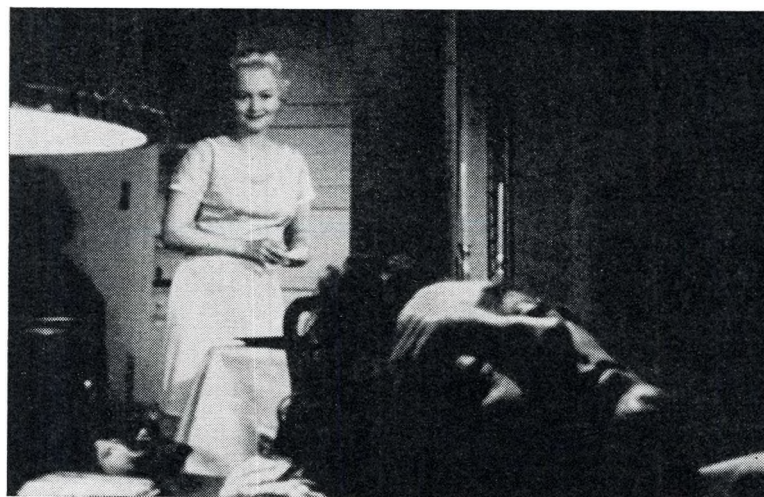
MOVIE
REVIEW

The perfectionist: Dr. Marsh (Robert Mitchum), who scorns fumlbers, makes a tragic error in operating on his benefactor, is shattered when patient dies.

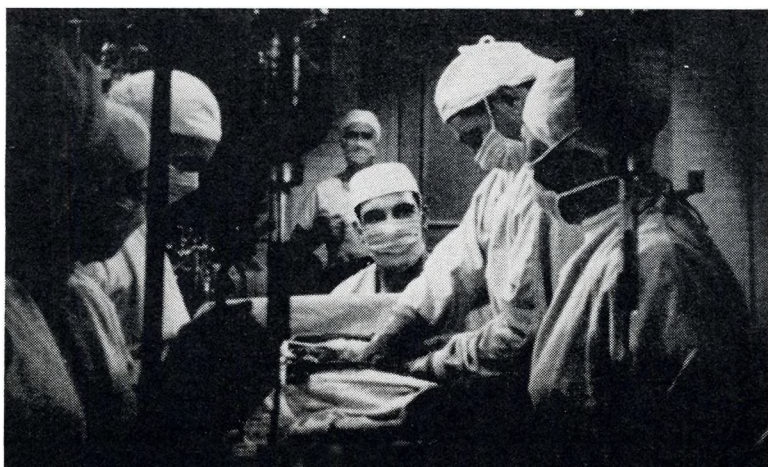
Not as a Stranger

A controversial movie takes the camera into the operating room and examines medicine's "secret society" code

A dedicated young physician, who "lives a Greek tragedy" and sacrifices his wife and friends to his scientific passion, is the hero of *Not as a Stranger*, producer-director Stanley Kramer's United Artists screen version of the popular novel. The idealist's jolting road from internship to small-town medical practice brings him into conflict with all kinds of doctors, good and bad. The 2¼-hour film, like the novel, comes alive with these battles amidst vivid hospital sights and sounds. It is a microscopic, controversial study of the public virtues and hidden flaws of the medical profession.



Cold marriage: Because she can pay his medical-school tuition, Dr. Marsh marries a nurse, Kristina (Olivia de Havilland), of whom he is ashamed.



Shocking climax: A real heart operation is shown in exciting detail. Qualified doctors and nurses have "extra" roles in hospital scenes.

continued

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60¢ SIZE

Charles

Antell

SUPER LANOLIN
SHAMPOO

when you buy the large
\$1.00 size at reg. price



TO PROVE YOU CAN NOW

WASH LIFE INTO YOUR HAIR

...NOT OUT OF IT!

RIGHT NOW — SAVE 60¢ on shampoo and discover the beauty miracle of washing life *into* your hair—not out of it!

Think of it—Charles Antell's new Super Lanolin Shampoo, with its unique hair-conditioning action, leaves your hair easy to set, manageable instantly — not 3 to 5 days later!

Even in hardest water, your hair rinses clean, fresh and shining. But above all, even hair that's been dried out by ordinary shampoos is softer, lovelier, instantly manageable . . . after *one* washing!

Remember, you risk nothing! Today get the 60c size Charles Antell Super Lanolin Shampoo absolutely free with purchase of the \$1.00 size at regular price.

Try the 60c size *first*. If not *completely* satisfied, keep it as a gift! Return only the large size—and get back every penny you paid! Fair enough?



\$1.60 VALUE
NOW ONLY **98¢**

HURRY! SAVE A BIG 60¢ ON SHAMPOO WHILE DEALER SUPPLIES LAST!

NOT AS A STRANGER continued

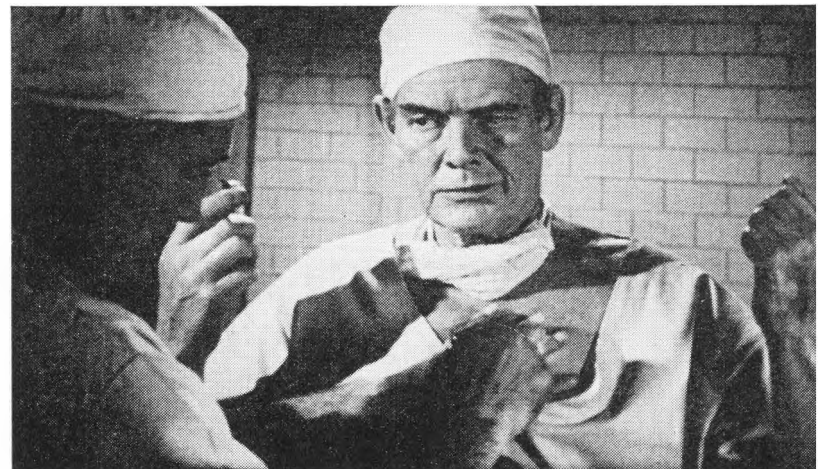


Lighthearted intern (Frank Sinatra), unlike his friend Marsh, approaches his studies casually and winds up with a successful practice and a Cadillac.

An all-star cast portrays movie's medics



Forgotten wife rips her unborn baby's clothes because her husband is uninterested. Olivia de Havilland has blonde hair, a Swedish accent for the role.



Country doctor (Charles Bickford) refuses to stop work although he has a bad heart. He makes the brilliant young Marsh the heir to his lively practice.

END

NEW HOOVER[®]

Constellation⁺

(with exclusive double-stretch hose)

cleans twice the area of any other cleaner



Less than 12 inches from swivel top to easy-glide base—yet it's the world's most powerful cleaner!



Actual photo! Look at the reach of the Constellation!



Exclusive nozzle takes fewer strokes because suction is effective clear across nozzle. And there's a full horsepower motor! Actually, you get more dirt with 1/3 less work!

Exclusive throwaway bag holds more dirt than any tank or canister cleaner. Lightning bag change, too—easiest of all to remove and replace. Your hands never touch dirt!

Exclusive telescoping wand—use it short or use it long. Doubles in length—no need for extensions. New beveled brushes reach into any nook—never leave streaks!

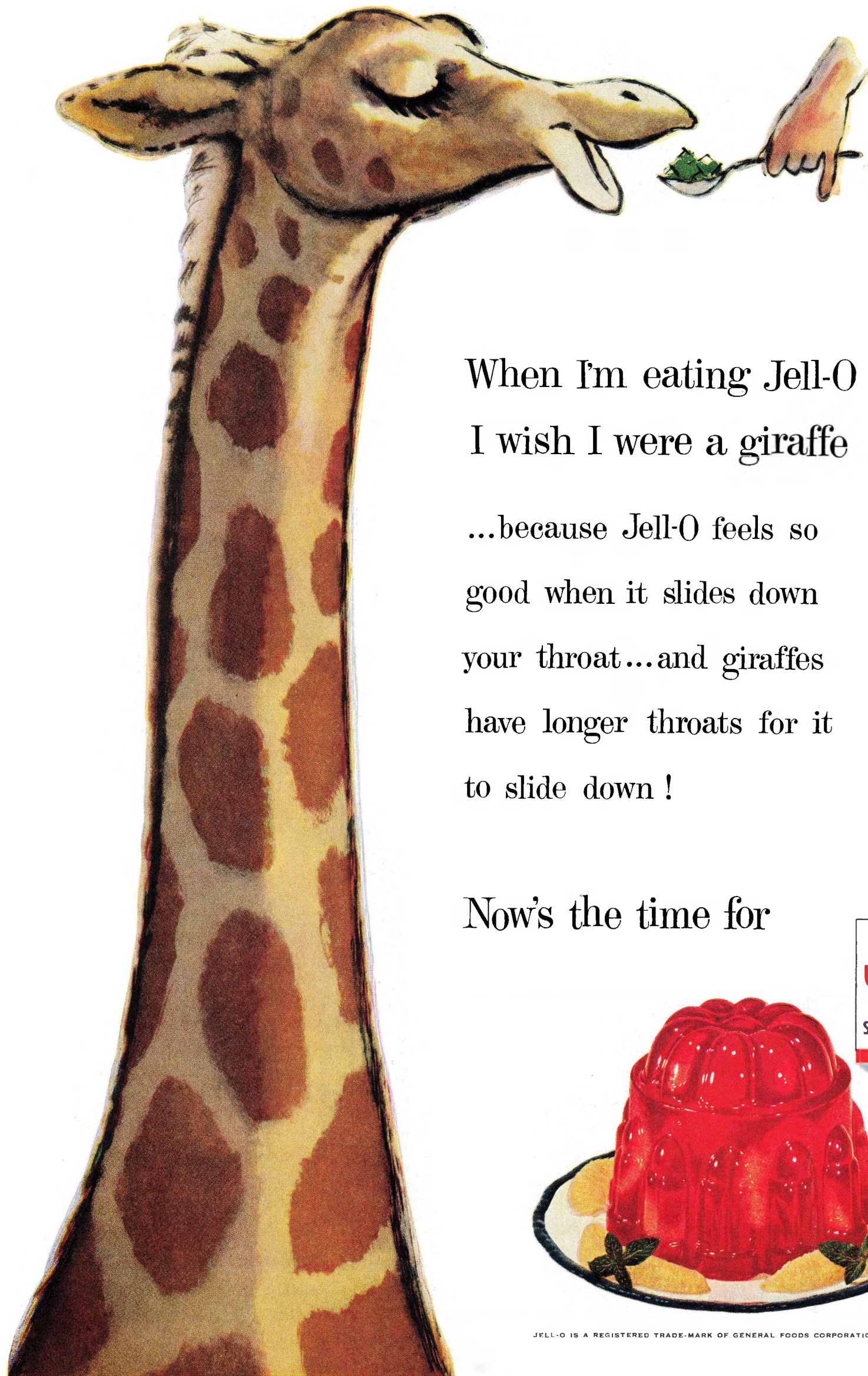
Now you can clean a 30-foot circle—clean from one room into another, or clean all the way upstairs, without moving your cleaner.

New double-stretch hose goes in and out and roundabout—no tote, no tangle, no twist. Most flexible hose ever put on a vacuum cleaner—and the *only* stretchable hose. It actually doubles its length, yet takes no more storage space.

Let your Hoover dealer show you why this "spherical miracle" cleans faster, cleans farther, cleans easier.

Complete with Strato-Tools for all cleaning jobs. Attractive trade-ins. Easiest terms. **\$97⁵⁰**
Also available in Canada at slightly higher prices.

The Hoover Company
North Canton, Ohio



When I'm eating Jell-O
I wish I were a giraffe

...because Jell-O feels so
good when it slides down
your throat...and giraffes
have longer throats for it
to slide down!

Now's the time for



FOR WOMEN ONLY

Round the World: Bosoms in the East . . . Harem in the sky . . . Moose in the North . . . Chivalry in Moscow

The Mysterious East. The Ministry of Education in Japan reports that postwar Japanese girls are taller, plumper, more bosomy than prewar girls. Mystified educators believe the change is related in some way to the "postwar emancipation of women," although they admit they're not quite sure how.



ROYAL THREE R'S. Progressive education has stormed the gates of Buckingham Palace. The Prince and Princess are learning arithmetic with the aid of card games, real money, a roulette wheel.

No Mink? A pretty flight stewardess so captivated a rich Arab sheik flying on a Dutch airliner with his three wives that he invited her to become number four. Sensing her indecision, he tried to negotiate with the pilot, offering two fine camels in return for the lady. The deal did not go through even though the sheik's final generous offer included two camels—and a sheep.

OH, THOSE DECADENT BOURGEOIS HATS. Frivolous, frilly, Western-style hats are the rage in Moscow, a welcome change after last year's models, described in a newspaper as being "of incomprehensible shape . . . adorned with faded flowers and greenery from which even goats would turn away with abusive contempt." This year's styles are prettier, but Moscow ladies are paying heavily for them . . . A new bonnet will mean four days' pay to the average typist and five days' pay to the average factory worker.

MEN WHO FASCINATE WOMEN



Ramon Magsaysay

At the beginning of World War II, he was a mechanic in a Philippines garage. By the end of the war, he was leading a guerrilla army of 10,000 against the Japanese. He revitalized his country's army, defeated the revolutionary Huks, in 1953 was elected President. His dramatic rise to power is due to his personal integrity and valor, and to his compassionate devotion to his people. Almost six feet tall, he is built like a wrestler and towers above his tiny compatriots. He is highly nervous: constantly cracks his knuckles, twirls his glasses, has an explosive temper. But his great vitality also explodes in booming laughter, in jubilant bear hugs. Sometimes unsure of his own judgment, inexperienced in statecraft, he is often a lonely man in his great palace. But this warrior statesman is well loved by his people. He is a genuine hero in an increasingly unheroic world.

MOOSE ON THE LOOSE. Starving moose, driven from the mountains by record-breaking snows, made themselves unwelcome guests in Anchorage and Palmer, Alaska, by: holding the Palmer police chief at bay in his home, butting a schoolboy into a snowdrift, chasing a housewife to her front door, breaking into a bar.

MONSTROUS! Schoolboys in the U.S.S.R. have been informed by the chivalrous Moscow radio that pulling girls' pigtails is "coarse behavior unworthy of Soviet scholars."



WEDDING GIFT. In Italy, an outraged bride of a month reported her groom to the police, complaining that he made her wear a muzzle around the house. The groom's defense: only way to stop her constant chatter.



Epoch-Making. A 40-pound octopus was flown from San Francisco to New York in an oxygen tent to make a color-television appearance. . . . Other historic flights: A family of bullfrogs including their 700 tadpoles were flown from Ohio to the Antwerp zoo in Belgium where bullfrogs have been nonexistent since the war. . . . Canadian bulls are being flown to Spain—not for matadors but for agriculturists who are seeking champion milk-producing cattle.

THE UNDOMESTICATED MALE ANIMAL. In London, a women's social club voted to discourage men from sharing housework because: They do too much damage, become less dependent on their wives, are less eager to pay for household help.

BON APPÉTIT. Robert Jay Misch's *Foreign Dining Dictionary*, easy to hide under a tablecloth for surreptitious consultation, translates French, German, Italian, Portuguese and Spanish foods into intelligible American. It is dedicated to the poor girl who ordered "chicken salad" over and over again because she couldn't understand foreign menus.

Whip Hand. Women are partly to blame for nervous breakdowns among executives, says an Austrian professor: They "drive men to earn more . . . to satisfy their desire for luxury."

CRYING ROOM ONLY. One British theater has a soundproof "cry room" for mothers who can't leave baby home. The room has a window and film's sound is piped in so mothers enjoy the movie without fear of eviction when baby howls.

GOOD NEWS FOR GOURMETS. A Belgian diamond cutter, turned canner in the U. S., is marketing French delicacies in casserole-shaped cans. Included in his gourmet offerings are: rich pâté made with imported goose livers, chicken prepared with champagne and truffles.



LOOK

GARDNER REA

"Tell me about yourself, Miss Willoughby. Your hopes, your dreams, your measurements."

NEWS: three sizes in “spring” chickens

Today's chicken is manufactured to demand. It is a bird of a different feather from the one that just used to grow. Once, a farmyard hen laid an egg, hatched it, and a chick scratched its way to full size. Now, the eggs of specially selected breeds are hatched in incubators as carefully regulated as a hospital nursery. The chicks peck out of their shells on a genetically controlled production line. They are fed by a nutritionist's formula and grow to meatiness that makes an old-fashioned chicken look scrawny. The new chicken is available in a wide range of sizes—all plump, broad-breasted, juicy. At 5 pounds, at 2½ pounds or in squab size, they are “spring” chickens all year round.

The diminutive squab-sized chicken, as meaty at five weeks as an eight-week bird used to be, is possibly the most intriguing triumph of the new growing methods. Imagine sitting down to an ordinary Sunday dinner at home and finding a whole tiny chicken on your plate: crisply browned, skin so delicate it is pierced by the touch of the fork; joints so immature you hardly need a knife to separate them; meat succulent, tender, yet thick enough to slice; bones you will want to strip for every last juicy vestige, no heavier than a matchstick in your hand. . . . And as the modern chicken grows larger, it still retains the old-time “spring” delicacy. All year, at any weight, it is a multipurpose bird, tender enough to be fried, broiled or roasted.

Cheese-Fried Chicken: Clean, cut chicken into frying pieces. Dip in ¼ cup milk. Combine in clean bag: ¼ cup flour, ¼ cup grated parmesan cheese, 1 teaspoon salt, ½ teaspoon paprika. Drop in pieces of chicken and shake. Fry in hot fat 1 inch deep until golden brown, tender, about 25 minutes.

Prize-Winning Broiled Chicken: Split chicken; clean. Rub with juice of ½ lemon, then with soft butter. Sprinkle on 2 teaspoons salt, ¼ teaspoon pepper, ½ teaspoon paprika and 2 teaspoons granulated sugar. Broil until brown on both sides, about 30 minutes. To cook faster, cut in small pieces.

All-American Roast: Clean chicken; rub inside with salt, poultry seasoning. Stuff, truss. Coat skin with soft butter; sprinkle on salt, pepper. Roast at 325°F., until tender, 45 minutes to 1 hour for squab-sized bird (about 1 lb.); 30 minutes per pound for chickens 2½-3½ pounds, 22-25 minutes if over 4 pounds. Baste often with butter or juices. Or season under the skin for rotisserie cooking.



Slezak interprets 1955 birds



the 5-pounder...

Like many an American, actor Walter Slezak has tried his hand at chicken farming. After 11 long years, he'd rather eat a bird than grow one—and carves a roast fowl as lightly and gracefully as he prances through an encore. He digs into a drumstick as an “appetizer,” but, for most appetites, 1955's broad-breasted compact 5-pound chicken is meaty enough to feed a small dinner party.

the 2½-pound bird...

Slezak might sing a ballad to the 2½-pound bird that grows now in the same time as an old 1½-pound broiler. This is the all-American favorite for broiling, frying or roasting—more than a billion chickens this size were marketed in 1954. While it takes more than a drumstick this size to serve a man (allow ¾ to 1 pound of chicken per serving), many housewives find that two such chickens give more mileage than a large one.



One whole baby chicken makes a portion fit for a king—and a platterful for a dinner party (right) are whimsically set off with Tom Thumb vegetables: tiny potatoes, baby carrots, pearly onions, diminutive pickled ears of corn. Squab-sized chickens offer at-home luxury once limited to caterers, and are also sold already stuffed, frozen, some labeled “poussin” (French for baby chicken). Another high-fashion delicacy is Rock Cornish game hen, completely boned and stuffed with wild rice, mushrooms, ham, cognac-seasoned. All this can make any Sunday home dinner a banquet.



...and the “squab”



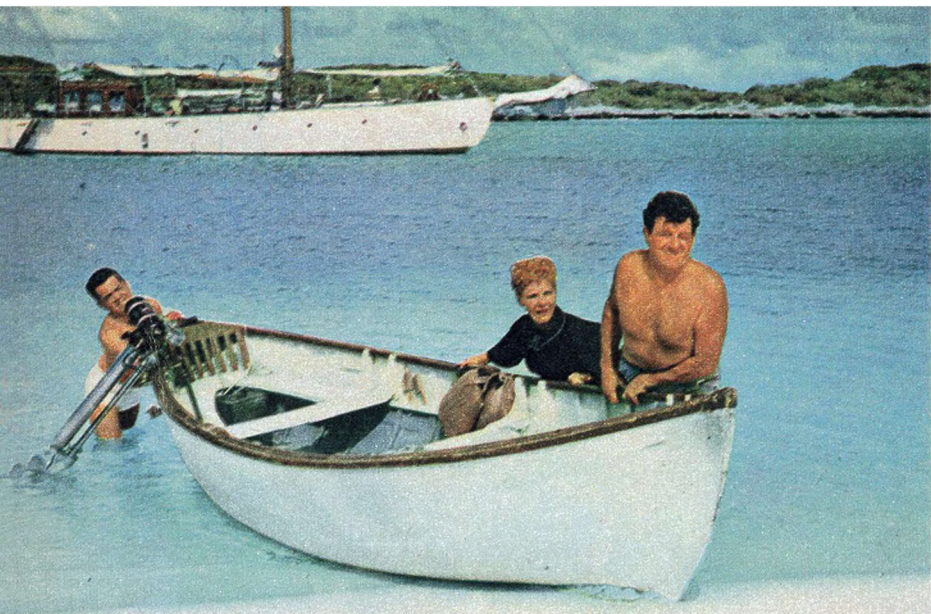
Silver platters by Community



From the bow, Gene and Jamie watch for the big black rocks that lie submerged and threaten navigation in Caribbean shoal waters.



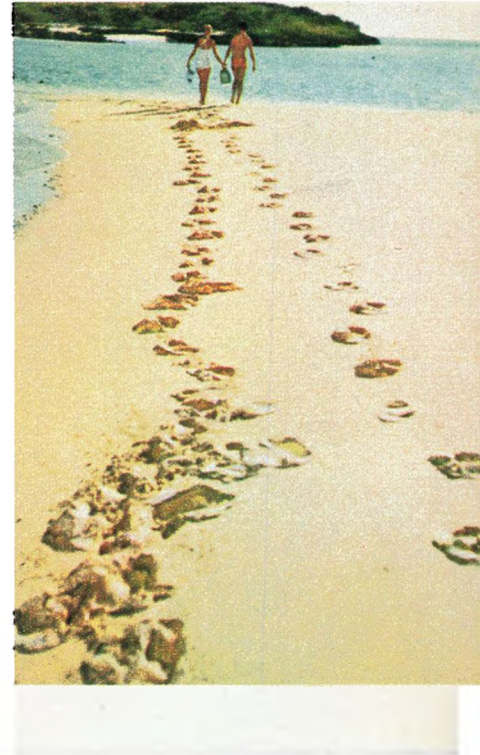
Captain Kenedy gaffs the first of three barracuda caught by Gene. That night, Gene and Jamie shore-picnicked on barracuda steak.



At Allen's Cay, Gene, Jamie and the skipper go ashore to get conch. Each day at sundown, the *Alpha* was anchored in some snug harbor.

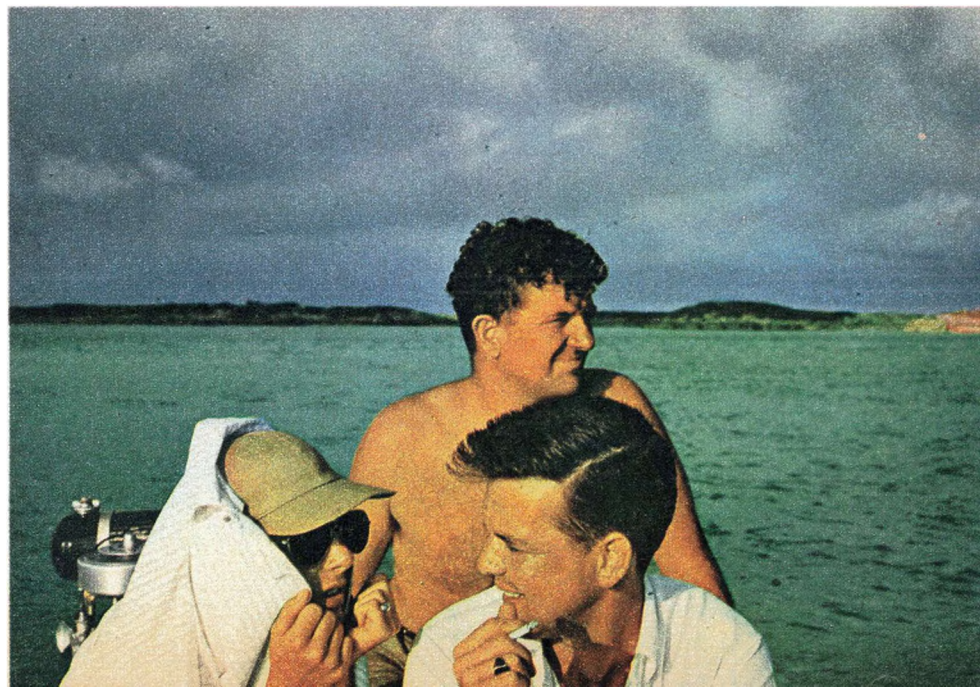
HOLIDAY IN THE BAHAMAS

*Gene and Jamie Watts
find a belated honeymoon
is best—especially
if you sail on the Alpha
to the solitary Exumas*



When Jaque-lynn McConnehea from Dayton, Ohio, and Eugene Ronald Watts from Verona, N. J., were married at Manhattan's Little Church Around the Corner in 1952, both were too busy with their careers to pause for a honeymoon. Gene was struggling to become a TV script writer. Jaque-lynn, who calls herself "Jamie," was modeling to finance study for the stage. Two and a half years later, with Gene established as a free-lance TV writer, the young couple searched for a sea voyage that would be "different." They found it in a cruise on the charter yacht *Alpha*, an 85-foot, steel-hulled ketch captained by Lou Kenedy, a skipper as salty as the sapphire seas he sails. Kenedy had abandoned the rigors of a cargo-

Jamie wards off a sunburn as Skipper Kenedy runs the not-so-newlyweds ashore for an evening spent alone on Hawksbill Cay—their private, moon-drenched island.

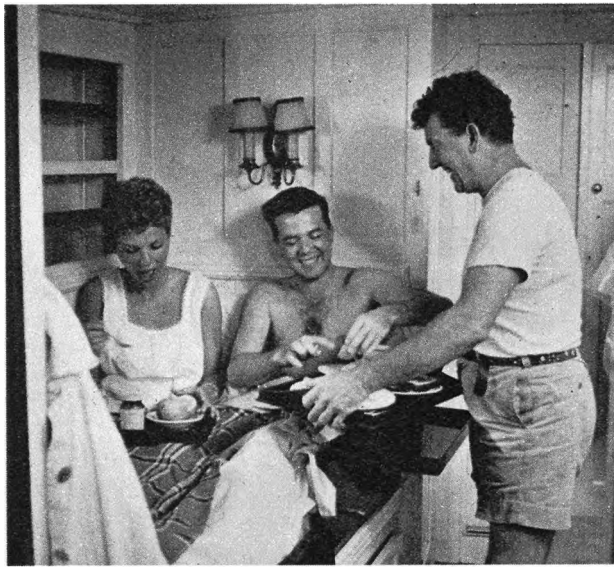




Interlude on exploring trip: The grins testify to the fun of wading through the tidal pools, poking around coral caves where pirates once buried their treasure. 5.
continued d

Photographed by JAMES HANSEN • Produced by GEORGE KOETHER

BAHAMA HOLIDAY
continued



Breakfast in bunk, served by the skipper, breaks ship's routine. The Watts occupy the cabin of the former owner.

Shipboard life was one "ball" after another

sailing trade between Trinidad and Nova Scotia, bought a private yacht, the *Alpha*, and refitted her for pleasure cruising in the Caribbean. Gene and Jamie motored to Miami, flew to Nassau, then sailed for a chain of lonely cays called the Exumas. There, they soaked up sunshine, went spear fishing, caught sea crayfish, amber jack and barracuda, ate conch chowder and lolled on moonlit sands—alone, except for the inquisitive but understanding little lizards.

Improvised deck sports occasionally interrupt when Gene and Jamie help to hoist sails, weigh anchor and swab decks. Under full sail, the *Alpha* does better than 8 knots.



Capt. Arthur Crimmins of the charter yacht *Traveler* brings his vessel

Skipper's wife, Pat Kenedy, initiates Jamie to the *Alpha's* galley, shows her how to cook conch chowder and crayfish à la Newburg.



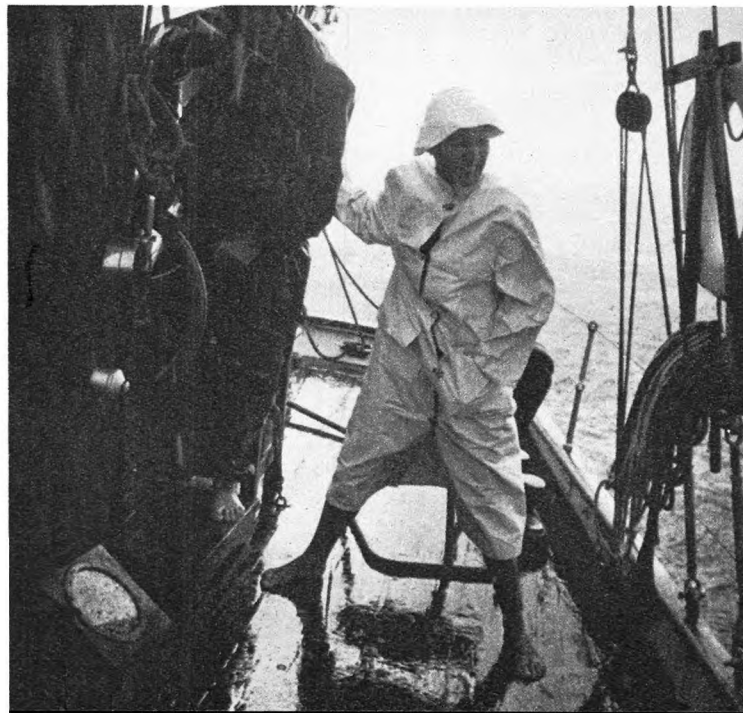


close alongside the *Alpha* and passes a basket of "wedding presents" from his passengers to the honeymooners. That night, the yachts met for a shore party.

After dinner, Skipper Kenedy regales the Watts with tales of his exploits at sea. In World War II, his schooner *Wawaloam* was torpedoed.



A squall, only storm in ten days of Caribbean cruising, douses the *Alpha*. Jamie donned a rainster to savor the spindrift, wind and rain.



continued

Gene and Jamie soon decide to take another cruise on the *Alpha* with some friends



In the market at Nassau, Gene and Jamie shop for handmade hats and baskets, Bahamian shirts and skirts.



At Stanyard's Cay, Gene and Jamie attend the little church of the Rev. Joseph Miller, a Bahamian. The service includes a christening and prayers "for our visitors from the kingdom of America."



Sunday, after church, "Mr. Smith," a native of Stanyard's Cay, sculls Gene and Jamie to his favorite crayfish ground. They ate their catch that night.

At Norman's Cay, Gene and Jamie race to doff clothes and get into the water. Exuma beaches and waters are called the most colorful in the world.



Your thirst can “feel” the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually “feel” all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst “feel” the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.

*Schlitz always brews
for quality . . .
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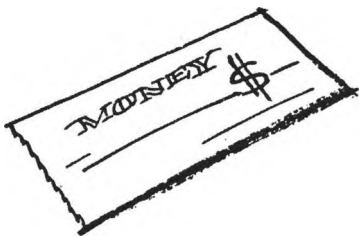
- runny liquid
- sticky cream
- messy fingers



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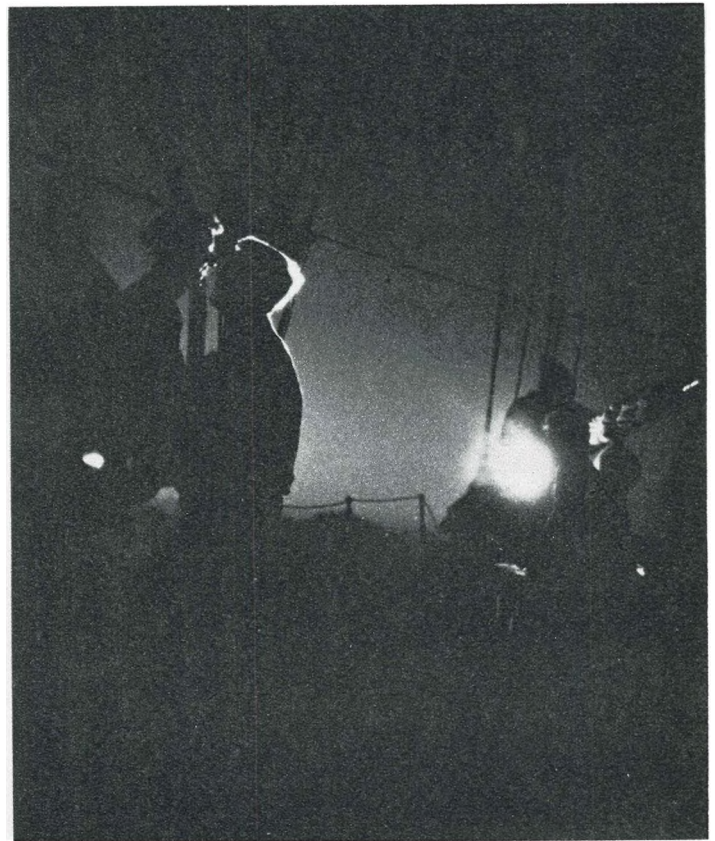
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BAHAMA HOLIDAY continued



The Bahamians of Stanyard's Cay put on a wharf party for Gene and Jamie, play native music and teach them calypso dances.

They both agree: "Some honeymoon!"



Eight bells and all's well: Skipper Kenedy's flashlight catches Gene and Jamie in a moody midnight moment. The *Alpha* is one of several charter boats whose cruises to the outislands are attracting more and more visitors to Nassau and the Bahamas.

END



Time you enjoyed a
lemonade lift!

Refreshing! Lemonade's the beverage that picks you up... *without letting you down!* That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can... add water, ice. *Nice!*

Tangy! Frozen Lemonade with CALIFORNIA on the can contains the sweetened, fresh-frozen juice of the finest lemons that grow... *California lemons.* So look for that magic word CALIFORNIA.

Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator... let your youngsters help themselves!

The finest brands of

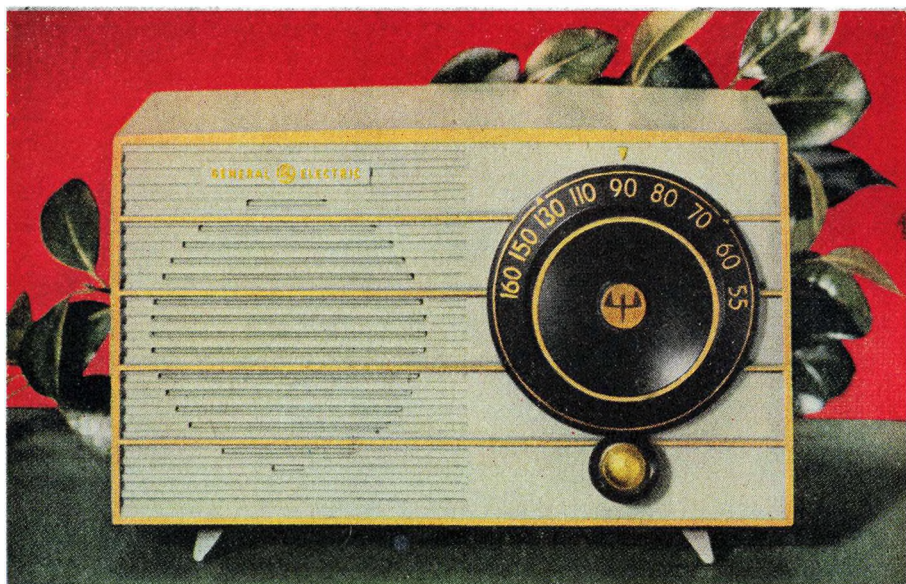
FROZEN
 concentrate for
LEMONADE

are packed in sunny California where the best lemons grow!

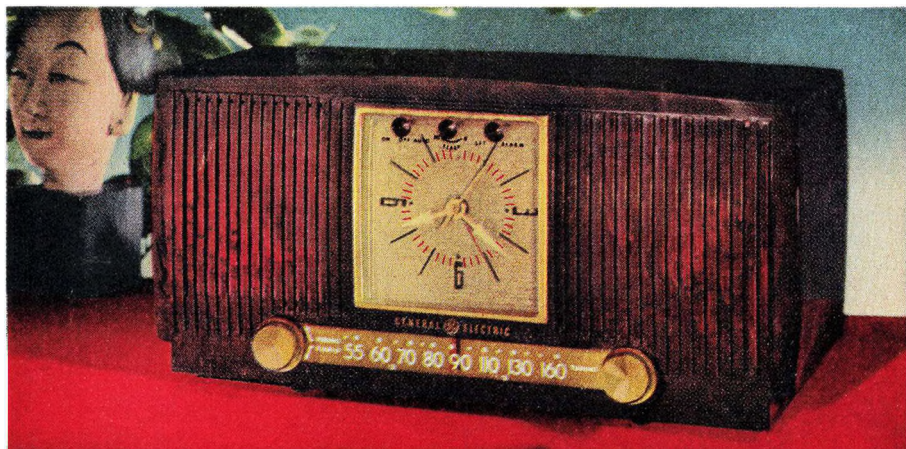
Look for
CALIFORNIA
 on the can!

so easy now with
FROZEN LEMONADE
 from sunny California

From \$19⁹⁵..G-E gift radios
are your biggest values



TOPS—AT THIS LOW PRICE! Smart, trim G-E table radio suitable for anyone you'd like to gift...mom, dad, bride or grad! You expect the quality...the ruggedness, fine tone...but not the price! A modest \$19.95! Shown in House and Garden green; also in ivory or mahogany. Model 457. Your G-E Dealer has them *now!*



WAKE REFRESHED TO A G-E CLOCK-RADIO!—science says you do. And you stay fresher all day long! Who *wouldn't* want this handsome electronic butler that lulls you to sleep, turns itself off, wakes you to music, starts coffee and other appliances! Choice of mahogany, ivory, Persian red or white. Ask for Model 572.



HAILED BY HI-FI FANS! Give G.E.'s famous Musaphonic® radio with sound no other table radio can match. Now in a streamlined new cabinet at a new low price. Judge the full rich tone and the fidelity of the Musaphonic for yourself at your G-E Dealer's now! Mahogany & gold, ivory & gold, red & antique white. Model 448. General Electric Company, Radio & Television Department, Syracuse, N. Y.
Prices include 90-day free warranty on parts and labor. Subject to change without notice. Slightly higher West and South.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Foreign Legionnaire in multistriped cotton.



Handwoven decorated palm straw from Nassau.

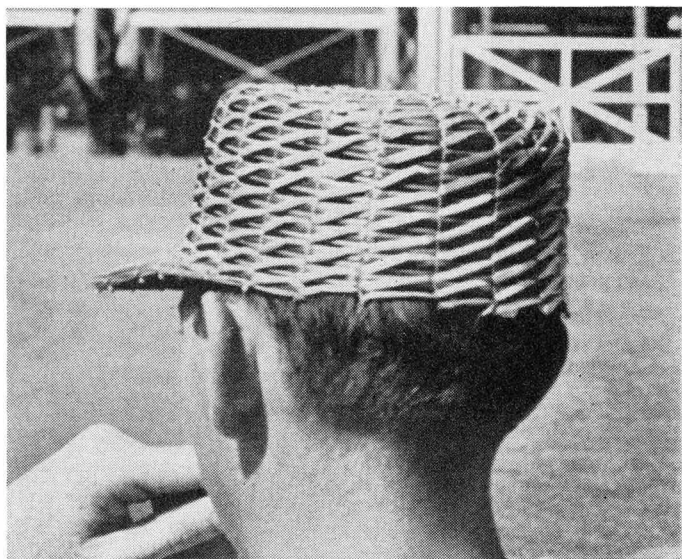
YOU THINK WOMEN'S

All the men who poke fun at women's hats can go stand in the corner. Men at resorts this past winter have been wearing a fantastic collection of headgear—with a lack of self-consciousness that would delight any self-respecting psychiatrist. They were having fun, expressing their individuality and, incidentally, protecting their noggins from the hot rays of a tropical sun. Brimless and broad-





Tyrolean coconut straw with a raffia brush.



Curled cornstalk jockey-style cap from Italy.

HATS ARE CRAZY?

brimmed hats went to men's heads in cottons, raffias, reeds, Milans; and in straw Tyroleans trimmed with club pins, buttons, brushes, fish and feathers. Color was not only unconfined, it was raging. It looks as if people whose business it is to worry about hatlessness can now stop worrying.



Yeddo pinwheel, imported from Italy.

By PERKINS H. BAILEY



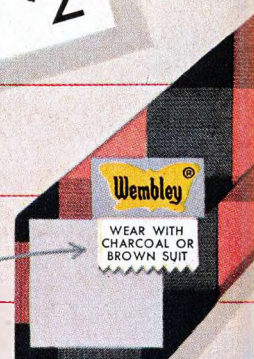
continued

Pink...Mint...Tangerine

All New for Father. Here's a new Pink with a soft glow. Here's Mint Green, inviting and cool. Tangerine with a Tropical air. Wembley combines them with Black for utmost smartness, styles them in new silk-and-wool fabric, to make choosing them a special pleasure at your favorite men's store.



This Color Guide to good appearance on every Wembley tie



Wembley Ties Available at Better Stores in U. S. and Canada
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It is the essence of hospitality
to let your guests see
what you are serving.

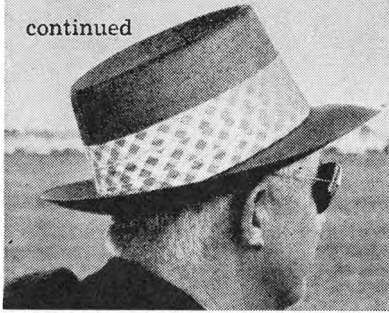
You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



continued



Milan with print puggree.



Navy raffia and bumble bee.



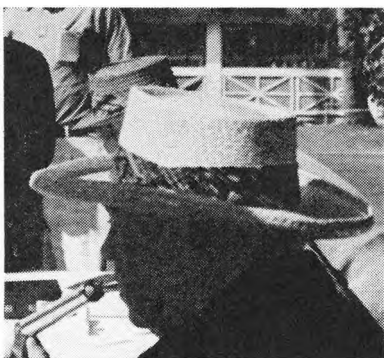
Cotton Tyrolean, rope band.



Dark-tone Baku, cord band.



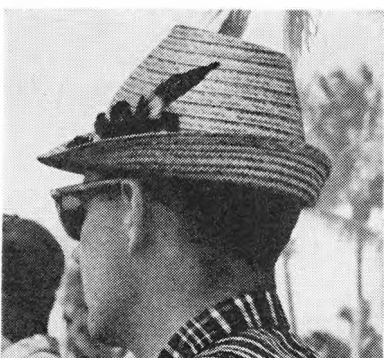
Tyrolean of coconut straw.



Open-mesh plantation straw.



Braided raffia and sailfish.



Feathers, club pins and rope.

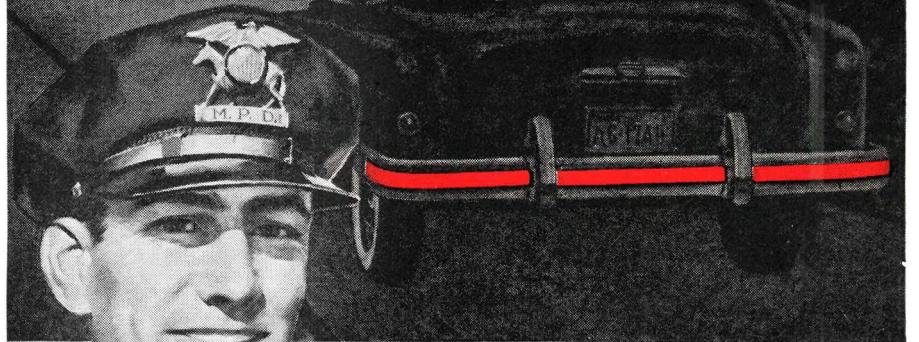
Mad-Hatted Men in the South

Low bucket crown, vertical-stripe band.



END

This strip of tape can save your life!



Reg. U. S. Pat. Off.
SCOTCHLITE
BRAND
REFLECTIVE
SAFETY TAPE

Lights up brilliantly, clearly, as much as a quarter-of-a-mile away when approaching headlights strike it.

RED for rear...
SILVER for front...
sticks at a touch;
goes on like tape!

For: AUTOMOBILES • FARM
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SIGNS • BOATS

ONLY
39¢



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Sergeant's new
SKIP-FLEA SCRATCH Powder:

- Stops itching fungus, the most common cause of dog itch!
- Kills fleas, ticks and lice!
- Repels doggy odor!

49¢ and 79¢ at any drug or pet counter.



Sergeant's® **SKIP-FLEA SCRATCH Powder**

While you're in the store, pick up a cake of Sergeant's SKIP-FLEA Soap. It kills fleas and lice—halts doggy odor. Cleans the skin and leaves coat glossy. Only 35¢.

Hot, Tired, Tender, Perspiring FEET?

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.



Dr. Scholl's
FOOT POWDER

No surgery needed to reduce swelling of hemorrhoids at home!

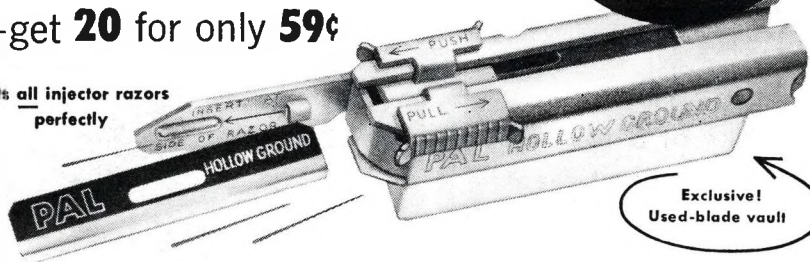
In doctor's tests, amazing new Stainless Pazo instantly relieved piles' torture! Gave internal and external relief—without surgery! 6 medically-proved ingredients relieve pain, itching *instantly!* Reduce swelling. Check minor bleeding. Promote healing. You sit, walk in comfort! Only stainless pile remedy. Stainless Pazo® Suppositories or Ointment at all druggists today!



Say "**PAL**"—it's the injector blade that's hollow ground

—get **20** for only **59¢**

Fits all injector razors perfectly



Exclusive! Used-blade vault

Also, for Double and Single Edge Blades...say "PAL"!

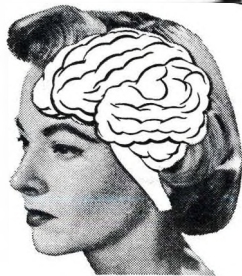
PRECISION **ASR** PRODUCTS

American Safety Razor Corporation

In Canada Pal Blades are made by Pal Blade Corporation Ltd., Montreal

TENSE NERVOUS HEADACHES call for STRONGER Yet SAFER ANACIN

Won't Upset The Stomach



Anacin® not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today! At all drug counters.



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.



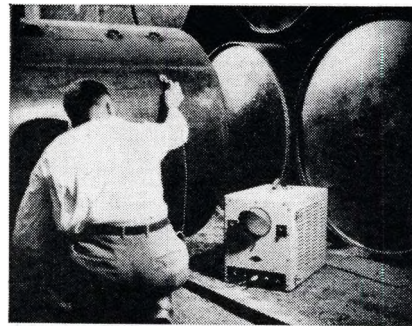
DO YOU HAVE A PROBLEM?

Read: Dr. Norman Vincent Peale in each issue of LOOK

Hear: Dr. Norman Vincent Peale weekday mornings on NBC Radio at 10:05 NYT.



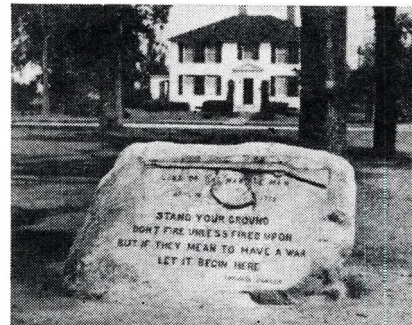
PHOTOQUIZ



1 Engineers inspecting metal for flaws use a:
(a) reflectoscope (c) microscope
(b) chronoscope (d) telescope



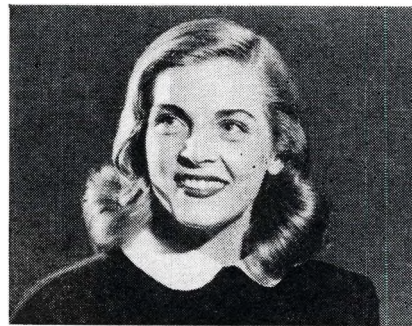
2 The culture of this resting meadbibber is:
(a) Egyptian (c) Mayan
(b) Moroccan (d) Aztec



3 Captain Parker delivered these words at:
(a) Bull Run (c) York
(b) Lexington (d) Concord



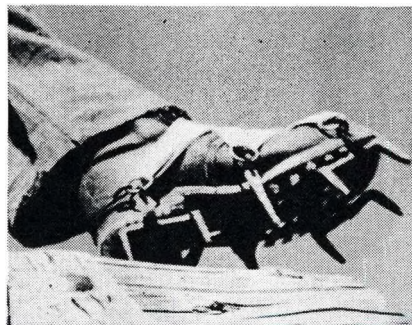
4 These form-fitting pants of corduroy are:
(a) blue jeans (c) jodhpurs
(b) slacks (d) toreador pants



5 She has a husky voice, was understudy for:
(a) Lauren Bacall (c) Tallulah Bankhead
(b) Estelle Winwood (d) Katharine Cornell



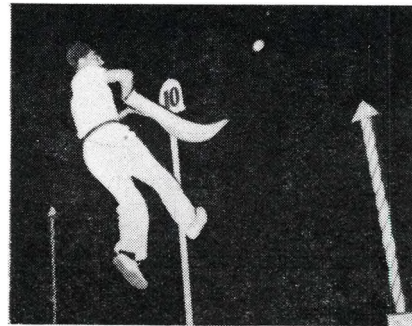
6 Wedding portrait exemplifies art work of:
(a) children (c) impressionists
(b) primitives (d) pre-Raphaelites



7 Mt. Everest expeditions used these climbing:
(a) spikes (c) cleats
(b) crampons (d) clamps



8 He has a starring role on Broadway in:
(a) "Bus Stop" (c) "Cat on a Hot Tin Roof"
(b) "Seven Year Itch" (d) "Picnic"



9 One of the fastest games in the world is:
(a) lacrosse (c) parcheesi
(b) kickshaw (d) jai alai



10 Snakes like to keep well away from these:
(a) chipmunks (c) mongooses
(b) opossums (d) beavers

To test your skill at recognizing pictures of people, places and things, try this Photoquiz. Score 5 for each correct answer you get. A score of 65 is passing, 70 is fair, 80 is good and 90 or above is excellent.



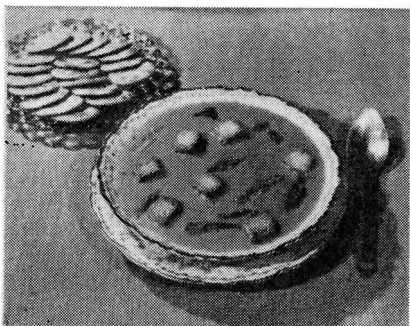
11 The curious felines are investigating this:
(a) love seat (c) high board
(b) sectional chaise (d) settee



12 A frequent partner of Jack Webb is actor:
(a) Ben Alexander (c) David Stewart
(b) John Craig (d) Walter White



13 The first film actress to win an Oscar was:
(a) Marlene Dietrich (c) Pearl White
(b) Clara Bow (d) Janet Gaynor



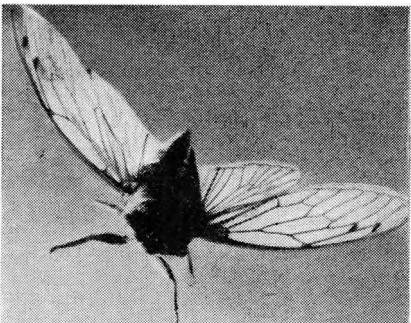
14 The cubes of toast on soup are called:
(a) bonbons (c) croutons
(b) moutons (d) rusks



15 Shipboard passengers frequently play:
(a) badminton (c) shuffleboard
(b) deck tennis (d) volleyball



16 This champion diver is executing a perfect:
(a) cannon ball (c) front flip
(b) one and a half (d) jackknife



17 An insect related to 17-year locust is the:
(a) cicada (c) termite
(b) beetle (d) weevil



18 Abiding faith saved him in the lion's den:
(a) Moses (c) Daniel
(b) Cain (d) Abel



19 Shinto worshippers call this gateway the:
(a) Mecca (c) token
(b) torii (d) torch



20 A new-type plane with tilting rotors is:
(a) an amphibian (c) a helioplane
(b) an autogiro (d) a convertiplane

Champion Bowler **NED DAY** says:

"Right down the alley for

**comfort
freedom
good looks!"**



Thanks Ned, we knew you'd like it! There's comfort and freedom in HEALTHKNIT'S soft, absorbent, shrink-resistant cotton fabric—in the way it g-i-v-e-s with every action, and the way it's Nylon reinforced at the important spots. The smart, good looks are built right in—seem to make clothes hang better, fit better, too! Designed for *easy living*—washes easily, needs no ironing. Try HEALTHKNIT! We'll bet you'll say it's right down the alley for you, too!



**Insist on Exclusive
Kris-Kros® Tapes—Here's Why—**

Stoop, squat, sprint or sit—whatever you do while you're wearing these new-design MacDee Briefs by Healthknit, they go right with you—never get in your way. The only way you know you're wearing them is by the way you feel—relaxed, secure, well-groomed. And it's all due to a patented design feature found only in MacDee Briefs. Look for—insist on—the exclusive Kris-Kros tapes! They are tailored in to keep you relaxed, secure—always. And gentle elastic leg openings hold fit for smart comfort. Try 'em!

Mid-Lengths \$1.19

Briefs 89¢

Look for the shiny
cellophane packages!



Healthknit Utility Shirt

Neckline never sags, never droops! Exclusive Nylon-reinforced strip prevents it, even after long wear. Carefully tailored armhole design gives you action-free comfort—won't chafe or bind, and special sleeve hems hold shape—won't ravel. Famous HEALTHKNIT long-fiber combed cotton fabric stays soft, absorbent, and the purest, cleanest white you ever saw. **Only \$1.00**

Athletic Shirt—on figure—69¢

*No fit like
Healthknit*

Healthknit®

Prices slightly
more far West

**UNDERWEAR
SPORTSWEAR
SLEEPWEAR**

Standard Knitting Mills, Inc., Knoxville, Tenn.
Licensee for Canada, S. Lennard & Sons, Ltd., Dundas, Ont.



ANSWERS ON PAGE 114



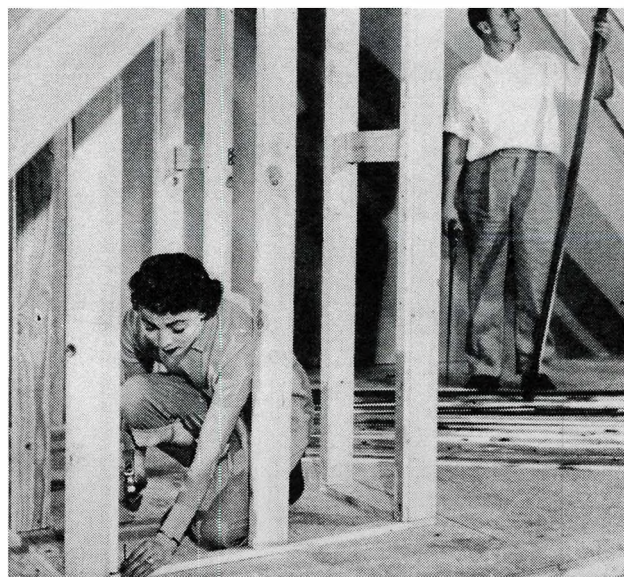
Anyone handy with hammer and saw, like young Chicagoans Beverlee and Roger Roggatz, can turn an attic or closet into moth-repellent cedar storage space.

PACKAGED CLOSET

Where do the extra blankets, overcoats, tweed suits, woolen dresses go when summer comes? The storage problem, always a housewife's headache, becomes acute this time of year when bulky winter things must be squeezed into already bulging closets. Store-it-yourself aids are crowding the counters of dime, department and hardware stores. The new spacemakers run from trolley-line coat rods to plastic valet trays. Now, the tried and traditional cedar closet has received a popular boost with a new packaged cedar-lining kit. It took just four cartons of planks to build this 5' x 26" x 8' closet at a cost of about \$40 for cedar, \$10 for the framing.

continued

First step in building a cedar closet: Put up framing.



*If sweet soft drinks
leave you thirsty...*

SWITCH TO ***SQUIRT***

...never an after-thirst!



*Fresh, clean taste as you drink Squirt
...fresh, clean taste after you drink Squirt!*

**...and, Squirt has a fresh, clean
taste in mixed drinks, too!**



Smoother going
down



Enjoy a tasty Calvert "Lo-Ball" — a generous jigger of Calvert over ice cubes with just a splash of mixer.

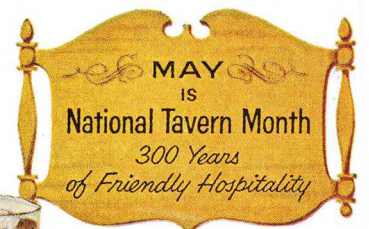
Calvert Satisfies like no other whiskey!

For a really satisfying whiskey that's rich in flavor . . . yet soft to your taste and smoother all the way down . . . drink Calvert. Your

first swallow will tell you why Calvert Reserve is now one of the two largest-selling whiskeys in the world. Try Calvert today!

Compare...and
you'll switch to

Calvert

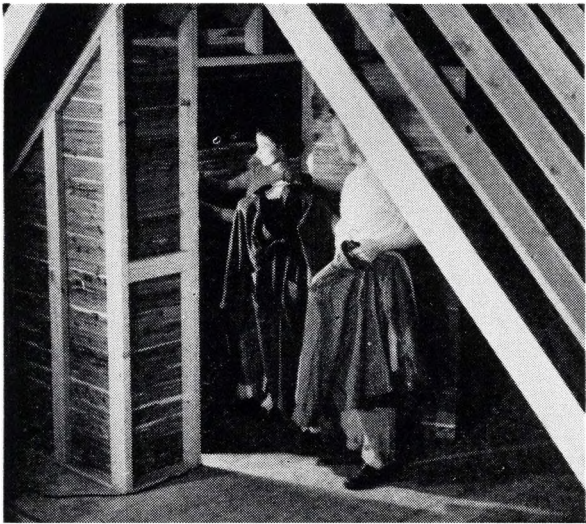


Every night is "Friendship Night" at your favorite tavern.

continued

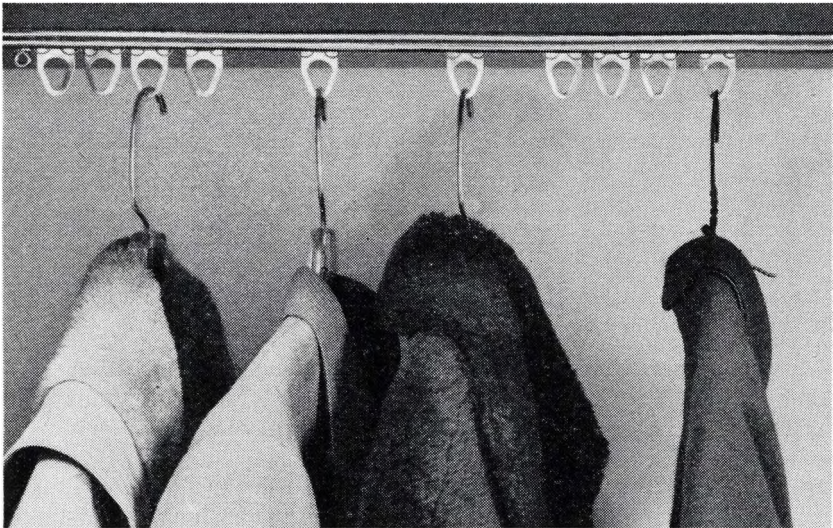


Fragrant do-it-yourself cedar boards are tongued-and-grooved on all sides for quick and easy construction.

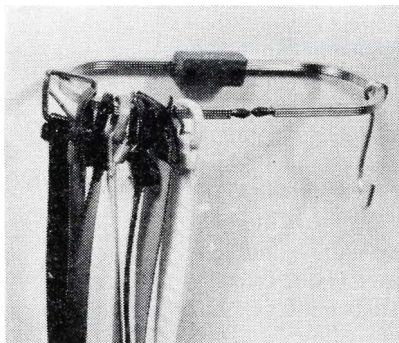


This closet was finished in just a week end. Lumber dealers can supply packages to make or line any size space.

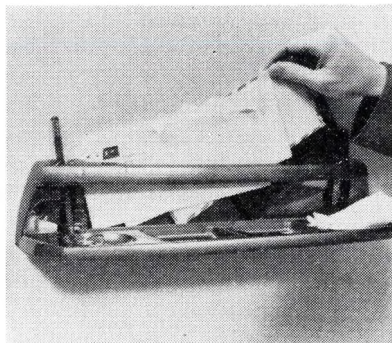
A place for everything



Trolley-track clothes rod expands to fit any closet. Roller hangers slide freely back and forth at slightest touch. keep clothes properly spaced to avoid creasing.



Belts are always on file. can't slide off this rack that holds about 30 of them.

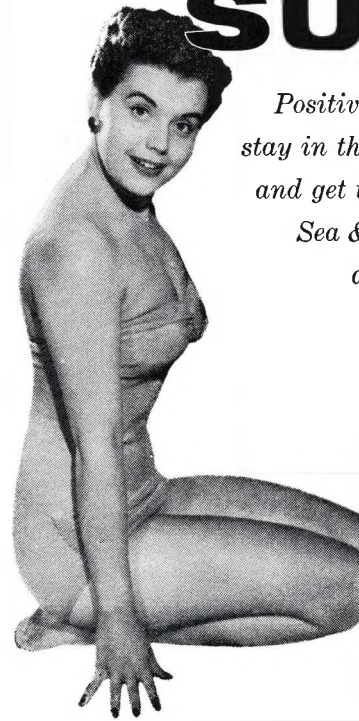


Valet tray keeps pocket paraphernalia organized for high-speed dressing.

END

Millions rely on Sea & Ski Tanning Cream to

POSITIVELY PREVENT SUNBURN



Positively prevents peeling, too! Now stay in the sun all day, even the first day, and get the glorious, longer-lasting tan Sea & Ski gives you. No drying alcohol, and not a messy oil.

TRY IT AT NO COST

Get a generous week-end plastic tube of Sea & Ski FREE with the regular \$1.25 bottle of famous STOPETTE Spray Deodorant at any drug or cosmetic counter.

Sea AND Ski
TANNING CREAM

GUARANTEE: Your money refunded if you do not find Sea & Ski better in every way than any other suntan product or sunburn remedy.

CORNS also Calluses. Quick, easy, and economical. Just rub on. Jars, 35¢ and 60¢. Buy Mosco at your druggist.

REMOVED BY MOSCO
Your money refunded if not satisfied. The Moss Company, Rochester, N.Y.

ESHELMAN ADULT SPORT CAR Model 8 HP
1 THE 5 COST OF ANY OTHER AUTO.
70 Miles Per Gal. Gas. 35 Miles Per Hour. Write for Catalog.

ESHELMAN Dept. WC-158
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U. S. Savings Bonds

looks cooler—
is cooler!

\$1.95
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VIKING

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HIS "ROYAL HIGHNESS" BALLS UP THE BALL GAME!

SST-RR-IKE ONE! ROBBER!!

ONLY A HOMER CAN SAVE THE GAME NOW!

SST-RR-IKE TUH! (I FEEL WEAK)

ROYAL PUDDING, SIRE

WE WIN!

ROYAL PUDDING and PIE FILLING
Supplies Food Energy
HELPS KIDS GROW HUSKIER

ROYAL PUDDING and PIE FILLING (4 FLAVORS)

For scrumptious desserts every time
... ALWAYS REACH FOR ROYAL

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Women have broken the close confines of earlier eras, when their lives served to "temper man." Today, we are learning that women may be the stronger sex (they outlive ou

HOW MUCH DO WE KNOW ABOUT WOMEN

By SIDONIE M. GRUENBERG *The writer of this perceptive analysis of American women is well known as an authority on human behavior. She was formerly director of and is now special consultant to the Child Study Association of America. Author or editor of fourteen books, Mrs. Gruenberg is the mother of four grown children.*

Why is there so much talk about "the role of women" today?

Until recently, men did most of the writing and pontificating about women. They described the female of the species as more or less human insofar as she was more or less like the male. Women, too, accepted this measuring rod. In their first efforts to acquire a new status and dignity, women tried to "equal" the male; they tried to be like men in as many ways as possible. "The lost sex" and "the second sex" are phrases invented by women in protest against what they felt was society's unfairness to them.

The roles of men and women are no longer so distinct. Wives contribute to family income. Husbands help with child care and household tasks; male and female go to school together, work side by side and share the rearing of children.

Today, women are trying to understand—and to make men understand—that it is possible to be different without being inferior.

How this works out depends somewhat on how men and women live, and on how they were conditioned, as boys and girls, to think about themselves, about each other and about their future roles.

Are the sexes really "equal"?

Equality does not mean identity. In the name of humanity, individuality and plain good sense, women claim equal respect and dignity. The differences between men and women are not matters of "better" or "worse," "inferior" or "superior." Equal opportunities for women mean essentially the granting of equal rights, obligations and opportunities to develop individual talents and interests.

We have made great strides in giving women equal educational opportunities, but, from the moment a girl steps out of school, the use to which her training will be put is in doubt. We unhesitatingly encourage a son to develop his abilities, to become self-supporting, to support a family, to take his responsible place as a citizen. But with a daughter, should we spend savings for a big wedding or for a degree in physics? Should we train her to be a vigorous executive or to have a gentle hand with babies? We would not want her to avoid marriage and children. But we cannot blame employers for hesitating to give a young woman the same consideration they give a young man, for she may leave to get married or have a baby.



men). We know that they dominate more and more activities of the American society.

en?

We set great store by "equal opportunities." But opportunities for women are not likely to be equal until we find ways for them to continue their individual pursuits—in some field of their choice—after they have fulfilled the responsibilities of motherhood.

Are women the weaker sex?

More boys are born than girls (from three to six per cent more). Yet females outnumber males in the population, and women live longer than men. This is not simply because men are more exposed to physical hardship and accident. The death rate for males is consistently higher from the very first year of life.

Generally speaking, the female is smaller, shorter, has smaller muscles, smaller bones and is less able to sustain physical exertion. Yet, in many countries, women have traditionally done the heavy physical labor, and, in some lands, they toil at the same tasks with men. Since machines are taking over so much of the heavy work, the difference in sheer physical strength is today neither so striking nor so significant as in the days when men were the hunters, fighters, builders and tillers of the soil.

As for total energy output, women are obviously restricted by the interruptions of pregnancy and childbearing and, to a slight degree, by the discomforts of menstruation.



Fifteenth-Century Drawing, Bowdoin Museum of Fine Arts

KNOW YOURSELF: *Most women regard marriage as life's climax but they demand other satisfactions as well . . . This article continues LOOK's series on human nature.*

We cannot generalize about which sex is "weaker" or "stronger" in the ability to endure physical pain or mental anguish, because the factors that cause suffering are often subjective. In almost any measurable quality we might call a "strength" or a "weakness," men differ more from other men, and women from other women, than the sexes differ from each other.

Are women more emotional than men?

Women are not more emotional than men, but men and women express their emotions in different ways. It is hard to know what part of this is due to innate differences and how much is the result of training and convention.

American men would not think of kissing each other, but Frenchmen and men of other countries kiss in public without inhibition. In many countries, weeping is not considered effeminate; but in England and the United States, a boy learns early that it is unmanly to cry. Still even a strong man may weep on occasion. Inspector W. H. Thompson of Scotland Yard tells us in his book, *Assignment: Churchill*, that when the Prime Minister heard Franklin D. Roosevelt was dead:

He went over to a dressing table and opened a drawer. I did not look up at him, for I knew what he would do there. He kept his handkerchiefs there. "He was a great friend to us all. . . . Without him and the Americans behind him, surely we would have been smothered. . . ." Then he wept . . .

It is interesting both that Churchill wept and that Inspector Thompson turned his head away. Even under the stress of such emotion, a man's tears cannot be entirely condoned in our culture.

We place no such restriction on women. If women's tears and their expressions of affection are less restrained, it may not be because women are more capable of loving or grieving, but only because society has given women "permission" to show these feelings.

continued

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No wonder you'll see a beautiful
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brilliance of even dull hair . . . makes
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see the shining difference!
Try the 29¢ size—or get
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glorifies dry, oily or normal hair

WOMEN continued



Women wonder about
the rewards of marriage
when monotonous house-
work and child care usurp
all their time and energy.

We reject women's anger but accept men's

Anger, on the other hand, we find distasteful in a woman—though not in a man. We describe an angry woman disparagingly as "screaming like a fishwife"—that is, like another woman but one less gently bred. We flatter an angry man by saying he "roared like a lion" or "bellowed like a bull."

Women have the reputation of being more sensitive, of feeling or caring more intensely than men. This may be part of their inborn equipment for motherhood. But the qualities we call "masculine" and "feminine" are not exclusive to each sex. Individual men and women are endowed with all varieties of personality traits, regardless of the sex to which we ordinarily ascribe these traits.

Does sex play a different role for men and for women?

The Kinsey report, though criticized from many points of view, gives documentary backing to much that has been recognized for centuries. The male is more easily aroused to sexual desire than the female. The male is also aroused by fragmentary stimuli—seeing an attractive woman or a picture of one, talking about sex, particular melodies or odors or colors. The "pin-up girl" has come to represent the male's susceptibility to sexual arousal without relation to affection. Girls also collect pin-ups, of movie stars and other heroes, but here the pin-up represents hero worship, romantic fantasy—an emotional interest in a personality rather than a sexual symbol.

Men are more disposed than women to be promiscuous or un-discriminating in their choice of sex partners. The male of any species is likely to be a rover, more restless, venturesome.

Biologically, the sex desire in the male is concentrated and specific, and seeks specific gratification. Although many a woman sets out to attract and arouse a man, the evidence is clear that women still need to be courted and caressed in order to awaken their sexual desire, or to achieve complete sexual satisfaction.

For women generally, sex does not play an independent role, as it may do for men, but is part of the whole relationship with a man.

How does birth control affect women emotionally?

Birth control has played a tremendous part in the liberation of women. Probably no other factor has been so effective in giving women the feeling that they have some control over their own destiny. By removing the constant fear of unwanted pregnancies, birth

continued

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PHOTOQUIZ ANSWERS

(See page 106) 1—(a) reflecto-
scope. 2—(c) Mayan. 3—(b)
Lexington (Mass.). 4—(d) tore-
ador pants. 5—(c) Tallulah
Bankhead; pictured is Lizabeth
Scott. 6—(a) children. 7—(b)
crampons. 8—(c) *Cat on a Hot
Tin Roof*; he's Burl Ives. 9—
(d) jai alai. 10—(c) mongooses.
11—(b) sectional chaise. 12—(a)
Ben Alexander. 13—(d) Janet
Gaynor. 14—(c) croutons. 15—
(b) deck tennis. 16—(d) jack-
knife. 17—(a) cicada. 18—(c)
Daniel. 19—(b) torii. 20—(d)
a convertiplane.

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Today, most women have jobs, not careers

control has lessened the fear of sex in married women and has enabled them to achieve a better, freer sexual adjustment.

Formerly, women resigned themselves, sometimes bitterly, to their inevitable biological fate. Many took refuge in an attitude of martyrdom. Today, women can undertake motherhood and all that goes with it voluntarily, and appreciate its distinctive satisfactions. The power to plan their lives has given women more positive and more rewarding attitudes toward their husbands, their children and family responsibilities.

Is menstruation a handicap to women?

Historically, the menstrual cycle was shrouded in mystery and taboo. Girls were taught to say they were "sick" and to take special care of themselves during their menstrual periods. Women among themselves call it "the curse." But with the spread of simple biological knowledge, menstruation has come to be understood as a normal function having to do with the capacity for childbearing.

Periodically—about once in a lunar month (28 days)—the female reproductive organs release a ripened ovum or egg cell, which, if fertilized by male sperm, can grow into a new individual. In preparation for this, important chemical and physical changes occur in the woman's body. In the womb or uterus, where the new baby would grow, blood vessels and lining tissues increase and swell. When no fertilization takes place, this extra supply of blood and congested tissue sloughs off and is discharged from the body. (If the egg is fertilized, pregnancy begins and menstruation generally ceases for the duration.) The average period of menstrual discharge is from three to five days.

The hormones that bring about these body changes also influence the woman's nervous system. Many women are aware of feelings of depression before menstruation, and of a renewal of energy and spirits following its onset. Although some girls and women suffer actual pain, most healthy females experience only discomfort during menstruation, often so mild as to go unnoticed. With improved sanitation and hygiene, women are enabled to continue their normal occupations without interruption; girls swim, play athletic games and go about their regular activities.

Why are so many women not content with being wives and mothers? Why do so many want careers?

Most women who work today have jobs, not careers. They work for needed income and the satisfaction of sharing with others in the

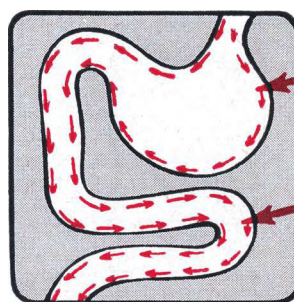
continued



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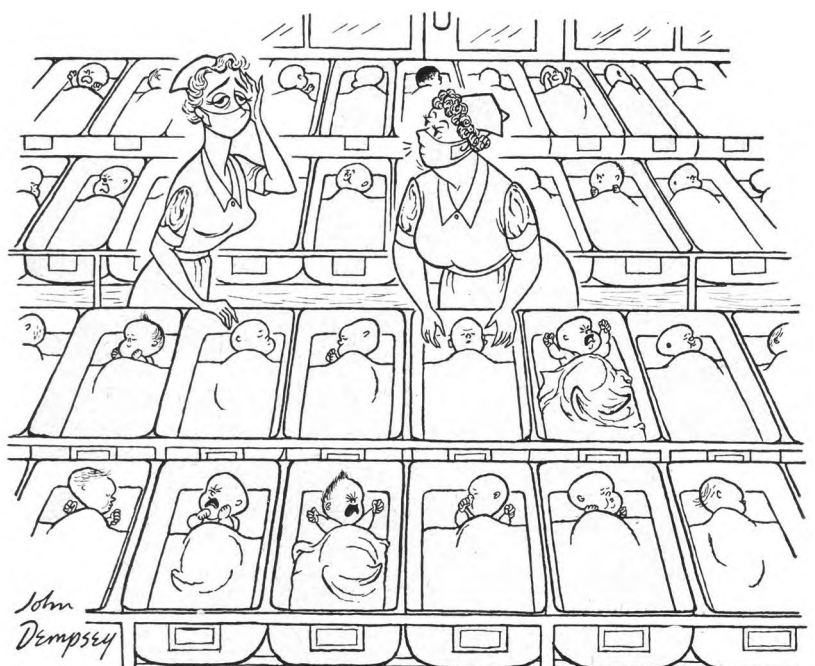
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LOOK

JOHN DEMPSEY

“What do you mean, when is the slack season?”

Woman-to-man talk: Compete with us as equals but love and cherish us as women

day's work. A few women want careers at the price of everything else, and such women have existed in every generation. Most women want first of all to be wives and mothers. As things stand today, however, many a woman has the difficult choice of a business or professional life with no family, or a short, intense period of motherhood and long, empty years stretching ahead.

The modern young woman realizes how much a little child needs his mother, and she longs for the unique satisfactions of motherhood. She would relish these years without reservation if, first, she were not so largely cut off from all the rest of living during motherhood, and, second, if she knew what was to become of her afterward. From the moment she becomes a mother, she sees all the doors that education and experience had opened to her suddenly slammed shut. Her husband kisses her good-bye in the morning and goes off to the world she once knew. He leaves her to spend the day alone with little children or with women whose interests are as confined as her own—marketing and household chores, formulas and diapers. She may enjoy the tasks of homemaking and childrearing, but she suffers a genuine loss of stimulation and companionship such as she knew before.

The woman of the past was deprived in many ways, but her tasks in the home were more challenging. She had plenty of adult companionship, and her value as the executive of a large household was never in doubt. Nor was she ever so isolated from the life of her time as is today's young housewife, alone all day in a suburban home.

We tell our girls how wonderful it is to be a mother, and they themselves dream of and plan for motherhood—then we leave them high and dry. We give lip service to the beauties of motherhood but no recognition to the mother herself, her needs or capacities as an individual, either during or after that stage in her life.

Has women's attitude toward the menopause changed?

Yes! The growing understanding of this physical transition in women's lives (change of life), and the new medical (hormone) aids to their comfort constitute great liberating factors.

Menopause is the period during which female fertility (the production of mature ova or eggs) comes to an end. Its onset varies greatly, coming to some women in the middle thirties and to others not until the fifties; it ends generally between 45 and 50 years of age. The entire menopause covers from a few to ten or more years and is marked by the gradual end of menstruation and changes in the body's hormonal balance. Some physical discomfort and some emotional effects may accompany this chemical adjustment. But with better preparation for the change and the use of modern medical methods, the emotional and even the physical difficulties attending menopause appear to be considerably lessened. For many women today, menopause is hardly even a temporary inconvenience.

That menopause does not affect women's role as a sex partner has now been well established. It is no longer looked upon as "the end of life," since childbearing is no longer considered a woman's primary claim to recognition. With our longer life expectancy, the menopause even holds out the promise of a second blooming after childbearing is done, a second era of work and achievement.

What becomes of the modern mother after her children grow up?

When life was shorter, and before the wide practice of birth control, a woman was already a grandmother when her youngest child was first off to school. In her fifties, with her children's families growing up around her, she was still needed, active and useful. Today, motherhood occupies 15 to 20 years of a lifetime that may last 70 to 80 years. In her forties, at the peak of her capacities, with years of life and health still before her, today's mother is confronted with an empty nest. If she continues to be involved in her children's lives, she is a "Mom"—not the same as a mother.

During the war, retired teachers streamed back to the schools, nurses returned to the hospitals and middle-aged women manned the war plants. In spite of hard work and war anxieties, many were happier than they had been since their children were babies. When the war was over, they became again that army of ex-mothers who stand and wait for someone to need them.

The capabilities of women in these years can be salvaged. Communities can train mothers for skilled work for which there are never enough professionals. The return of the growing numbers of professionally trained women to work after motherhood should be encouraged and facilitated. Training and refresher courses can be offered women while their children are still in school. Women themselves—and their husbands and children—need to realize the necessity for looking ahead to the years after motherhood.

A man's life proceeds in a straight line, but a woman's life progresses by stages. Women as yet have no preparation for the transition from one stage to the next. They need help in keeping alive the interests they have developed in the course of their education, experience and training.

What changes would women like to see in men's feeling?

We would like men to realize that we are not fighting them. In many fields where women's activity is fairly recent, they are still made to feel like intruders.

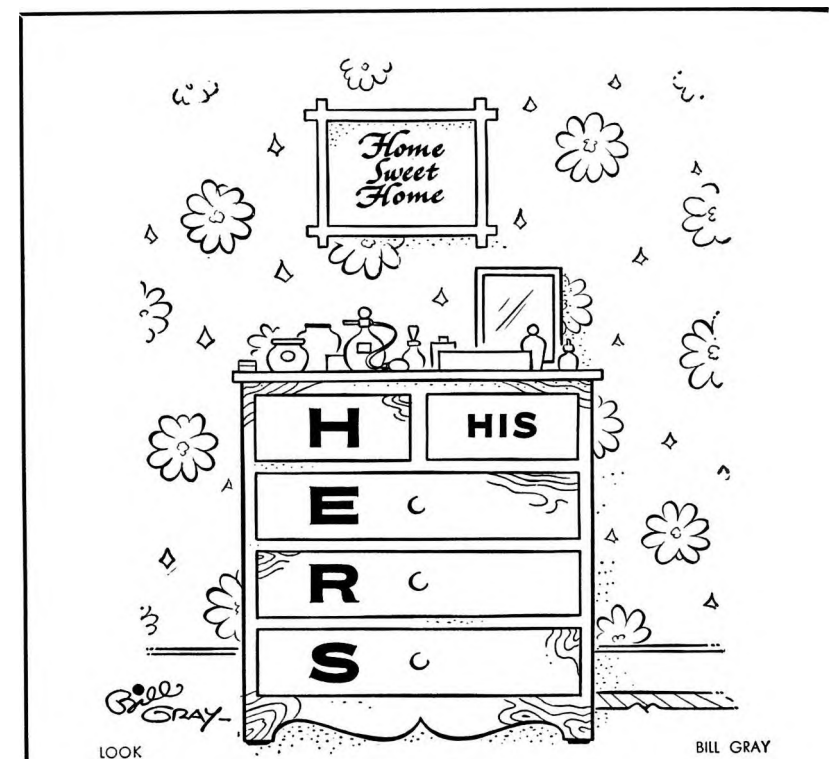
We want men to know that we don't have to compete in establishing who has the harder job. ("You've been in a nice cool sewer all day while I've been standing over a hot stove.")

In some situations, the husband must do the managing, in others the wife, but this does not mean that one manages the other. If, in certain situations, the wife earns more, a man need not feel humiliated. In a genuine partnership, each makes a contribution which is not to be measured by a paycheck.

Women would like men to stop saying (and thinking), "That's just like a woman." A woman wants to be considered a person, not an anonymous member of a group.

Women ask for no more than they are ready and able to give: a recognition that they are people, a willingness on the part of men to cherish, admire and enjoy the womanliness of women as women do the manliness of men. The real practice of equality is a fine art.

In the next issue: Do opposites attract? Can children repair a shaky marriage? What causes more trouble, money or a nagging mother-in-law? In the fifth article of LOOK's series on the nature of man, Robert M. Goldenson, noted psychologist, explores the challenges and rewards of marriage.





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