

NEWS WEEKLY • DEC. 1, 1952

10¢

Quick



A PROGRESS
REPORT:
EUROPE'S
HOPES for
UNITY

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RIDGWAY

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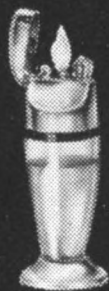


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months of fluid . . .

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Pending

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Animals	52	For Women Only....	47	Predictions	67
Art	45	Good News	22	Quick Quiz	61
Book of the Week...	58	Health	20	Religion	22
Books	59	Home Life	44	Science	50
Business and Labor..	53	Magazine News	29	Sports	62
Crime	49	Male and Female	48	Sports Thoughts....	66
Education	60	Nameplate	17	Vital Statistics	49
Entertainment	30	National News	11	What They're Saying.	18
Fashion	38	Of-the-Week Stories.	51	World News	6
Food	43	Pictures of the Week.	23		

● THE WEEK'S BIGGEST NEWS

The First Team

The President-elect moved with incisive speed. In four days last week Dwight Eisenhower met Pres. Truman and received from him three volumes of top secret briefings; selected five cabinet members and his top foreign aid chief; and set his course for Korea.

Men and Measures (QUICK *Washington report*): *Here are Ike's nominations and what they'll mean:*

State: *John Foster Dulles, 64, skilled international negotiator. Ahead: a foreign policy of vigor and audacity, going beyond "containment" (p. 3).*

Treasury: *George M. Humphrey, 62, quiet Cleveland industrialist. Ahead: orthodox financing; cooperation with Federal Reserve policy; partnership with business.*

Defense: *Charles Erwin Wilson, 64, General Motors president. Ahead: Defense production run by know-how; new pressure for service unification.*

Interior: *Gov. Douglas McKay, 59, of Oregon. Ahead:*

State approach to power, flood problems (p. 17).

Attorney General: *Herbert Brownell, 48, New York lawyer, "Ike's Jim Farley." Ahead: Emphasis on corruption cleanup.*

Mutual Security: *Harold Stassen, 45, Pennsylvania U. president. Ahead: "A long-visioned, business-minded approach."*

Behind the Names

"Ike's first selections were not made off the cuff. They correspond exactly to the line of thinking he had followed since even before his nomination. People who talked with him privately six months ago were impressed by his outspoken belief that 'any' President must make full use of the country's progressive business brains, and must have men around him willing and able to take full responsibility.

"His choice of Wilson, especially, typifies those sentiments. And his selection of Wilson as his companion on the Korean trip seems to mean that the Detroit production genius will be deputy commander-in-chief of the U. S.

"Insiders, studying the nominations, felt sure of two things: Business, big and small, would not be the whipping boy of Administration theorists; there would be a new climate between Congress, as a whole, and the Executive branch."



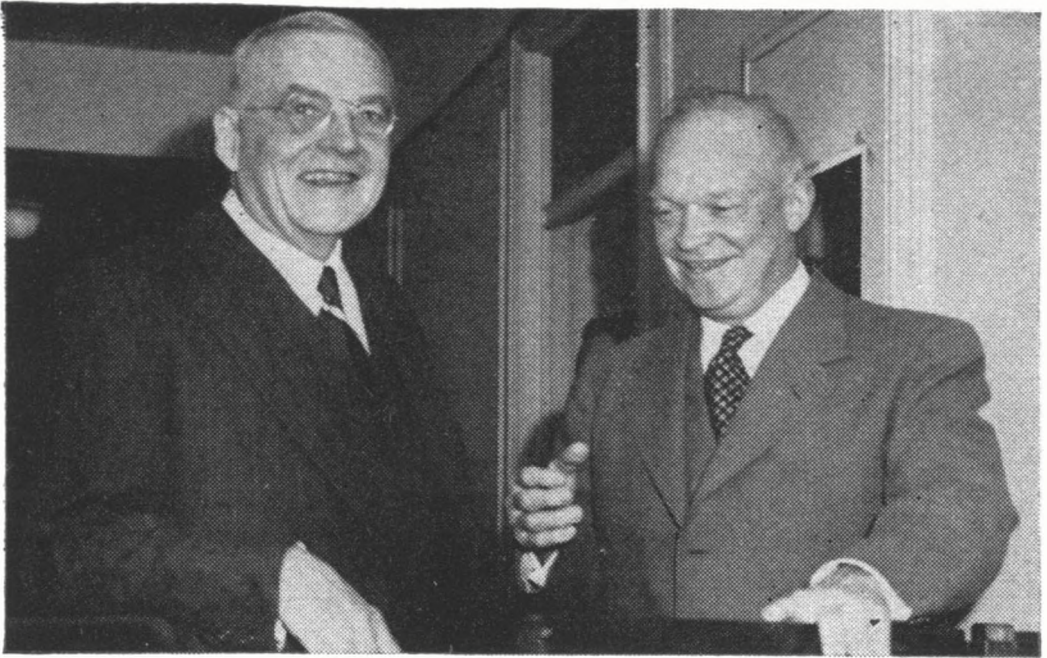
Treasury: Humphrey



MSA: Stassen



Defense: Wilson



Dulles and the President-elect after the appointment

Wide World

Struggle for the Satellites

Strong indications of a coming struggle for the soul of Russia's European satellites appeared in both camps of the cold war. Only Korea had greater strategic priority.

Outlook (QUICK Washington report): *"Russia has already launched in Prague a spectacular purge trial (p. 10) to impress her satellite fringe with the might of her grip and to discredit the courageous—and probably risky—foreign policy which it expects of Eisenhower and Dulles.*

"Dulles—with the President-elect's concurrence—has put forward as an alternative to the Truman-Acheson policy of containment a program of audacious action aimed at eventual freedom for nations in the Soviet orbit. It envisages attempts to infiltrate and undermine the satellite governments.

"Dulles has said that our system of European al-

liances should remain 'open-ended,' to give hope to the states behind the curtain.

"Dulles has advocated creating 'political task forces' to develop a freedom program for satellites, using patriotic leaders of these countries, with standing both inside and outside their borders, to implement the freedom plans. He would also take measures to stimulate the escape of satellite leaders who might help develop the program from free territory.

"The Voice of America would be coordinated with this freedom program as a propaganda agency."

Britain, France Fear Dulles' Plan

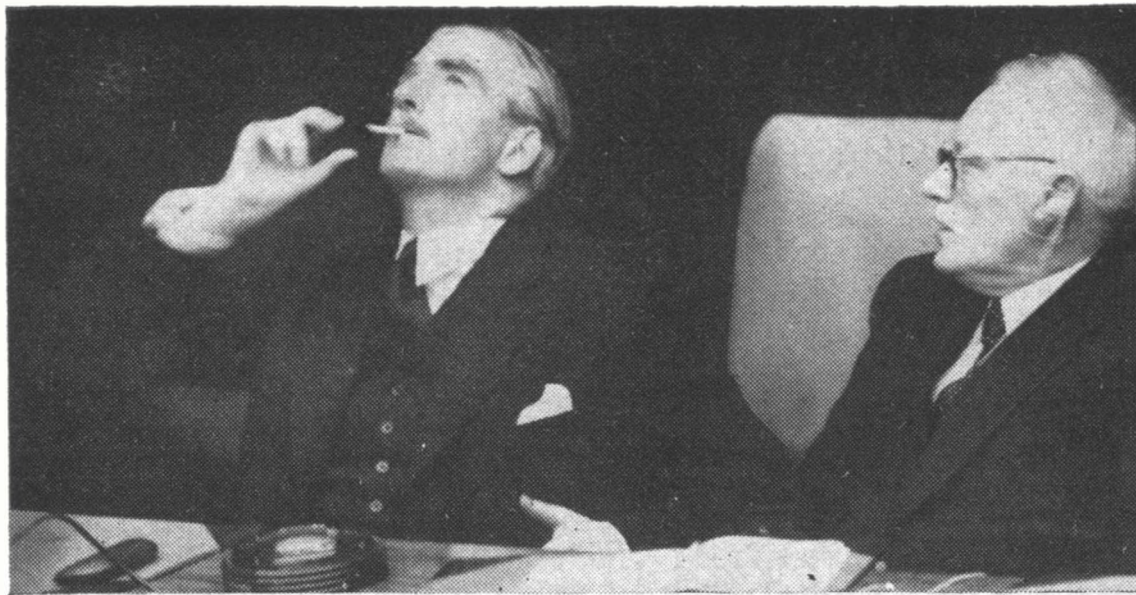
Doubts Abroad (QUICK London report): Dulles' plan has been known nervously in Europe as 'the rollback.' Britain and France, especially, are apprehensive over its provocative nature, and the probability of unpleasant Red reprisals.

"The British, especially, are willing to settle for the cold war status quo—bad as it is—in preference to new American policies which they think would be infinitely worse. They also are still smarting over what they consider a Dulles doublecross on the Japanese peace treaty. They bought this on the understanding that Japan was free to recognize either Nationalists or Communists in China. Now they say they were sold down the river by Dulles' pressure on Japanese Premier Yoshida to take Chiang Kai-shek."

Indian Peace Star

India's plan for a Korean truce was stalled at the U.N. by an Anglo-American split, Soviet cynicism. But some hope lingered.

Background: The Indian plan was aimed at breaking the prisoner-of-war issue deadlock by leaving to a



Eden takes a puff as Vishinsky looks disgusted.

political parley the fate of Red PW's who, after 90 days, refused to go home. Britain's Anthony Eden supported it strongly after it had been presented by Indian delegate Krishna Menon. But the U. S. demanded "concrete" amendments to protect the prisoners. Britain clung to India's scheme, refused to support the U. S. Meanwhile, the Moscow press and radio sneered at the Indian formula as "a camouflaged American draft."

Britain's unusual degree of support for the Indian plan was evidently based on fear that the coming American Administration might be tempted to hand the Chinese an ultimatum. The British have hinted this might cause them to withdraw their troops from Korea.



Handshake: Acheson to Menon

EUROPE'S HOPES FOR UNITY

PARIS (quick Special Report)—Don't look too hard now, but a unified "Little Europe" is moving toward reality, quietly but surely. The fact has been obscured by the American election and by the continuing rearmament-money troubles of the 14 NATO countries. Here is what is happening:

On the economic plane, a six-nation coal-steel community (France, Germany, Italy, and the Benelux countries), has been set up since August in Luxemburg (nearest thing to a federal European capital), with a 78-man assembly as a parliament.

Leaders expect the transportation, agriculture, chemical, and textile industries to be integrated by 1957, a joint budget by 1959, a federal monetary union by 1960. Within a decade, this "Little Europe," grown up from the original Schuman plan, could exceed Soviet production of most items, except wheat.

On the military plane, even hard-headed Americans on Gen. Matthew Ridgway's SHAPE staff now are confident of ratification of the European Defense Community (same six nations), by its two key members—Western Germany by January, France by March. This is the next major step toward unity.



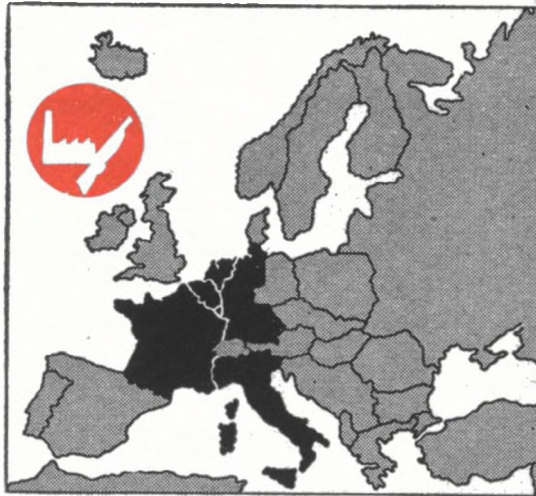
Unity Brass: Spaak (Bel.); Schuman, Monnet (Fr.)

On the political plane, another committee of the Schuman plan assembly is drafting plans for a federal political authority, including an elected parliament, to supervise both the European Army and the coal-steel pool. It's aiming at a March 15 deadline.

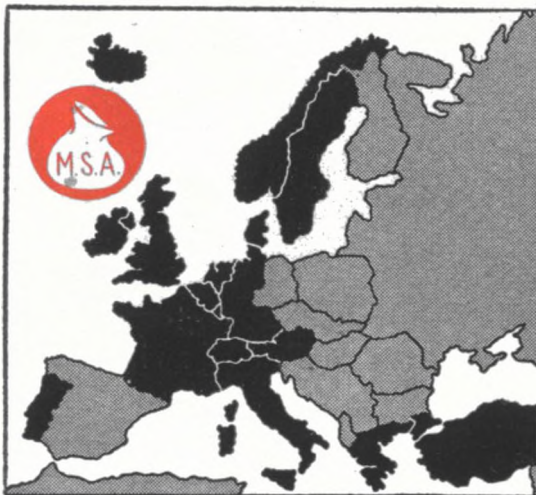
Political plusses: 1) Popular sentiment generally supports federation as a way to make Europe less dependent on American policy, as expressed through such U. S. agencies as the Mutual Security Agency (Marshall Plan successor); 2) the main concerted opposition today comes from some die-hard industrialists, old army brass, Communists and extreme right-wing politicians; 3) the present piecemeal approach is less dramatic but more effective than previous unity attempts: It doesn't alienate the British and it



Atlantic Defense



European Union



Mutual Aid



Gasperi (It.); Adenauer (Ger.)

presents member nations with accomplished facts before opposition can crystallize.

Biggest obstacle: Latent French-German hostility over the Saar question. But this probably will be put on ice and the Saar may eventually become sort of a District of Columbia for federated Europe. The French also fear German predominance in the European Army, but British and American assurances against this contingency have helped.

Europe, insiders all agree, is irrevocably on the road to federation.



The Ridgways: SHAPE's First Family

First Lady of SHAPE

Penny Ridgway, the first lady of SHAPE, celebrates her fifth wedding anniversary Dec. 13 in the new home near Paris which she and Gen. Matthew Ridgway inherited from the Eisenhowers. Since her arrival last June, Mrs. Ridgway has accompanied her husband to 11 NATO countries. "I do all the sight-seeing; the general does all the work," she says. Now she plans to learn French, may send her 3½-year-old son, Mattie, to a French kindergarten next year. The Ridgways lead a quiet social life; Penny has more time for her family now than she did in Tokyo.

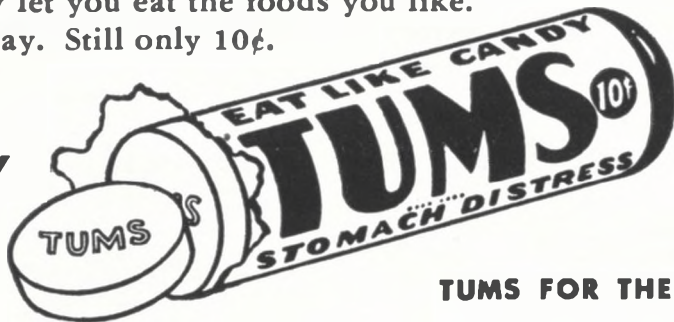


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TUMS FOR THE TUMMY



Rudolf Slansky
before the purge

Mea Culpa

The biggest, most fantastic purge trial yet to be held in a Red satellite state opened in Prague. Fourteen prominent Czech Communists, arrested in the last two years, began a series of abject confessions to everything from espionage, treason and murder, to Titoism and Zionism.

Chief defendants were Rudolf Slansky, former Secretary General of the Czech Communist party, and ex-Foreign Minister Vladimir Clementis. Unusual feature of the trial: its strong anti-Jewish overtones. Except for Clementis, all the accused are Jews, and the charges against them included conspiring with wealthy Jews and with Jewish organizations for purposes of "espionage, sabotage and terrorism." Moreover, John Foster Dulles, Eisenhower's choice for State Sec., was described in the charges as "a notorious spy" who plotted to help wealthy Jews smuggle property out of Czechoslovakia.



Winter Style: The Duke of Windsor, sets another style as he arrives in London well-bundled up in a heavy coat with a Persian lamb collar and a dark muffer. He was making one of his frequent visits to his mother, Queen Mary, who's now 85.

Scandal on the Rhine

American, French and German authorities in West Germany pried into a suspected major scandal involving several hundred million dollars worth of contracts for construction of the Rhine military post at Kaiserlautern, which will be the largest American base in the world. Two American construction engineers and a lieutenant colonel were held on a variety of charges, and 35 German contractors had been arrested. Unconfirmed reports mentioned the figure of \$80 million in "kickbacks" to both Americans and Germans for letting subcontracts. Other stories said French girls were imported by contractors as lures at parties where American military and civilian officials agreed to big contracts.

● NATIONAL NEWS

Showing Strain

North-South strains over Democratic party leadership appeared as Pres. Truman (*r.*) scheduled a meeting with Adlai Stevenson on plans for party reorganization. Truman said he regards Stevenson as the party leader. Sen. Burnet Maybank (D., S. C.), however, labeled Democratic Senators as "caretakers of the party."



Truman, aides take a walk.

Investigations—and After

Some 600 of 32,000 tax-exempt foundations came under investigation as a House committee started checking to find if they are fulfilling their purposes, or if they are engaging in un-American activities. Among those up for study: the Rockefeller, Ford and Carnegie Foundations. . . . Sen. John J. Williams (R., Del.), who sparked probes into the Internal Revenue Bureau, blasted the transfer of former Bureau Commissioner John B. Dunlap to a lifetime civil service post at the Bureau's Texas-Oklahoma district. The new job, which pays \$1,500 less, is not subject to changes in the political weather.



Guilty Without Trial?

A person who declines to testify whether he has ever been a Communist is believed really to have been a party member by two of every three Americans, a Southern California U. psychologist said. His poll of 531 persons yielded 61% who would have "ill will" toward anyone refusing to answer a question on Communist party membership.

Ready for Jan. 20: In Washington, Capitol architect David Lynn readies the historic mahogany table which is expected to be used by Pres.-elect Eisenhower when he takes his inaugural oath. It has held the bible for every Chief Executive since Lincoln.

N. Y. C. Scandals: More Action Due

Further probes of underworld influence and graft in New York City politics loomed after hearings by the State Crime Commission (QUICK, Nov. 24) ended. Authorities planned to find and deport kingpin underworld leader Thomas Luchese to Italy, and to probe reported "sales" of judgeship nominations.

INSIDE WASHINGTON

From Quick's Bureau



News leaks on the H-bomb test (QUICK, Nov. 24) through servicemen who witnessed the experiments were explained by one Navy spokesman. He said he understood that the men were told they could discuss the events after the explosions took place. Apparently this policy wasn't changed, at least so far as individual servicemen were informed.

Moving day from Washington will be a major project for Sen. Kenneth McKellar (D., Tenn.), (r.), who came to Congress in 1912, and Vice-Pres. Alben Barkley (D., Ky.) who arrived in 1914. They each will require an estimated 100 large crates to ship records and mementos back home.



Sen. McKellar

Prospects are good for formation of a Dept. of Health and Education, combining social welfare problems and projects, to be headed by a woman. Likely candidate: Mrs. Oveta Culp Hobby, Houston, Tex., publisher who commanded the wartime WAC.

Studies over the past 10 years have indicated that tooth decay among children could be reduced up to 67% by adding chemical compounds (called fluorides) to a city's drinking water when the water's natural supply of fluorides is low. The American Medical Assn., the American Dental Assn. and the U. S. Public Health Service have recommended fluoridation and more than 200 U. S. communities have adopted it. Nevertheless, fierce debates over fluoridation have raged in a number of cities. Below are reports from QUICK correspondents in cities where the fights have been hottest.

ST. LOUIS—City Water Commissioner Thomas Skinker has plumped for a delay in fluoridation until “the effect on certain industries and on people in general is more definitely established.” Recently, Skinker had printed on the backs of water bills a statement by a Congressional committee urging a “conservative attitude” on fluoridation, was promptly rapped for his “colossal nerve” by the *St. Louis Post-Dispatch*.

Brewers have been the main foe of fluoridation. Fluoridated water, they fear, will change their beer's taste. An Anheuser-Busch spokesman admitted there's been “no actual proof that the taste of beer would be affected by fluorides,” but he added that company chemists are now testing fluoridated water on baker's yeast—another Anheuser-Busch product. “If the effects are bad,” he pointed out, “the use of fluoridated water could impair the bakery products made from yeast.”

The Chamber of Commerce, labor unions and dental and medical societies are supporting fluoridation. Says Health Commissioner Dr. Earl Smith: “All the evidence

REPORTS

[on fluoridation] is in and it's all to the good. I'm confident . . . we can put the program into effect."

MILWAUKEE—The beers that made Milwaukee famous are having their troubles, too. Fluoridation of the city's drinking water was approved by the Common Council two years ago, scheduled to start Jan. 1, 1951. But opposition from brewers has stalled action.

Explains Alderman Fred Meyers: "Fluoridation would put the Milwaukee brewing industry behind the eight ball." Brewers in other cities, he claims, would "spread the word" that Milwaukee's beer might be harmful, taste poorly. But brewmasters in Madison and Sheyboygan—after using fluoridated water over four years—report no bad effects.

Mayor Frank Zeidler forecasts that Milwaukee "will eventually have fluoridation — the only question is when."

SEATTLE—People want water from their faucets, "not medicine," says Dr. F. B. Exner, a physician. His arguments against fluoridation last March helped convince voters, who rejected it by a 2-1 margin.

Allied with him are the Christian Scientists.

They call fluoridation "mass medication," claim that forcing a Christian Scientist to take medication is much like forcing a Roman Catholic to eat meat on Fri-



With fluoridated water, fewer cavities



days. Some of them have suggested fluoridating salt, so people could take or leave the fluorides.

But Clay Walton, chairman of a pro-fluoridation group, contends that people may consume too much fluoridized salt, poison themselves, something they could not do with fluoridated water. Walton adds that 90% of the city's dentists and doctors favor fluoridation, helping prove "the unquestioned merits and safety of this method of preventing tooth decay. . . . We intend to resubmit the issue to Seattle voters in the near future."

ATLANTA—One member here of a citizens committee against fluoridation claimed recently that "if authorities continue adding drugs to drinking water, the next step may be castor oil and eventually the apothecary will be out of business."

The committee, led by veterinarian Dr. Charles Rife, has also charged: 1) Fluorides—poisonous in large amounts—accumulate in the body to a dangerous level; 2) since fluoridation only benefits children from 6 to 12, it can only aid about 1% of Atlanta's population.

But a pro-fluoridation group headed by Councilman Wayne Blanchard points out that no city using fluorides has reported any evidence of their accumulating in the body. And by aiding youngsters, it adds, succeeding generations of Atlantans will grow up with sound teeth.

Veterinarian Rife has also suggested putting fluorides into milk instead of the water which everybody must drink. But dentists contend that children in low-income families (who most need a defense against tooth decay) don't drink as much milk as they do water.

Fluoridation of drinking water is backed by most Atlanta doctors and dentists, but the strong stand taken by Dr. Rife's group indicates that fluorides' entry into Atlanta will be delayed.

NAMEPLATE

• DOUGLAS MCKAY •

To run the nation's natural resources—forests, rivers, mines, grazing lands—Pres.-elect Eisenhower chose a man from the Northwest, where whole industries have been built on public power projects. The new Interior Sec., Oregon's Gov. Douglas McKay, has been in the middle of the public vs. private power argument since the city of Salem, Ore., bought its own water system during the depression, when he was mayor. Called "one of the fathers" of the Willamette Valley Basin Development, he has also been chief foe of the Truman-sponsored Columbia Valley Authority.

Jack of All Trades

Descended from Scottish Presbyterian pioneers — his grandfather worked for the Hudson Bay Co.—McKay has worked since he was 13 — paper carrier, wagon driver, meatcutter, farmhand, office boy, college janitor working his way through school (but he found time for track and campus politics). A Purple Heart veteran from World War I, he was in Honolulu as a civilian when Japan attacked Pearl Harbor. He volunteered again, served as a public relations major. He got his start in business, selling first Fords, then Chevrolets, and built up a top General Motors agency (Arthur Summerfield, GOP Chairman, is also an important Chevrolet dealer).

An agile 59-year-old, McKay still likes to ride in rodeos, as his wife Mabel likes to bake cakes for State Fairs. But he's no typical Westerner; he's known rather as a close man—particularly with the public dollar.



Douglas and Mabel McKay

WHAT THEY

“

Milton Berle, losing a football bet on William and Mary College: “After all, I didn’t know they were going to let Mary play.”

Mrs. Mary Ozier, on her 102nd birthday: “If you want to live as long as I have, just keep on having birthdays.”



Urey: beer fancier

Scientist **Harold Urey**, on some current studies: “This work is of no practical importance. It’s just like beer—it has no good qualities, except fun.”

British conductor **Sir John Barbirolli**, after directing an opera, to his audience: “Thank you, but may I say you’ve spoiled exquisite performances during the first and third acts by untimely applause.”

Tallulah Bankhead, asked by Mike Connolly if separate beds bring a happy marriage: “Separate beds? Separate towns!”

Reactions to Eisenhower Cabinet choices (p. 1): **Edward Wilson**, early Ike backer in Detroit, to his father, Defense Sec.-designate Charles E. Wilson: “I’m happy for you, Dad, but I didn’t expect you to ride in on my coattails so soon.”

Mrs. John Foster Dulles, wife of the State Sec.-designate, seeing “No Parking” signs placed before their New York City home: “We keep them in the basement, then when something happens to my husband, the policemen come and put them out again.”

ARE SAYING

Ed Wynn, in Leonard Lyons' column, about his old car: "It's so old, its insurance covers fire, theft and Indian raids."

Defense Sec. **Robert A. Lovett**, about government "initiallese": "The defense effort could be described as 'HFTB-PFTW.' Translated: 'Hope for the best, but prepare for the worst.'"

Dr. G. Houston Patterson, of Bluefield, W. Va., speaker at a theological school graduation, after shuffling through his Bible: "I will read from the 23rd Psalm for a very special reason. The 22nd chapter of St. Luke is unaccountably missing."

Singer **Johnnie Ray**, returning to his home town, Dallas, Ore.: "Faith is the whole key to happiness. I know, because I prayed, and then I felt just like God picked me up in his arms and said, 'Johnnie Ray, I love you,' and then He kissed me."

Actress **Betsy von Furstenburg**, to columnist Earl Wilson, about her lengthy name: "When I'm in a hurry, I drop the 'von.'"



von Furstenburg: name dropper

Liquid Bandages

A bandage that can be sprayed on wounds was announced by Air Force doctors. Called "aeroplast," it's a liquid plastic dressing, applied with an Aerosol "bomb" or spray gun. The plastic hardens into a transparent film (permitting easy inspection of the wound), later can be peeled off.

Chameleon Babies

Infants who suddenly turned pale on one side of their bodies had British doctors scratching their heads. Writing in *The Lancet*, physicians at a Newcastle-on-Tyne hospital disclosed that 21 babies in one year suddenly became pale on one side of their bodies while the other side remained pink, with the dividing line running ruler-straight down the center of their bodies. After a few minutes, the infants recovered their color; all are now in good health.



Cold Stopper: The Army's newest suit for cold weather is shown for the first time. Called the "coldbar," the foam-plastic jacket and pants are worn without underwear, contain tiny air cells that insulate the soldier, also keep him afloat in deep water. The 3,000 Korean GI's who'll soon receive the five-pound coldbars will wear cotton pants and a jacket over them to prevent ripping.

Not the Men We Used to Be

Boxers were told they're becoming extinct. Comparing the skulls of modern man and the Neanderthal man, a Loyola U. scientist pointed out that evolution is making the human skull less massive, more prone to a knockout blow. The scientist also scouted the theory that by hitting the "buttons" on either side of his jaw, a man can be knocked out. Best blow, he said, is a shot straight on the chin.

A Doctor's Pay

Doctors who copy the "bankers' hours and long vacations" of businessmen were scolded by a Marquette U. physician. The true doctor, he added, doesn't "expect financial remuneration as his God-given right."

Helping Hands: The 1953 poster for the March of Dimes campaign against polio features Pamela and Patricia O'Neil, of Raleigh, N. C. When both were hit by polio in 1948, Pamela helped buckle her sister's braces (l.). Now that they're well, Pat, 6, returns the favor (r.), helps Pam, 5.



Begone, Satan!

Esther Halvorson, 32, arrested with her husband Luther, 31, after he whipped her, told police she "had the beating coming. I'm mean, crooked and a liar." Members of a Minneapolis religious whipping cult, the Halvorsons faced mental examinations.

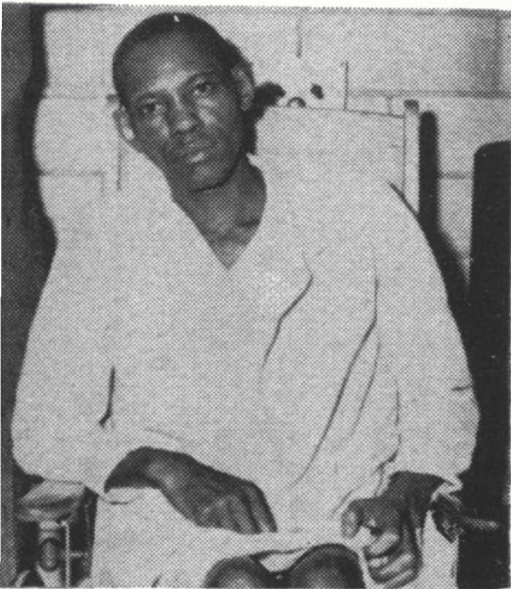
The Light Touch

Methodist Bishop Donald Tippett, briefing new bishops at a conference at Atlantic City, N. J., told them, "don't become stuffed shirts." Said Bishop Tippett: "Religious leaders with a sense of humor can accomplish more than those who take themselves too seriously."

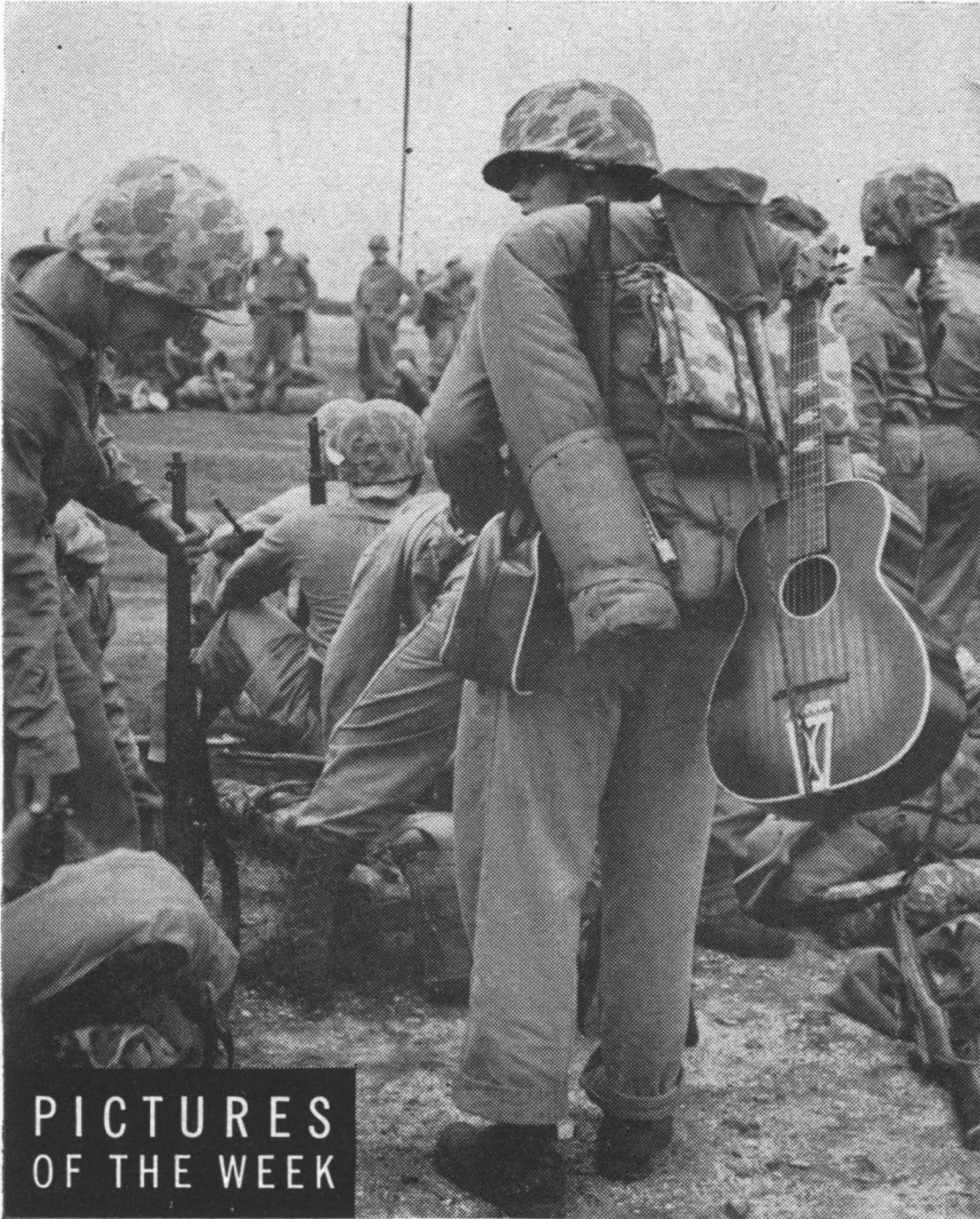
**GOOD NEWS**

Enough electric power — 1 trillion kilowatt hours — to equal the manpower of 13 billion people is due in the U. S. in 20 years, a General Electric Co. official predicted.

Friendship finally came to penniless, homeless John Long (l.). The 38-year-old convict was injured on a work detail in prison last spring, and paralyzed. When the time came for his release, the Statesville, Ill., prison warden refused to let him leave without a wheelchair (the jail had only one) or hospital accommodation. Then people across the country heard about John's trouble. Two promised wheelchairs, others sent money — small sums, but enough that the warden was sure he'd soon find a hospital for Long.

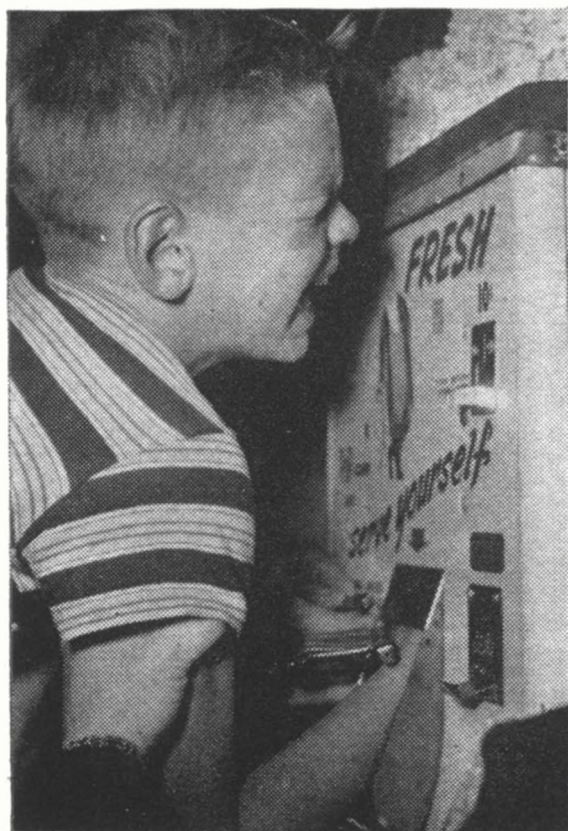


Freedom on wheels



PICTURES
OF THE WEEK

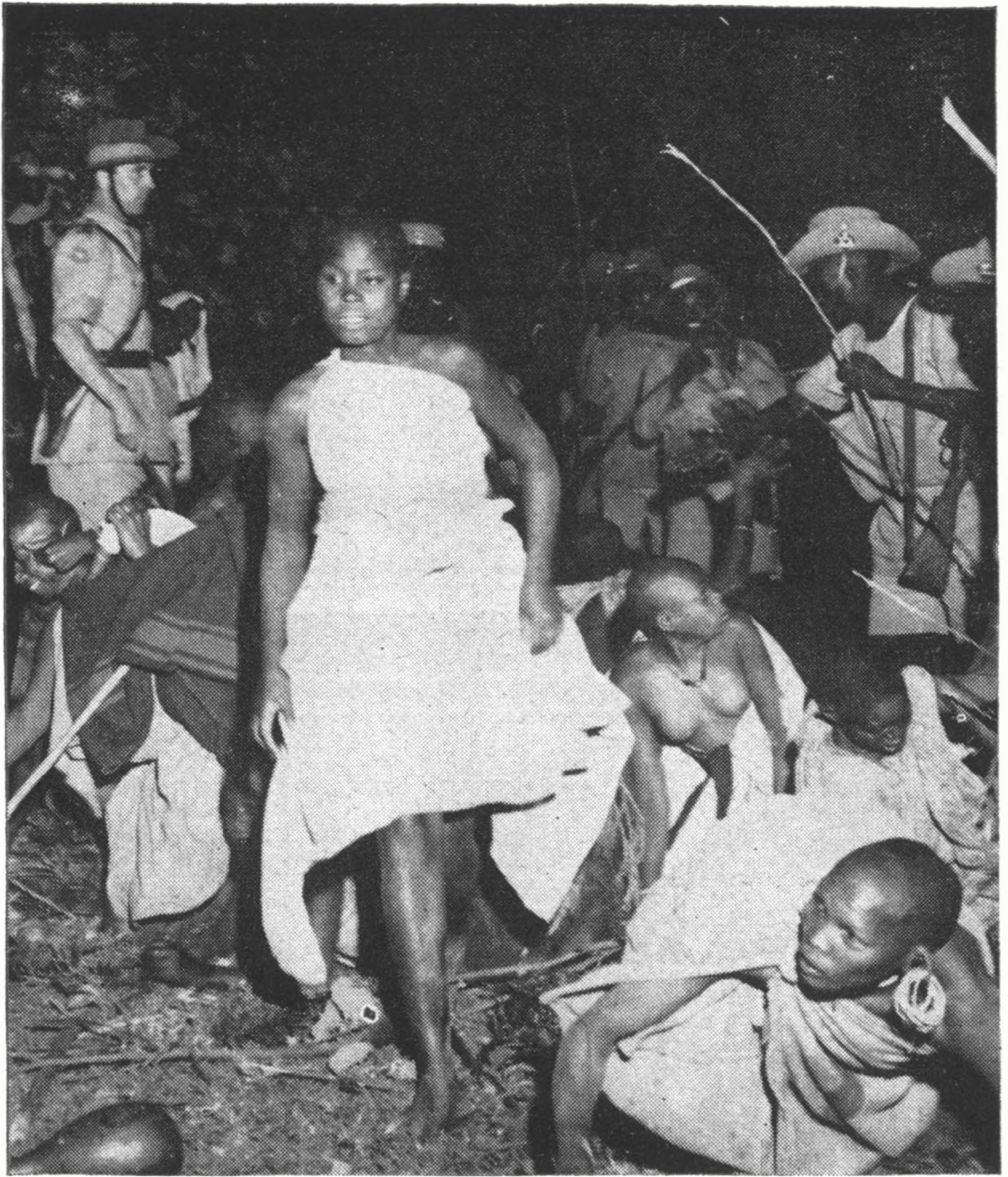
Defense Dept. (Marine) from *International*
Facing the Music: Landing at Inchon, Korea, this Marine is prepared for anything—not only is he lugging his combat gear, but he also brings along his trusty old guitar.



Wide World

Stuck!: George Leming 3rd (above, r.), a sub on the St. Alice Catholic High football team, rocks his baby brother from the bench without enthusiasm as his mother watches the action in a championship game in Philadelphia. He didn't get in the game. L.: Tears stream down the face of Tommy Homer, 12, as he tries to pull his hand from a San Francisco popcorn machine. The machine had to be dismantled to free him.

San Francisco Call-Bulletin
from International

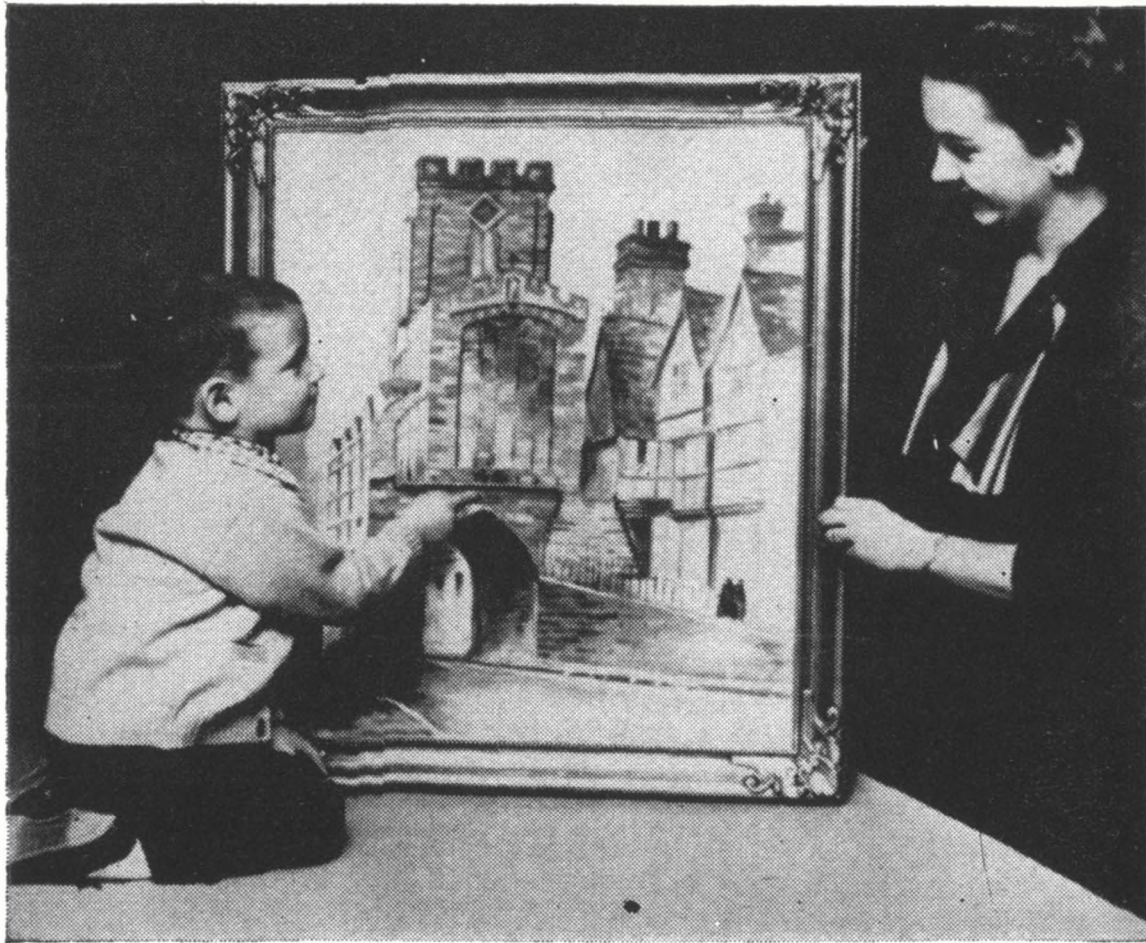


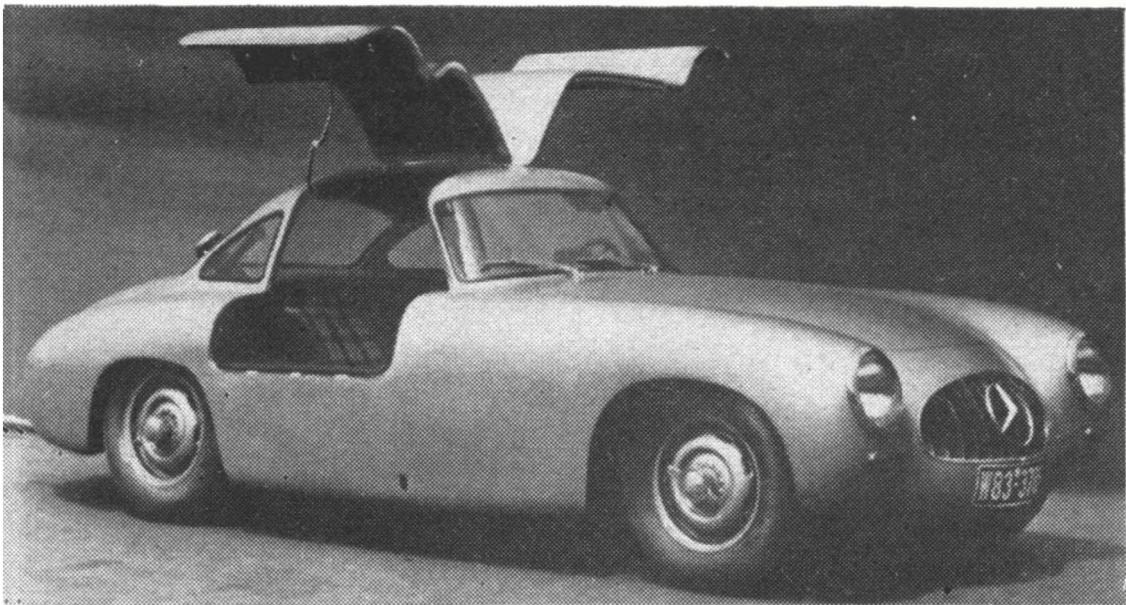
Combine

Journey's End: Kenya police, wielding tree branches, drive back 1,000 women members of the Kikuyu tribe, who had advanced on a jail with sticks. Some had babies on their backs. They were thought to be planning to free 500 Kikuyu men, held on suspicion of being Mau Mau terrorists.



Inside Out: European sports car champ Hermann Lang (l.) has to remove a wheel before getting into a new Mercedes sports car. The doors open upward (opp. p.). Lang drove the sleek car in Mexico's Pan American race.





Wide World

Pretty as a Picture: Four-year-old Carl Hayes and his mother (opp. p.) view a painting by Pres.-elect Eisenhower at an all-Kansas art show in Hutchinson. The title: *St. James Gate, Warwick, England*. R.: Two Londoners admire an impression of Queen Elizabeth done by American artist Douglas Chandor. The oil was commissioned by Mrs. Eleanor Roosevelt, and will soon be sent over to the U. S.

International





Wide World

Shirley's Second: Shirley Temple, retired and now simply Mrs. Charles Black, wife of a Navy lieutenant commander, fondly hugs her second child, 7-month-old Charles, Jr., at their Bethesda, Md., home. It's his first public pose.

NEWS from the Magazines

REDBOOK: Rudolph Halley, chief counsel for the Kefauver Crime Committee, gives the No. 1 reason *Why Legalized Gambling Won't Work*: The racketeers are already in control, and "it is no more possible to drive them out of gambling, legal or otherwise, than it is to destroy a bee's taste for honey." With so many of our political machines corrupted by hoodlums, even the so-called state lottery, government owned, with all profits going to the government, stands too much chance of causing real trouble.

SCIENTIFIC AMERICAN: As a young lecturer in Europe, zoologist N. Tinbergen picked a common small fish as a subject for a course in animal behavior—and has since spent 20 years studying *The Curious Behavior of the Stickleback*. The sex life of the three-spined stickleback is a purely instinctive cycle: First the male gets aggressive, then it builds a nest and dances to attract females to lay their eggs in it, and finally it fans the water above the nest to supply the eggs with oxygen. But even a poor fish gets its drives mixed up, and the stickleback's actions in frustration (such as hostility in courtship) may throw light on human sex life.

WOMAN'S HOME COMPANION: *What Do You Do When Your Worries Get You Down?* polled a number of readers on where they would turn if one of their family showed psychological disturbances. Over half chose a psychiatrist, the next largest group named a family doctor, the third, a clergyman, and some checked all three. Many women commented that any kind of psychiatric treatment was still a fairly hush-hush subject in their social circles, and several felt that this kept people from seeking help.

Swan Songs

Pres. Harry Truman was offered \$40,000 in exchange for one hour's work after he leaves the White House on Jan. 20. A record company wants him to spend that hour seated at a piano, recording for posterity the four piano numbers he best loves to play.



Marilyn, Jane

Practical

San Quentin Prison borrowed a movie from Oregon State College's film library, got an attached card asking: "How effective was the showing of this film?" The film: *How to Dig*.

Toothsome Duo

Top cheesecake stars Marilyn Monroe and Jane Russell (l.) were co-starred in 20th Century-Fox's *Gentlemen Prefer Blondes*. Jane Russell's husband, football star Bob Waterfield, admitted he seldom sees his wife's movies, "but I'm gonna be sure to see this one," he said. "Marilyn Monroe's in it!"

Records to Radio: Mindy Carson, Columbia Records songstress who drew critics' raves on a recent nationwide tour, sings on her new CBS radio show (*Mindy Carson Show*, Tues. and Thu., 7:30 p.m. EST).



Let's Fight!

Sonja Henie denied she challenged rival skating star Barbara Ann Scott to an ice-skating duel to take place in Ottawa, Ont. Sonja reportedly had proposed that each put up \$10,000, with the winner of the duel skating away with the \$20,000 pot, explaining: "There simply is not room for two world's champions in our business, and this is as good a time as any to decide." Barbara had accepted: "Any time, any place."

Laugh While You Can

British poetess-historian Edith Sitwell was on her way to Hollywood to write a film version of her book, *Fanfare for Elizabeth*, for Columbia Pictures. Before setting out, she told London reporters that she's afraid of Hollywood wolves, is actually 81 and not the 65 she's supposed to be. Also: "I love horror. My first scene will be most appallingly morbid. Murder hovers around, and there will be an absolutely superb scene in a hospital for leprous virgins." Noted one reporter: "Columbia's agent didn't know whether to laugh or cry."

Propaganda and the Arts

In Moscow, a new ballet entitled *Under Italian Skies* depicted a small Italian port under a reign of terror

by “transoceanic gangsters” (U. S. military authorities). The Americans spend their time importing tanks and planes and shooting down peace demonstrators, until workers and students hurl the tanks into the sea. Then a Soviet ship arrives loaded with food and the people of the port burst into a song praising Stalin.

New on Broadway

Drama critics, dazzled but a bit dazed by the National Theater of Greece’s performance of *Electra* in Greek, and Jean-Louis Barrault’s *The Trial* in French, welcomed a comedy titled *The Seven Year*

Itch. The critics found the play funny, racy — and in English.

Itch is a triumph for sour-faced comic Tom Ewell, who plays a happily-married man dallying with dreams of taking a last fling with various girls. His dream girls get mixed up with live ones (including Vanessa Brown, l.) and Ewell is brought back to earth.

The Seven Year Itch looked like it might turn out to be the comedy hit of the season.



Tom Ewell and Vanessa Brown



"Clem Finch" Carney "Van Gleason" Carney "Ed Norton" Carney

SECOND BANANA

Television's top straight man, Art Carney, No. 2 comic on the Jackie Gleason Show (Sat., 8 p.m., CBS-TV; 2) continued to refuse offers to star in a show of his own. "I don't want to be a top banana," Art said, "I'm content with being the rest of the bunch." Art, a man of many faces who has backstopped almost every comic in the business, now works with Gleason in character sketches. "I play Clem Finch, the timid soul, to Gleason's Loudmouth. In 'The Honeymooners' I'm Ed Norton, the guy upstairs, a sort of Marlon Brando type. I'm also Reggie Van Gleason's father. My wife says she's going to write a book called 'My Life with One Man's Family!'"

How Laughs Are Born

Carney and Gleason dream up new ideas in bull sessions, kick them back and forth until characters start to emerge. "You keep talking and pretty soon you get something—a kind of smile or a gesture—the guy gets to be a person. Then you take it to the writers. Finally you take it in front of an audience. Boy, does that first laugh sound good!"

Art, who has substituted for Gleason several times, said being a star was "interesting—but not steady enough. I like things the way they are," he insisted. "I'm an actor. I like being cut into pieces. It makes life interesting."

CURR

Shopping L



TiSS

ET!

Baby Ruth

ANDY...rich in dextrose [food-energy]
sugar



makers of **Butterfinger, Coconut Grove, Dip candy bars, Saf-T-Pops, Fruit Drops, Mints and Gum**



MOVIE *of the Week*

THE PROMOTER

Alec Guinness, Britain's No. 1 film draw in the U. S., is back in another witty movie, released by Universal. This time, his satirical abilities are just about matched to those of his lovely co-star, Glynis Johns.

The plot of the picture follows the swift, seamy rise of a slum boy (played by Guinness) to mayor of the town.

Agile Lover

Guinness chisels and charms his way up the ladder via a set of stretchable business ethics. But his financial agility almost comes to naught when he falls in love with Glynis, a pretty, predatory dance instructress. The action: how Alec gets in and out of her clutches twice.

From start to finish, this cheerful satire on business methods comes through as one of the year's freshest film comedies.



Alec, Glynis and Petula Clark



Alec as a budding businessman

An H-Bomb Wedding?

Austria released a satirical-fantasy movie, *April, 2000*, at which time, according to the film, Austria will still be occupied by the four powers. The movie, careful not to offend any of the four powers singly, suggests: "If Truman's daughter had married Stalin's son then Austria would be free."

Top Tunes

Variety reported that the tunes most requested of disk jockeys were: 1) Jo Stafford's *You Belong to Me*; 2) Patti Page's *I Went To Your Wedding*; 3) Mills Brothers' *Glow Worm*; 4) Joni James' *Why Don't You Believe Me*; 5) Vera Lynn's *Yours*. ...But the most surprising success of the season was Columbia's *I Saw Mommy Kissing Santa Claus*, a strange item dished up by 12-year-old Jimmy Boyd (r.). It reached a 250,000 sales mark in less than two weeks.



Jimmy Boyd

Matter of Opinion

Stripper Rose La Rose denied a Columbus, Ohio, vice squad charge that her act was indecent: "People are trying to keep me from being enticing."

NEWS IN LIVING

★ RED: NEWS IN MEN'S CHRISTMAS GIFTS



Red rayon Christmas pajamas, striped and plain (by Knothe)



Washable rayon flannel with red overlaid (by Wings)



Holiday-red house slippers (by Evans)



Pure wool red socks (by Adler)



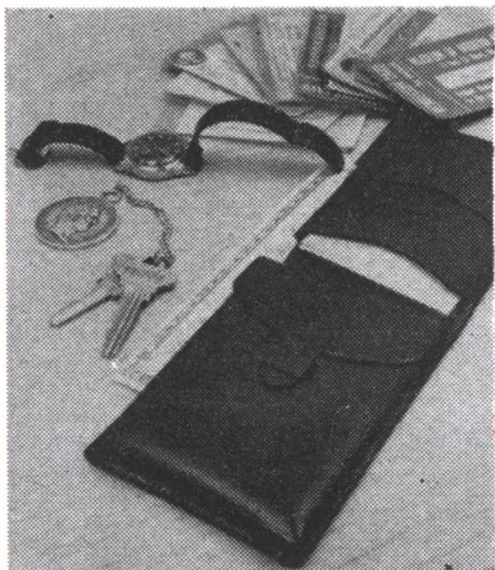
Ruby lucite lighter (Ritepoint)

MEN'S RED FASHIONS FOR CHRISTMAS (and after).

Because the conservative taste attributed to most American men has often made gifts for the male sex a problem on Christmas lists, manufacturers accommodated both giver and receiver this season by adding Christmas reds to traditional clothes and accessories. Result: From bright fireman's red to discreet wine, reds predominated in such standard men's gifts as socks, wallets, pajamas (*opp. p., above*). For more red gifts, see pp. 40, 41.

★ RED TURNS CONSERVATIVE MEN'S ITEMS INTO

Menswear departments—often the most conservative sections in U. S. stores—were made unexpectedly brilliant by the current popularity of red for men. Among the customary masculine gifts that have taken on a Christmas red (*l. to r., below*): A wallet in dark red calfskin with 10 separate “windows” for snapshots and cards was offered by Enger-Kress;



Wallet: old standby, new color

Christmas corduroy—
red and washable shirts



CHRISTMAS GIFTS FOR 1952's HOLIDAY SEASON

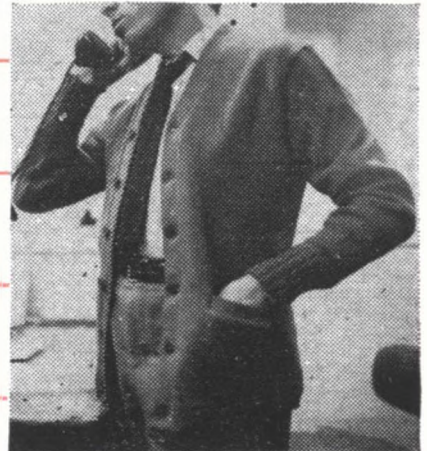
Cluett, Peabody's red corduroy shirt was certain to be borrowed (in small men's sizes) by females in families; red checked gingham shirts were designed by Reliance for "little men"; Pedwin's moccasins with a reddish cast made a holiday foot-note of traditional loafers; and a scarlet wool sweater (by Brentwood) gave the rugged cardigan new appeal.



Red checked gingham "Penrod" shirt



Red for loafing feet



Christmas-red cardigan



Red Christmas Nightgowns?

★ Following the trend to red for gifts, Vanity Fair introduced a bright red nightgown as a possible replacement for the “black nightie”—perennial favorite among masculine gift-buyers.

Culinary Arts for the Holidays

CHEF'S ART. Ice carving for buffets (r.) won a gold medal for Paul Laesecke, H. J. Heinz Co. chef, at a New York City Culinary Arts Display. His eight carvings of mermaids, dolphins—even octopi—used 3,000 pounds of brightly tinted ice.

EASY CHEF TOUCHES for holiday parties at home: Cocktail spreads for hors d'oeuvres that included cheeses, anchovy, caviar, were packed by Sue Ann in plastic tubes that let you create a design when spread is



Chef's winning carvings

squeezed onto canape. . . . "Cocktail Vegetables" by Cresca included dill-seasoned carrot or celery sticks.

CHEF'S KNOW-HOW for home cooks was made easy by two new cookbooks: *When the Cook's Away* (Regnery, \$2.95) offered Peggy Harvey's sophisticated food ideas that could be prepared with ease; *The Can-Opener Cookbook* by Poppy Cannon (Crowell, \$3) suggested gourmet ways to use cans as a "corps of kitchen helpers."

QUICK TIP: For golden glaze on holiday birds, baste with combined honey, frozen orange juice concentrate, Kitchen Bouquet, a half hour before they're finished.

HOME LIFE

WINTER DRIVING was made less hazardous, more attractive—even luxurious—with new products.



Jinx in a minked Minx

SNOW TIRES with white sidewalls, introduced by both Firestone and U. S. Rubber, added a dressy note to a practical winter accessory. They were said to combine greater traction with smoother driving.

MINKED MINX. The most “mink-coated” idea yet for winter drivers were seat covers, actually mink-edged. Custom-designed for Hillman - Minx cars by Brachman Bros.,

of Calif., they were introduced in New York by Jinx Falkenberg (*above*).

MORE CAR NEWS: “Dry-charged” battery (the acid is added when it’s purchased) designed to give longer, more economical service . . . hubcaps with spokes attached to give the new sportier spoke-wheel look to new or used cars with 15” or 16” wheels.

FOR WINDSHIELDS: 1) “Misto-Matic,” a gun-type windshield washer to let motorists clean the windshield from inside; 2) plastic sheets to protect the windshield from ice, snow or rain when parked; 3) a plastic spray that reduces glare by tinting the windshield.

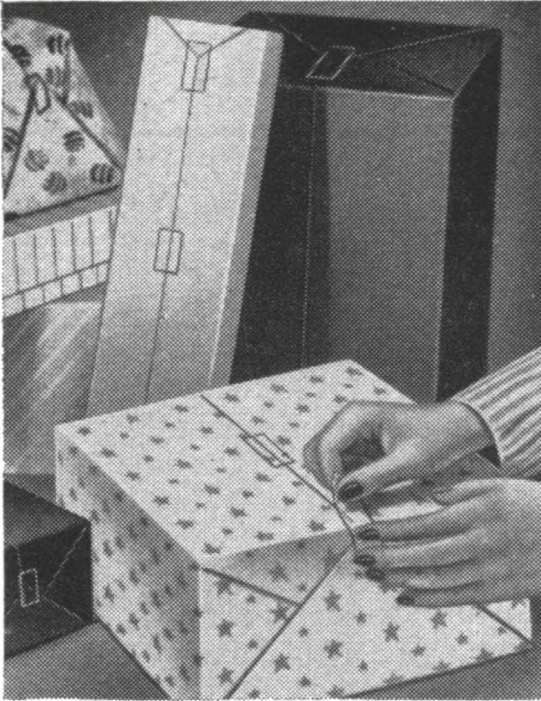
Steak House Medici

Joe Heller, who says his steak house on New York City's 52nd St. feeds some 1,000 people a day, decided his patrons were hungry for art too. Result: Every other Monday he raffles off a contemporary painting from the Little Studio for free. The idea is to encourage struggling artists, as well as to bring art to people rather than wait for people to go to art. Latest winner was novice art patron Sidney Fiddelman (*below*) who won a large oil by Lenard Kester. Radio's Dick Kollmar originated the Little Studio Galleries to help sell the work of unknown artists.



Heller, Fiddelman and Kollmar with Kester's painting

An advertisement for America's most popular tapes

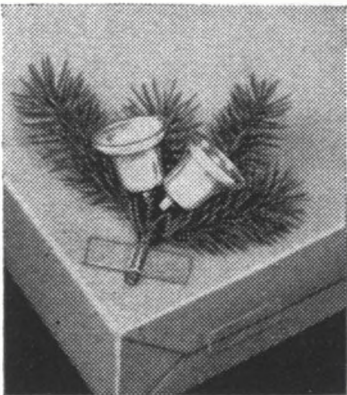


(1) Seal the wrappers on your gifts with transparent strips of "Scotch" Cellophane Tape.

(2) Decorate in a wink with colorful, easy-to-use "Scotch" Gift Wrap Tape or Gift Seals.

"1-2" tape magic produces glamorous gifts

Wrapping gifts at Christmastime is always fun, especially if you use the easy "1-2" way of adding glamour to your packages. Just a few strips of the new stick-at-a-touch tapes seal wrappers firmly, add jewel-bright touches of color.



Tiny Bells, sprigs of greenery give your presents a fresh novelty. Cellophane tape holds them tightly in place.

Holiday Helpers for all your wrapping, sealing, decorating jobs: "Scotch" Cellophane Tape, "Scotch" Gift Wrap Tape and Gift Seals. At stores everywhere.

("Scotch" is the registered trademark of Minnesota Mining & Mfg. Co., St. Paul 6, Minn.)

For Women Only

be **Quick** to: ▶ Congratulate the citizens of New Hampshire for electing 50 women to the 1953 state legislature—giving them more women lawmakers than any other state or any national government.

▶ Persuade your husband to do his own gift-buying for you, by quoting Raymond Barbas, head of Paris' *haute couture*. "Men have instinctive good taste for women's clothes and perfumes," said Barbas, "and American men should learn to rely on their own judgment . . . instead of their secretaries'."

▶ Delight a child and increase his awareness of the world around him through a series of books designed for that purpose. Called "First Books," they were created by Franklin and Helen Watts—man-and-wife publishing team—to give young readers the right slant on all sorts of subjects. Newest additions: *The First Book of Snakes* by John Hoke, *The First Book of Bees* by beekeeper Albert B. Tibbets, and *The First Book of Negroes* by poet Langston Hughes (\$1.75 each).

▶ Borrow an idea from the women's dressing room at New York City's Hotel Plaza and substitute a thin piece of plastic sponge for a soap dish. It absorbs drip and helps keep the wash basin clean.

▶ Take your whole family to see the new movie, *Hans Christian Andersen*, and discover that playwright Bob Sherwood was right when he predicted that "Children will absolutely love it and so will grown-up children who want to forget their troubles and feel like children again."



MALE AND FEMALE

Foul-Weather Husband

Elizabeth Dye won a divorce in Detroit after testifying that in the springtime her husband's thoughts lightly turned to other women: "He'd leave each spring when the weather became warm, and come sneaking back when the snow began to fly."

Last Chance, Ladies!

Noting that the U. S. marriage rate for the first nine months of 1952 was lowest since 1933, the Mutual Life Insurance Co. urged single girls to redouble their efforts to nab husbands this month—or "Leap Year will have to be written off as a total loss."

Benevolent Brazil

Brazilians who've hocked their wedding rings in the federal pawn shop were getting them back as Christmas presents from the government — provided they're not worth more than \$15.



Love Laughs at Lineage: Count Folke of Wisborg poses with nurse Kerstin Glahns after announcing their engagement in Stockholm, Sweden. In wedding a commoner, the count will be following the example of his father, the late Count Folke Bernadotte, who created a stir a generation ago by marrying the former Estelle Manville, an American girl.



 **CRIME**
Who's Guilty?

A Toledo, Ohio, judge refused flatly to sentence a 53-year-old cashier convicted of embezzling \$7,500 from the First National Bank of No. Baltimore, Ohio. George Sponsler earned \$1,000 a year when he went to work for the bank in 1920, took the money in small amounts to help his family in the next 20 years. In 1942, he was earning \$1,900, and had reached about \$5,000 when he resigned this year after 32 years' service. Said the judge: "I would sentence the bank officials . . . to read the story of Scrooge at Christmas and think of the defendant."

The Jolly Roger Flies Again

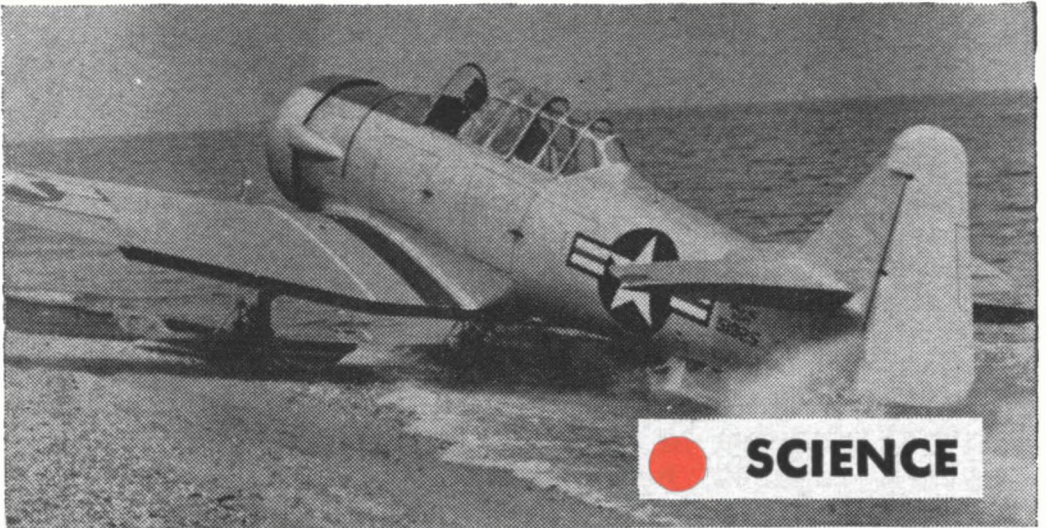
Pirates were loose on the Barbary Coast, Tangier police charged. They had Madrid police pick up an American, Sidney Paley (alias "Nylon Sid") on charges of hijacking a cargo of cigarets at sea.

 **VITAL STATISTICS**

Born: To singer Judy Garland and agent Sid Luft, a girl (their first child). . . . To singer Jo Stafford and conductor Paul Weston, a boy (their first child). . . . To singer Jane Powell and insurance executive Geary Steffen, a girl (their second child).

Married: Model Elaine Mahnken, 22, to actor Mickey Rooney, 32 (his fourth, her second). . . . Kay Summersby, 43 (Pres.-elect Eisenhower's wartime secretary), to broker Reginald Morgan, 47 (her second, his third). . . . Singer Pearl Bailey, 34, to drummer Louis Bellson, Jr., 29 (her fifth, his first).

Died: Benedetto Croce, 86, Italian philosopher and author; in Naples. . . . William Green, 82, president of the 8-million-member AFL since 1924; in Coshoc-ton, Ohio (see p. 53).



On Land and Sea: A Navy plane tests new hydro-skis. With the wheels set under the skis, a pilot can land on water, taxi onto a beach, then roll back to sea to take off again.

The H-Bomb: Still Only a Babe

The hydrogen bomb exploded at Eniwetok atoll (QUICK, Nov. 24) was only a “laboratory scale” model, pointed out N. Y. *Times* science writer William Laurence, who witnessed the first atom blast in 1945. Laurence said the Eniwetok test proved—for the first time—that an H-bomb could be exploded; but full-size bombs can’t be made, he added, until a nuclear reactor at the Savannah River Project in South Carolina is finished next year. Reason: This reactor will produce great quantities of tritium, a basic ingredient of H-bombs that is still extremely scarce.

Enslaving an Old Enemy

The volcanos of Japan may soon be put to work. Government engineers, preparing to build turbines near Mt. Kokonoe on the island of Kyushu, figure on using its volcanic steam to generate 3,000 kilowatts of electricity. By harnessing other volcanos, they eventually hope to generate over 4 billion kilowatts, about half Japan’s present production. (In Italy, engineers plan to use power from Etna, Vesuvius.)

★ LITTLE COLD WAR OF THE WEEK

Straight out of Giovannino Guareschi's *Don Camillo* stories, a feud between the Communist mayor and the priest of Neviano Arduini, Italy, had reached an impasse. It began when Mayor Alessandro Cassar proclaimed a local Red festival. Father Tullio Folezzani announced free church movies for that day. When the mayor tried to speak in the town square, the priest drowned him out by ringing the church bells. He also painted religious slogans on the church. Then Mayor Cassar struck back, taxed the church for outdoor advertising. Calling this illegal, the priest refused to pay. Now the case is in Rome for a constitutional ruling on the tax.

★ SLIGHT OVERSIGHT OF THE WEEK

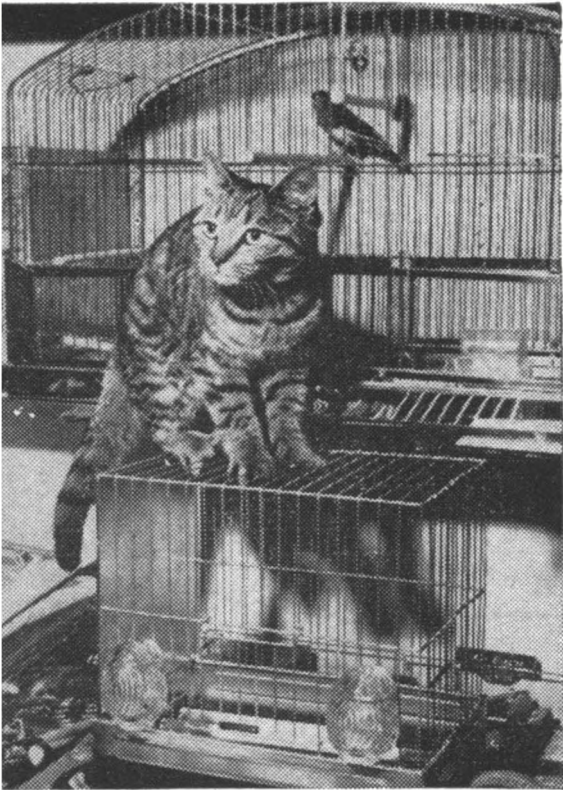
A New York City government agency added colored strips to tabulating machine cards to help increase operating efficiency. But the new system ran into repeated foul-ups. Reason: a key clerk was color blind.

→
Mrs. Crusoe of the Week: Mrs. Kazuko Higa—the “Queen Bee of Anatahan”—arrives in Tokyo “to put the Japanese people straight” about her amours. Marooned with 36 Japanese servicemen on Anatahan, a small Pacific island, during World War II, the Okinawan woman had reportedly caused the deaths of a dozen men who fought for her affections. Starting a burlesque show, Mrs. Higa denied this: “Actually only two died because of me. Only one was shot, the other stabbed to death.” Five others greeted her warmly at the boat.



International Cooperation

Three Malayan tiger cubs born in the Taronga Park Zoo, Australia, became a world-wide concern. Because their mother had failed to feed her other litters, the zoo radioed for help. Chicago's Brookfield Zoo, 10,000 air miles away, flew out powdered milk, synthetically compounded to match a tiger's, recommended rubbing for the little tigers' tummies.



The cat and the last canary

To a Cat's Taste

Whiskers, a British cat, got a medal when he retired from the animal food company where he had been employed as chief taster. Said the factory: "He had a better personality than his junior assistants. If Whiskers turned away in distaste from a new product, we had to scrap it."...In Keene, N. H., a stray cat (*l.*) got locked up in a department store—with six canaries. Next day, clerks found the birds' cage overturned, the door sprung, only one canary left.

Porpoises' Polo

A school of porpoises was in session offshore in the Gulf of Mexico when a boy playing football on the beach at Anna Maria, Fla., sent a wild kick into the water. Four or five dolphins rushed for the ball and proceeded to bounce it back and forth between them, finally made off with it.

● BUSINESS AND LABOR

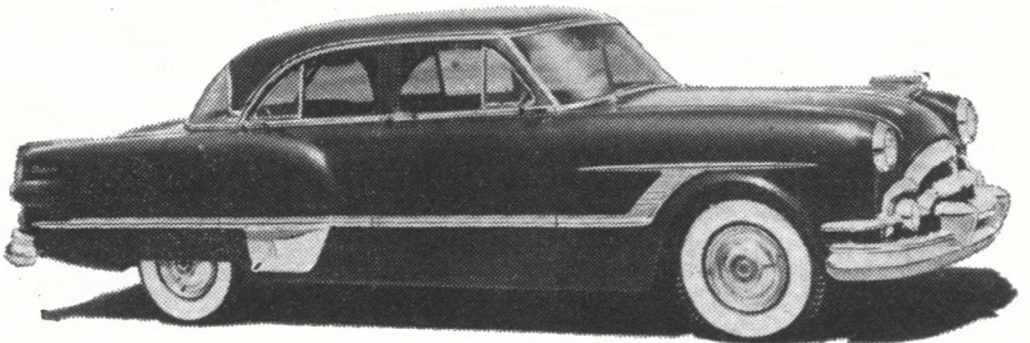
Another Vacant Chair

Both giant labor federations were without permanent leaders as death claimed AFL pres. William Green, 82, 12 days after the CIO's Phil Murray died. Green's likely successor at next September's convention: acting head George Meany, 58, who as secretary really ran the AFL as Green's strength waned. A moderate who favors limited political action, Meany was likely to plug for labor unity, considered vital by many leaders under the GOP.

Milestones

A new era in air travel loomed as a Scandinavian Airlines DC-6B flew from the U. S. to Europe over the Arctic icecap, planned regular service in the spring. Los Angeles-Copenhagen flying time: 23½ hours, four below standard. . . . Harlow (Red) Curdice, who joined General Motors as a bookkeeper in 1914, and became its \$526,000-a-year executive vice-president, took over as acting president when Charles Wilson was named Defense Sec. . . . U. S. Steel turned out its billionth ton since its birth in 1901, a Brooklyn firm its billionth frankfurter—which it will send to the Smithsonian Institution.

The 1953 Packard comes in two lines (one for luxury), has added visibility, horsepower. Below: the Patrician, \$3,735.





A Dream Comes True in Israel

In a once-barren desert between Haifa and Tel Aviv, Israel, tires began rolling out of a modern factory.

To the infant nation, so desperate for tires it has been paying up to \$150 to import ordinary \$20

ones, Alliance Tire & Rubber Co.'s plant meant huge savings in scarce foreign exchange. To two Americans, it represented a dream come true.

Together, Ben Kravitz, chairman of Cleveland's Anchor Rubber Products, and Arthur Taubman, head of Advance Stores (Roanoke, Va., auto supply chain), raised \$1.5 million among 300 U. S. businessmen, hawking the stock themselves to save the \$150,000 underwriting fee. They persuaded the labor confederation *Histadrut* (which owns all Israel's buses) to invest another \$1.5 million. "Then," says Kravitz, "our dream became a nightmare."

Problems—and Solutions

Among the headaches: no trained workers, currency exchange, no phones (nearest one: 3 miles) water scarcity, importing all machinery—even carbon paper, typewriters, paper clips—from the U. S.

But the problems worked out. Key workers were trained at the Dayton Rubber Co. (Alliance's adviser). They trained others. Now the plant turns out 300 tires a day, hopes it and another new firm (General Tire) make Israel self-sufficient in tires by 1954.

Kravitz and Taubman want no credit. "When you've got 250 workers speaking 27 languages," Kravitz said, "the real key men are the interpreters."

LADIES! STOP DARNING SOX

NYLON

ENGLISH 6x3 RIB

SPECIALLY TWISTED WITH ADDED YARNS FOR EXTRA WEAR AND COMFORT

GUARANTEED NO HOLES

For a Full Year!

...OR GET NEW SOX FREE!

Think of it! If a hole is worn in any pair of these Men's handsome Ribbed NYLON SOX within one year, YOU GET NEW ONES ABSOLUTELY FREE—and cost less than 60c a pair!

Here's why we can make this introductory bargain offer: You save money by ordering DIRECT from Joy Hosiery Co. Second, these good-looking socks are made of DuPont NYLON reinforced with added yarns for wear-defying durability.

See them! Feel Them! Examine them!

—Without obligation. Prove to yourself that this is one of the biggest values you have ever seen or return socks and you will be out nothing.

5 PAIRS ONLY
\$2.98



Anklet or Regular Length

Anklets Have Elastic Tops

Good Looking For Dress Or Every Day

Reinforced Heel and Toe

Elastic Ankle Length

Regular Length

COLORS

Assorted: 2 prs. Navy
2 prs. Brown 1 pr. Grey
All White or All Black

SIZES 10 TO 13

(In half sizes for perfect fit.)

IRON-CLAD WRITTEN DATED GUARANTEE

No strings attached! Says clearly... Each and every pair unconditionally guaranteed one full year against holes or you get new socks FREE to replace those worn out!

No Holes No Mending or Darning

5-day FREE TRIAL OFFER Try at OUR RISK

JOY HOSIERY MILLS, P.O. Box 526, St. Louis 3, Missouri

Please send me 5 pr. Guaranteed Socks for examination. I will pay postman only \$2.98, plus postal charges on delivery, with the understanding that you will refund my money in full if I return socks in 5 days. If I keep them, you guarantee to replace FREE any pairs in which I wear holes within ONE YEAR.

I am enclosing \$2.98, you pay postage. Same return privilege. Same FREE replacement Guarantee.

Assorted Colors All Black All White . . .

Size..... Anklet Regular

NAME.....

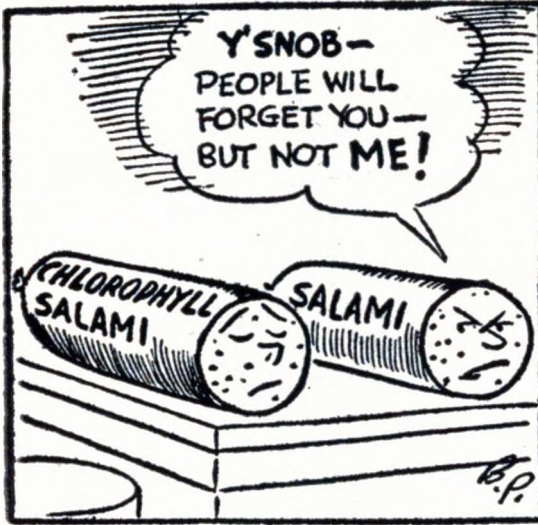
ADDRESS.....

CITY.....ZONE.....STATE.....

Making It Pay to Be Sick

Employees who get their salary when they're sick may not have to pay taxes on it. A Chicago Circuit Court ruled such payments, made to a worker for an insurance firm, were tax-free as "free insurance," though there was no formal insurance contract and no premium paid. In doubt: whether the ruling

applies to non-insurance firms with similar plans.



Pause: N. Y. World-Telegram & Sun

Deep Breath

Chlorophyll was finding greener pastures. A Chicago firm added it to garlic-flavored popcorn. And a Brooklyn company asked the Government to let it experiment with chlorophyll in salami (l.).

Self-Service

Stores braced for a holiday boom they'd rather do without—in shoplifting. Some estimated it was running 30% ahead of last year, taking up to \$1.50 in goods for every \$100 of sales, *Business Week* reported. Blamed: the growth of self-service, rising prices, the "psychology of our times." The stores found most shoplifters are "casuals" who can afford what they lift, seek fancy items (a big favorite: caviar), feel it's smart. (Case history: a Houston man caught with five T-bone steaks under his coat, four \$100 bills in his wallet.) The stores' big problem: whether to prosecute and risk loss of goodwill (most don't).

The Detroit phone company had pilfering headaches too. A month after it hiked the price of a call to a dime, use of slugs rose 500%, cost it \$13,000, as workers lifted dime-sized washers from factories.

Du Ponts: Patriots or Monopolists?

The biggest anti-trust suit in history opened before a Federal judge in Chicago as the Government sought to force 117 du Pont family members to get rid of part of their \$5 billion "industrial trinity"—E. I. du Pont (chemical and munitions maker), General Motors, and U. S. Rubber. Its case: The family has conspired to get enough stock to control GM and U. S. Rubber (co-defendants), stifled competition by forcing them to use each other's products. The du Ponts denied this, noted they had agreed to make the H-bomb for \$1, called the suit merely an attack on "bigness." The trial is due to last six months—unless incoming Atty. Gen. Brownell orders it halted (he pledged a review). The defense legal staff is so big (33 lawyers, against the Government's three) that it has taken over 100 hotel rooms to accommodate it.

HOW'S BUSINESS?

The cost of living was holding steady—but there were wide fluctuations in individual lines.

Though the "modernized" price index inched up, a slight dip in the old one brought 1¢-an-hour pay cuts to a million workers under escalator contracts, was expected to intensify United Auto Worker pressure to have escalator raises put into regular pay.

With some prices way below ceilings, more controls were due to be suspended—on all kinds of clothing, soft drinks, wholesale pork. But, with plentiful beef and pork down some 15% in a year at wholesale yet hardly at all at retail (reasons: higher overhead in stores, plenty of customers at high prices), the Government moved to lower retail ceilings.

Coal ceilings, however, went up so much to meet pay hikes that many coal men feared the industry might price itself out of the fuel market. And the season for costlier fruits and vegetables was getting near.

BOOK OF THE WEEK

‘‘THE MAGIC LANTERN’’

By ROBERT CARSON

(Holt, \$3.95)



If Charles Dickens had settled down to write a novel of Hollywood's pioneer days, the result might have been much like Robert Carson's *The Magic Lantern*. With background supplied by Mrs. Carson—a silent screen star—Carson has filled his superb 504-page story with a cellar-to-garret inventory of a movie empire and a gallery of Dickensian characters whose resemblances to movie celebrities have already set Hollywood tongues wagging.



Robert Carson

Success à la Hollywood

The novel is a tale of the rise and fall of Frank Silversmith, a fabulous producer whose gambler's daring built and wrecked a movie empire in a decade. ‘‘Scratch my back, I'll scratch yours,’’ was his byword, but he did his scratching with a knife. Son Ellis, heir-apparent to Silversmith Productions, was tutored by directors, married off at a première-like wedding to the daughter of the chief stockholder. He woke up just in time to see his father on the skids. ‘‘Make up your mind what you want, settle on a price. That's the system,’’ they agreed confidently. It cost all they had, including Frank Silversmith's life.

Scenarist Carson treats the much-satirized movie life with compassion and dignity. His most unique feat: Writing of Hollywood, he avoids sensationalism.

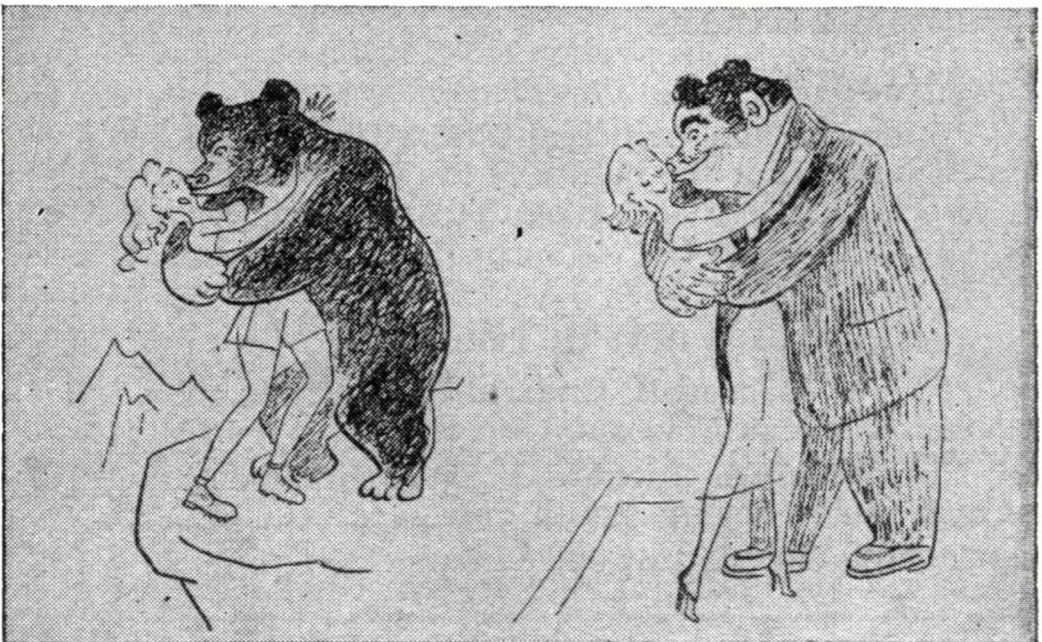
 **BOOKS**
Mass Production

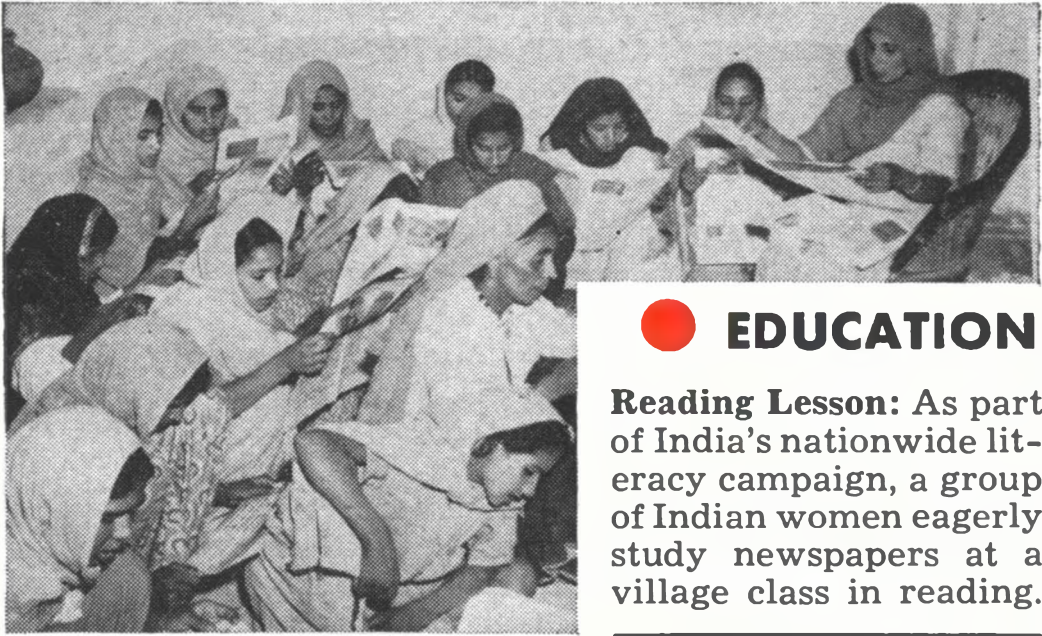
And Thy Seed After Thee, a 60,000-word historical romance about post-revolutionary Toms River, N. J. —sought a publisher. Its authors: 30 high school seniors, who wrote it as their “College Preparatory English” assignment. By-line: “C. P. English.”

New and Good—Nonfiction

Fleet Admiral King (Norton), memoirs of “the toughest man in the Navy” . . . *A Many-Splendored Thing* (Little, Brown), the frank, tragic love story of Han Suyin, pseudonym of an Eurasian woman doctor . . . *What Is Race?* (UNESCO), Diana Tead’s non-technical explanation of racial mutations.

A Surly Bear or a Burly Sir?: Eugene Fodor’s all-inclusive *Woman’s Guide to Europe* (McKay) notes that the Continent’s fauna is a change from Yosemite Park’s, and adds as a guide on behavior, that attitudes vary with latitudes.





● EDUCATION

Reading Lesson: As part of India's nationwide literacy campaign, a group of Indian women eagerly study newspapers at a village class in reading.

Wanted: A Campus Santa Claus

Unless they raise \$250 million from private sources, 1,500 U. S. colleges and universities face an increased Federal dole and loss of independence, a three-year private survey reported. Washington now provides \$500 million a year for higher education. Much more, said the report, and politics could kill freedom in liberal arts schools.

Unanimous

A Detroit school principal, Frank Church, offered a \$25 reward for the names of the vandals who twice wrecked a classroom. His pupils sent in 4,000 names.

This Week in History

Nov. 28, 1943—Roosevelt, Churchill and Stalin met for a conference at Teheran, Iran.

Nov. 29, 1929—Adm. Richard E. Byrd became the first man to fly over the South Pole.

Nov. 30, 1939—Russia invaded Finland.

Quick Quiz

Test your news knowledge about facts in this issue. If you answer a question on the

first clue, score 5; second clue, score 3; final clue, score 1.

Excellent, 25-30; Good, 18-24; Fair, 12-17; below 12, Poor.

1. a) He stated that it's impossible

to drive racketeers out of gambling. b)

He told why legalized gambling won't

work. c) He was chief counsel for the

Kefauver Crime Committee.

2. a) Christian Scientists in this city

opposed fluoridation. b) Its citizens

voted 2-1 against fluoridation. c) It's in

the state of Washington.

3. a) It's a new army suit for cold

weather. b) Made of foam-plastic, it's

worn without underwear. c) Its tiny air

cells keep the wearer insulated.

4. a) He joined General Motors as

a bookkeeper in 1914. b) His most re-

cent post: executive vice-president. c)

He was named GM's acting president.

5. a) He was described as "a notorious

spy." b) His name was mentioned dur-

ing a purge in Prague. c) He will be

Eisenhower's State Sec.

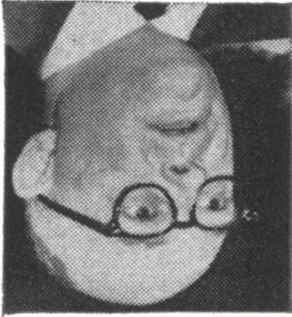
6. a) He was involved in a probe of

the Internal Revenue Bureau. b) His

transfer to a civil service post drew

criticism. c) He was the Commissioner

of the Internal Revenue Bureau.



- Answers: 1. Rudolph Halley. 2. Seattle. 3. Coldbar. 4. Harlow Curtice. 5. John Foster Dulles. 6. John Dunlap.

Quick Quiz is a daily feature of The Big Payoff, NBC-TV, Mon.-Fri., 3 p.m. EST, starring Randy Merriman and Bess Myerson.

A Sock Finish

The last full college football weekend left only two major unbeaten, untied teams: Michigan State and Southern California. Michigan State won its 24th straight, swamped Marquette, 62-13; Southern Cal. beat U.C.L.A., 14-12 (before 100,000 fans at Los Angeles), clinched a bid to the Rose Bowl game at Pasadena against the Big 10 choice. Also announced, the first major coaching casualty: Arkansas U. head coach Otis Douglas, Jr., resigned. Arkansas had lost eight, won two.

What, No Mudders?

Larry MacPhail's \$2 million racing plant at Bowie, Md., shut down after two opening races when jockeys complained the track was "full of holes." After MacPhail fixed the racing strip, heavy rains caused further cancellations, although jockeys agreed the track now was safe.

Old Scandal, New Charges

New York City's "Mr. Basketball," coach Nat Holman, faced charges of neglect of duty, suspension from the City College of N. Y. faculty. Holman and two other faculty members were accused by Board of Education officials of failing to supply information regarding the recent basketball scandal, which involved seven of the school's players. Holman had coached at CCNY 31 years.

Win—Or Else

Still smarting over their loss to the U. S. at the Helsinki Olympic Games, the Soviet Union launched a gigantic new sports program, demanded more athletes train for sports like swimming, tennis, ski jumping. Reason for the program: "to conquer new world records to the glory of the fatherland."

The 1952 Look All America Football Team

The team flies to New York for LOOK'S All America Awards on a luxurious 300-mile-an-hour TWA Constellation

It will appear in person on **The Jackie Gleason Show**. See the team on this great program over the CBS-TV Network, Saturday, Dec. 6, 8 p.m. EST

The players will receive Cyma Honor Award Watches at a gala sports banquet broadcast on CBS Radio, 10:30 p.m. EST, Fri., Dec. 5.

See the Look All America Team picked by Grantland Rice and The Football Writers Association of America in the new issue.

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Editor



IS BOXING ON THE WAY OUT?

QUICK Exclusive: *Abe J. Greene, National Commissioner of the National Boxing Assn. in this exclusive interview, diagnoses boxing, and calls for some changes.*

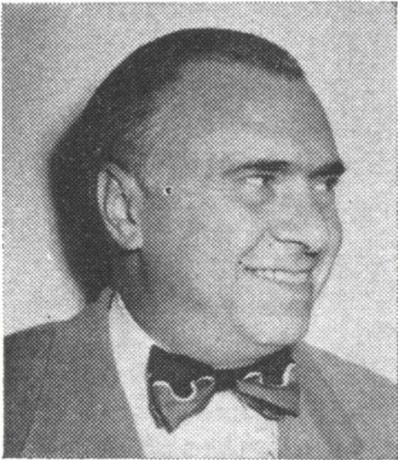
Each Wednesday and Friday, boxing is exploited as the sports extravaganza of the week on national TV hookups. On Monday night, another chain covers the eastern seaboard. Spliced in between are local shows nurtured by smaller-paying advertisers, all of them feeding the growing appetites of the hearthside, non-paying fans, while boxers fight in cavernous, empty arenas.

Once, incubating boxing clubs bloomed in all parts of the nation. Now, the dates are sporadic. Promoters have taken to the storm-cellar, fearing to buck the tested theory that you can't make folks pay for something they can get for nothing.

Football and baseball players can be developed on sandlots, in high schools, in colleges. But fighters worthy of the name must be bred in the sweat and blood of ring competition, and it costs money to operate the clubs where the novices sprout into championship material.

So where is the International Boxing Club going with its grandiose hopes of the \$10 million TV gate when its source of supply is rapidly being burned up?

Who are the principal contenders for Rocky Marciano's heavyweight crown? Two oldsters who started to fight it out for the title four years ago—Jersey Joe Walcott and Ezzard Charles. The glamorous Sugar Ray Robinson, shopworn and debilitated, is still an unchallenged middleweight champion. Next month in St. Louis, Joey Maxim, the light-heavyweight



Abe Greene



champ, will meet a fellow, Archie Moore, almost old enough to be a grandfather, and yet probably good enough to beat him. The others—a dime a dozen.

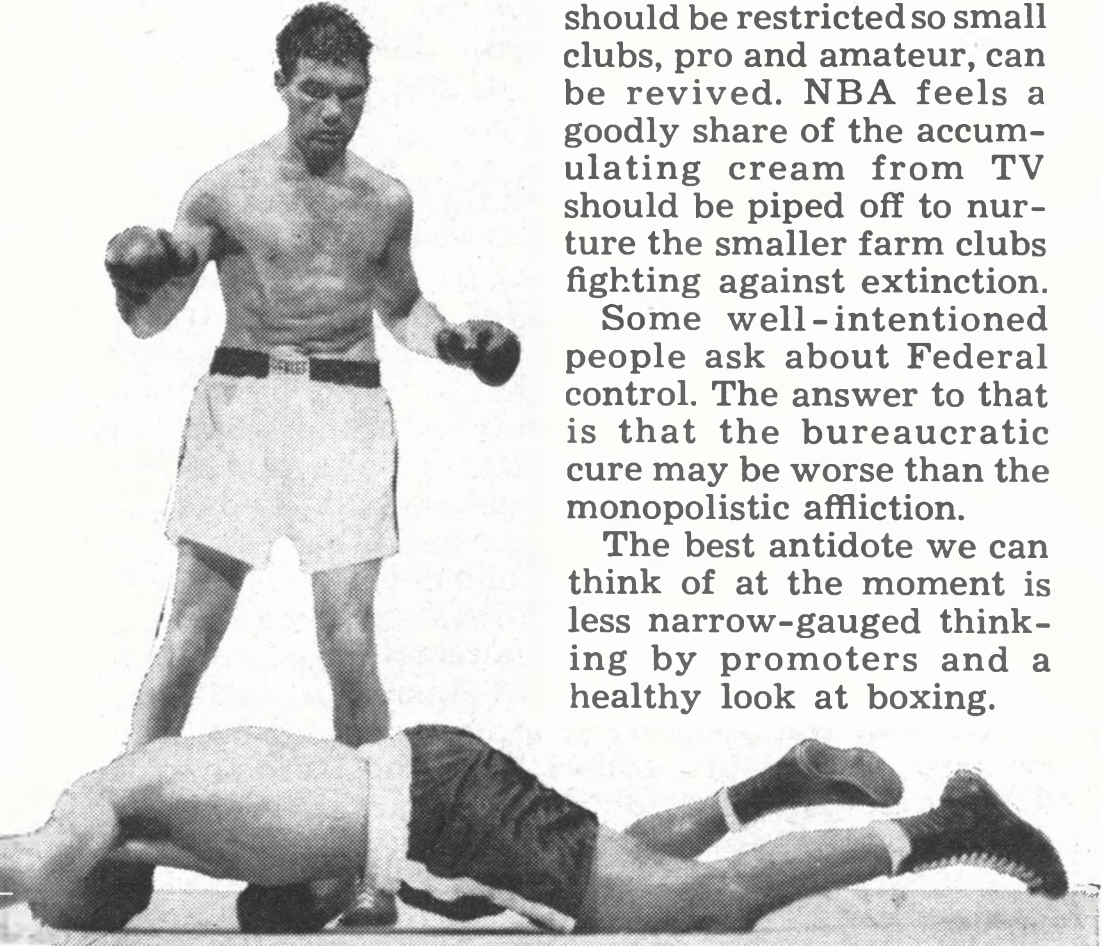
Promoters don't base matches on performance any more. A man's true rating isn't the gauge. Fill the dates for TV commitments, good or bad, that's the rule. Lurking in the background of all this is a battle for managerial control of the fighters between two managers' guilds. Goal of each is to hold the full-house hand, when the new TV contracts come up.

What's to be done? The National Boxing Assn., parent organization of most commissions, but with only a

limited portfolio, thinks TV should be restricted so small clubs, pro and amateur, can be revived. NBA feels a goodly share of the accumulating cream from TV should be piped off to nurture the smaller farm clubs fighting against extinction.

Some well-intentioned people ask about Federal control. The answer to that is that the bureaucratic cure may be worse than the monopolistic affliction.

The best antidote we can think of at the moment is less narrow-gauged thinking by promoters and a healthy look at boxing.



Fading stars: Light-heavy champ Maxim defeats Ray Robinson.

SECOND THOUGHTS ON SPORTS

By Mickey Greenman

Wrestlers suddenly find themselves faced with a major financial problem. Right now, the sport enjoys peak popularity, mainly through its acceptance as TV entertainment. Still, when an all-star parade of grunt-and-groaners, including Lenny Montana (l.), brought their show into Madison Square Garden under a TV blackout, they sold out the place. That meant a lot more revenue than a TV sponsor would pay. But, and here's what has the promoters in a sweat—will the crowds keep coming if the sport remains blacked out?



• • • • •

One of the most provocative ideas I've heard of lately was sent along by Tulane basketball coach Cliff Wells. The transplanted Indiana wizard suggests letting points decide basketball game winners, rather than the clock. Points rule in games like tennis and handball, Wells says, so why not basketball?

With time not a factor, he explains, stalling, intentional fouling, and even "point-spread" gambling, might be eliminated.

I asked former Princeton All-American, and one-time pro star Bud Palmer, what he thought. Bud, who now telecasts the pro games from the Garden over WPIX, says: "The proof of how important time is to fan interest is in the games they remember. It's always one that was settled by a basket or a touchdown in the closing minutes. After all, the biggest thrill is watching the ball that could win the game sail towards the basket as the buzzer goes off."

Quick PREDICTS

To keep America from getting pinned down in a series of Korean “incidents,” John Foster Dulles will develop his idea for a strong retaliatory air-sea-land force based in the U. S. and at a few other strategic points.

The British will urge a new concept of European defense. It would discard the goal of 98 Western divisions in favor of a tough “covering force” backed up by massive reserves of atomic and other new long-range weapons, to cut off Red forces from supplies and communications.

The new Administration won't rush into any big program of tariff cuts, despite European pleas. It's also certain now that there will be some cuts in European defense aid.

Harold Stassen will direct a drive to thin out the ranks of U. S. officials abroad as soon as he takes over MSA. Both Stassen and Dulles feel there's still far too much administrative waste.

Kashani, the Iranian religious fanatic, will try a new coup d'état, with Communist support this time, to overthrow Premier Mossadegh. The two men have clashed sharply recently.

A new drive against corruption in the Internal Revenue Bureau will be organized by Sen. John J. Williams, crusading Delaware Republican. He'll head an investigating subcommittee.

GOP control of the Joint Committee on Atomic Energy will intensify efforts to bring atomic powered aircraft into reality.

Britain will yield to Commonwealth demands for more freedom for the pound to fluctuate, and will let Empire countries spend some of the dollars they earn themselves on current purchases of capital goods.

Gov. Adlai Stevenson will face much early difficulty in reuniting his defeated party. Some Southerners will oppose him outright; others will shy away if he accepts Pres. Truman's help.

Doctors will redouble their watch on the health of Winston Churchill, now 78. He's subject to dangerous colds, but often plays tricks on the doctors to elude their vigilance.

The price of sugar will rise shortly. Import quotas are being held below demand in order to encourage domestic production.

Republicans won't make any major change in Federal farm programs, but will say they are shifting its emphasis to give farmers more control of the program and a greater voice in determining policies.

A leading Democratic Presidential contender in 1956 will be Gov. Frank Lausche of Ohio. Party leaders still are marveling that he took Ohio by 415,000 votes while Stevenson was losing it by 504,000 votes.

• QUICK

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