

This Week

M A G A Z I N E

Democrat  Chronicle

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RODEO ROYALTY: SHE'S QUEEN OF THE OREGON TRAIL. SEE PAGE 12

HOW LONG WILL YOU LIVE?

This fascinating box score will tell you. See Page 7





AUTHOR. "Remember that you stand or fall by your own work"

SECRET OF SUCCESS

by H. E. Bates

British Novelist and Short Story Writer

THIRTY years ago, as a boy of 17, I went on my last day of school to say good-by to the teacher who had already shown me, as blazingly as in a flashlight, the direction my life was to follow. I was not only very young. I was worse than ordinarily ardent, more than ordinarily determined. I wanted to be a writer.

Youth has sometimes a touching faith in the wisdom of its elders. I was no exception. I asked—really expecting, I think, some secret formula for incontestably swift success—if he had any advice to offer. The answer, in its simplicity, astonished and puzzled me. "Remember that you stand or fall." I was told, "by your own work."

At the time these words seemed, I must confess, pretty thin reward. In them I found no solution to the riddle of the lightning success I so desired. "You stand or fall..." Why yes, of course, that was very obvious. Equally obvious was the fact that I, of course, should never fall but always stand.

It took me several years and a lot of falls to grasp the profundity of the 10 words I had taken away as my disappointing school-leaving prize. I was painfully slow in my first clumsy translation of them.

"You stand or fall..." In other words, "if you long passionately to walk out alone on a tightrope don't blame any one else if you fall off with an awful bang."

That was one translation. Beyond it was another.

"If you long passionately enough to walk the tightrope it won't matter, really, how many times you fall off. Ultimately you must get across. And what gets you across will not be the cheers, the advice or the push of someone else. It will be you and only you. In short, you must stand or fall, always, every time, by what you are."

It still sounds deceptively, obviously simple. Yet after 30 years these words, more than any others I have ever heard, have become part of my make-up. They have become firmly ingrained in my philosophy. I am what I am and what I have made myself. I have taken up attitudes, risks, positions which are my own. Perhaps they were not always good ones. I have been out on the tightrope. Perhaps not always wisely. I have taken the risks—and with them the consequences. I have learned that success starts from within.

THIRTY years ago I did not foresee all this. Nor, for a long time, did I grasp something else. It is only now that I begin to grasp the fuller significance of that "stand or fall" philosophy.

Once you step out there on the tightrope, on your own, it's surprising how often you stand, and how rarely you fall.

Sidelines

WARNING. In the August 24th issue of THIS WEEK, William A. Lydgate described what is called the "universal antidote"—a simple home-made remedy for practically all cases of internal poisoning. One reader says that her husband prepared some of the mixture, put the bottle on a shelf. A few days later, she complains, the bottle exploded.

Our authority tells us that the probable fault lay in the reader's preparation of one of the ingredients—burned or charred toast, pulverized. If, he says, some uncharred bread should get into the mixture, it could form a yeasty ferment. Those who have made, or plan to make, the remedy should be certain that the toast is completely burned to an entirely black cinder. Or, better yet, buy some charcoal at the drugstore and pulverize it (if it can't be bought in powdered form).

RETORT. We've heard plenty of political invective lately, but we still prefer the reply to a Congressman who quoted Henry Clay's famous statement, "I'd rather be right than be president." Said Thomas B. Reed (1839-1902): "The gentleman need not worry. He will never be either."

COMING UP. The code against commercializing talent in college football is still widely broken. But fortunately, the top conferences have found a dramatic weapon for fighting their war on undercover professionalism. Next week, writer Al Stump, in "Football's Private Eyes," tells how one of these gridiron G-men, Vic Schmidt of the Pacific Coast Conference, operates to cure the "creeping sickness" of college athletics.

Also next week: Words To Live By from Great Britain's noted diplomat, Sir Gladwyn Jebb; a fiction whodunit, "The Furniture Talked," by Everett Rhodes Castle; "How To Become President," by Albert P. Blaustein, plus many other features. —THE EDITORS

This Week

THE SUNDAY MAGAZINE

WILLIAM I. NICHOLS, Editor

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THE CERFBOARD.....	4
HOW LONG WILL YOU LIVE?.....	7
TIGER BAIT.....	8
RODEO QUEEN.....	13
STALIN'S "HATE-AMERICA" MOVIES.....	14
THE STOLEN NUGGET.....	16
QUIZ 'EM.....	23
"THAT'S WHERE MY MONEY GOES".....	23
THE TAMING OF JEANMAIRE.....	26
FOOD FIND.....	28
LOOK WHO'S A STAR!.....	30
FASHION FIND.....	33
HOW AMERICA EATS.....	34
EVERYBODY'S ETIQUETTE.....	36

Cover by Hy Paskin

Names and descriptions of all characters in fiction stories and semi-fiction articles in this magazine are wholly imaginary. Any name which happens to be the same as that of any person, living or dead, is entirely coincidental. The title "This Week" is registered in the U. S. Patent Office.

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THE PAGE YOU NEVER READ



Bennett Cerf

ONE PAGE near the front of every book that few readers even bother to glance at contains the author's dedication, but the knowledge that his words are born almost certain to blush unseen rarely deters a writer from preserving the tradition. "To compose a dedication," noted Sir Edmund Gosse, "is without doubt one of the primitive instincts of every scribbling man."

BACK IN ELIZABETHAN DAYS, no author was silly enough to waste dedicatory tribute on anybody who wasn't prepared to give him something tangible in return. Today a dedication has about as much chance of being read as the platform of a political party in a presidential campaign. Even the man who is being honored is frequently unaware of the proceedings.

A commendable fellow once dedicated a book to me, and although my own firm, Random House, published it, I never knew of his kindness until he reproached me for not thanking him some months later.

His dedication was rather pointed, I thought. It read, "To Bennett Cerf, who, I hope, has sense enough to recognize a genius when he publishes him."

FRANKLIN P. ADAMS dedicated one volume of poems to "Bert L. Taylor: Guide, Philosopher, BUT Friend," another to "My Loving Wife, but for whose constant interruptions this book would have been finished six months earlier." Donald Henderson Clarke was kinder. His novel "Millie" was dedicated to his wife, "Glady who thought all that authors were good for was writing—until she met me."

Rosemary and Stephen Vincent Benét dedicated "A Book of Americans" to their offspring, and Inez McEwen had a similar thought for her "So This Is Ranching." The Benét dedication read, "To Stephanie, Thomas, and Rachel, our other works in collaboration." Mrs. McEwen wrote, "Dedicated to William Craig, my infant grandson, the only gent on whom I've been able to pin anything."

The late Mark Hellinger went so far as to dedicate one tome to the bargain basement of a department store—for designing "underwear that does not bind while seated before a typewriter."

FOR HIS HILARIOUS "Life in a Putty Knife Factory," H. Allen Smith noted that "ten per cent of this book is dedicated to Harold Matson" (his agent). Nor did he overlook the craftsmanship of three typographers named Sam, Terence and Gianbattista, "one of whom was a little drunk and none of whom appeared to be amused."

When he got around to writing "Lost in the Horse Latitudes," Smith

thoughtfully dedicated it to the New York Commissioner of Sanitation.

JACK BARAGWANATH wrote about his adventures as a mining engineer in a volume called "Pay Streak," had a separate dedication page printed for every one of his friends, and bound into the copy he sent them. Results were varied. Edna Ferber, for instance, was deeply flattered to know that she was the inspiration—until she discovered the identical message addressed to George S. Kaufman in *his* volume.

One famous magnate was horrified to discover himself referred to in the dedication as "the most colossal jackson in town." When he threatened to sue, Baragwanath reminded him that the resultant publicity, even if he won his case, might not be desirable.

His next thought was to buy up the entire edition. Baragwanath told him it had run to a quarter of a million copies. He found out it was all a joke just in time to avoid a stroke of apoplexy.

THE LAST STRAW. There is little doubt that people, famous and inconspicuous alike, never tire of seeing their names in print, whether on dedicatory pages of a book, in the text itself or even in the most inaccurate



The late Mark Hellinger and wife

of gossip columns. The late Sinclair Lewis confessed that whenever he received a new non-fiction book, he first looked in the index to see if his name was there.

Ben Hecht once cashed in on this universal weakness. In a secondhand bookshop, Hecht came upon several hundred copies of a technical book, marked down to a fraction of the original price. The book was over 1,000 pages long, hopelessly dull, often unintelligible and carried no index.

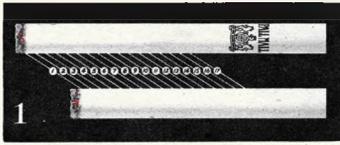
Hecht mailed copies anonymously to all his important friends, with a typed note inside that read, "I know you will be amused, although possibly offended, by the references to you in this volume." The hunt, they say, went on for weeks.

— BENNETT CERF

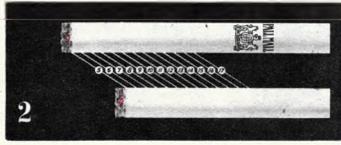
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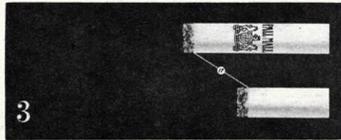
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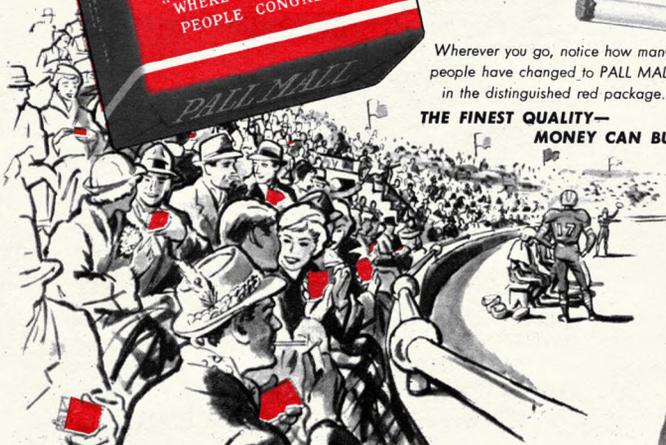
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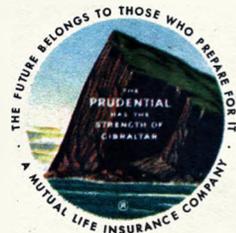


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HOW LONG WILL YOU LIVE?

This ingenious test, based on latest vital statistics, guarantees you a surprise — and it's probably a happy one

by Paul D. Green

Photograph by Jack Calderwood

Few of us are such optimists that we don't worry about how long we'll live, and even fewer are such pessimists as not to care. Therefore, the latest figures on life and death in America should give pleasure to practically everyone in the nation.

For instance, according to the annual report issued by the U.S. Public Health Service, based on 1949 vital statistics, we are in the best state of health of all time. We can expect to live longer than any of our ancestors — an average of 68 years. This means almost 66 for men and better than 71 for women.

This average is a full five years better than the record of a decade ago, 10 years better than in 1930; 13 better than in 1921; 16 better than in 1911; 21 better than in 1901, and almost twice as good as in 1880 or earlier.

It's so good, in fact, that if we continue to improve at the same rate — 100 per cent in 70 years — within a century we'll be the oldest living mammals, outlasting even the turtle.

Your own life-expectancy figure depends a great deal on the year and place you were

Continued on page 17



AVERAGE AGE in U.S. has jumped 100 per cent in 70 years. Life expectancy depends on factors you never thought of



Joan found herself looking straight into the satanic painted face of a huge tiger

Tiger Bait

HELPLESS, ALONE IN THE JUNGLE CAMP, JOAN MAYFIELD SAW

THE LUST FOR KILLING IN THE EYES OF THE HUNGRY BEAST

by PAUL ANNIXTER

Illustrated by Fred Ludekens

FICTION

IT WAS the heart of noon — that midday hiatus of the tropics that is more empty and silent even than midnight. The blanket of heat over the jungle had reached 132 degrees in the shade.

White men are careful to stay under cover at this time, and few wild things stir abroad except on very urgent business.

Pelandok, the mouse-deer, was abroad and his business was urgent. His mate had been captured by Mayfield, the American animal collector, three days before. He knew where she was, in a little bamboo cage in the clearing of the white man's camp.

For three days he had held communication with her by means of ground telegraph, a code of rapid hoofbeats on the ground which the tribe of mouse-deer developed ages ago for warning and protection, because they were the littlest, the least of all the jungle.

Pelandok, a tiny hornless deer, was perfect in every respect, though he would have tipped the scales at less than four pounds. "Flea of the Forest," he was called in upper India, where his kind was treated with an almost superstitious reverence by the natives. They considered him the bringer of good fortune — and jungle favor.

Pelandok's small black hoofs were exactly

the size of a dime and he could have stood comfortably upon the outstretched hand of a man. But his spirit was indomitable and his love for his mate was constant as the Pole Star.

He was among the most highly developed of all jungle creatures. Pelandok had grieved constantly since the loss of his mate, staying within signal call, ready to do all that a mouse-deer could to aid her.

Now he was cautiously approaching the white man's camp once more, sensing that the hot, dead hour of midday was safe time for reconnaissance. Only the sharpest eye could have picked the little figure out. Nature had made him swift and agile and almost scentless. While he lived in a world of bloodthirsty killers, his kind was able to survive and thrive, for he had to be seen to know he was there at all.

YET today there was one who had marked Pelandok's first movement as he emerged from his secret bed among the river reeds. A great Bengali tiger, drowsing in a thicket of *chinar*, opened his eyes to yellow moons of rapacity at sight of Pelandok. The tiger, a magnificent

beast still in his prime, was lame; a recent rifle wound had robbed him of his speed and resiliency. Therefore, he was not above stalking even as small and lowly a meal as a mouse-deer. The tiger rose and crouched.

But Pelandok's gift of scent was second to none in the jungle. A vagrant eddy of air gave way the tiger's presence when he was still forty yards away. Instantly Pelandok followed the mouse-deer code — he sounded a dozen rapid beats with his forehoof upon the ground — telegraph warning to all defenseless ones that Hari the hated tiger was abroad.

Hari saw his wary play was up. He shot forward like a yellow bolt. But Pelandok had bounded away, darting finally into a cranny beneath a giant tree. The next minute Hari's striped satanic mask was at the opening and with a horrible low growling he tore at the narrow crevice. Pelandok would have been doomed had not the tiger frozen at another fearsome sound. It was a great snorting and blasting that shook the floor of the jungle.

The taint of tiger had roused an old elephant bull from his midday rest. The elephant hated

tigers like all his kind. Therefore the first whiff of the striped killer brought him to his feet. He blasted once, then padded straight toward the disturbing sounds.

The tiger vanished with a rubbery bound into the thickets. Head up, trunk curled aloft and red of eye, the elephant ripped through the dense brush. He caught only a disappearing glimpse of the tiger, for his eyes were small and myopic and he was guided almost entirely by his trunk with its marvelous washed-air cooling and scenting system.

HERE and there in the thickets he rushed and wheeled, flattening bushes and small trees as his little eyes tried to penetrate the shadows for sight of the striped form he hated. But Hari had quite gone, taking his obnoxious scent with him.

The elephant's fury finally calmed and he sought the shallows to drink and cool the lees of his wrath. And at long last Pelandok emerged from hiding and sounded the all clear of his kind on the hard earth of the game trail. Hari was gone.

Of course the Great One, the elephant bull, was still near by but he was enemy to none save the killers. Pelandok continued to pick his elfin way toward the white man's camp.

Chunder Loi, or Kingly Mountain, as the

natives of the region had named the lone elephant bull, continued to stew. This was nothing unusual. He was generally out of sorts at any hour of the night or day, because he suffered in secret silence from a perennial toothache, an ache as vast as the beast himself, for it was lodged in one of his great tusks. Years before he had splintered his right tusk in battle and in time decay had set in, followed by a constant nagging pain.

This afternoon Chunder Loi was at his touchiest. For one thing, he felt something decidedly wrong with the jungle today, something threatening. Twice he had seen a man prowling close to his feeding ground, and it had made him uneasy. Then too he hated tigers and above all tigers he hated Hari the lame, who had come to haunt this remote valley of his where up to a few weeks ago he had ruled alone and undisputed.

Years before he had left the wild herds, pre-

ferring to wander alone, drifting and feeding whither he pleased through the high Kashmir hills.

Each day it seemed Hari grew bolder, and Chunder Loi grew more sullen and crotchety. Today he watched and waited for something to take out his wrath upon. But, as always, neither the tiger nor anything else would come into the open and do him battle. Finally sheer boredom and the growing pressure of the heat were too much for him. He sank down in the shade and fell into a lethargic sleep.

WHEN silence had settled over the bush the thicket stirred some twenty yards away, and a small brown man peered forth. He was a Burman of the hill tribes, lean as a monkey and attired only in a ragged head and loin cloth. As he crouched peering, his lined and wizened face was lightened with an astonishing depth of pleasure. It was not every year,

nor every decade for that matter, that one came upon an elephant bull of such size and nobility. And back in his camp a mile downstream was Mayfield, the American animal collector, for whom he worked, waiting for just such a record beast as this. What would not the white sahib pay for the capture of such a bull? Already the Burman could almost feel the treasure in his loin cloth.

True, this elephant was old, but perhaps the white man would not know that. Age would make it all the easier to capture him unharmed. And then pressing still closer the Burman became aware of something else. The great bull had once been the friend and helper of man. Plainly to be seen on his yellowed tusks were the marks of ancient bands and their blunted ends had once been balled.

The elephant remembered all things. He would answer to the old commands of the elephant cult. A great idea had entered the

head of the small brown hunter. He crept closer still and sitting in a cleared space facing the great one he began intoning words in the flowery metaphor in which mahouts sooth their monstrous charges. . .

"Good work, Migi," said Mayfield, the American hunter, late that afternoon. "Very well done."

He stood in camp gazing upon old Chunder Loi, chained by one leg to a huge teak near the river bank. Beside him also was the "Memsahib," for Mayfield had brought his wife, Joan, out with him this trip, though he did not permit her to share with him the dangers of deep-forest hunting. Migi Bulleng, his Burmese shikari, squatted on the ground before them, panting as if from a long run. He had just come in from the jungle, leading old Chunder Loi, a seemingly willing captive.

"One has tracked long and tracked far and worked long and craftily but finally succeeded, Sahib," said Migi.

"Things which will be remembered upon the reckoning of accounts," smiled Mayfield, who delighted in probing the transparent perspicacity of the old hunter.

"Truly this is a prince among elephants," murmured Migi. "An elephant worth even the whole of the reward promised."

"Agreed then," said Mayfield. "Though this elephant is no child. Very old indeed." "Although not too old," put in Migi quickly. "Still in his pride of strength."

Mayfield knew as well as Migi that Chunder Loi was almost a centenarian, a fact which might greatly diminish his value as a zoological specimen. Yet he had sojourned in India long enough to have taken on some of the philosophy of that strange land, a fatalism which granted deep reason back of all the seemingly chance happenings of life, a purpose that was part of the ultimate scheme of things. It was more than chance, therefore, that had brought old Chunder Loi out of the forests to become his captive. The reason was not apparent, but would show itself.

"Saw you anything of Hari?" Mayfield asked, lapsing into Indian speech.

"He is still close by, Sahib. There were fresh tracks by the river. He is very large, and he will take much catching, for a tiger that stalks by day has lost all fear. One wonders if he is not watching close by this very moment, for surely something unpleasant is annoying the Forest Flea."

AS THEY talked, the two mouse-deer Mayfield had snared had been moving nervously in their bamboo cages, now and then tapping signals on the ground with their tiny hoofs. And now from the jungle nearby came an answering rap in quick staccato.

"I think it is the mate of the smallest one," Joan said intently. "I've heard them signal back and forth and once when you were away I saw him come out from the jungle edge and call her. He's the loveliest little creature I've ever seen."

Slight as the sounds were, the mouse-deer signals seemed to affect the entire jungle. Chunder Loi ceased his contented rocking and his little eyes ceaselessly watched the wall of the bush near by. From time to time his trunk winnowed the air and he blasted with vague displeasure. The black eyes of the Burman noted all.

"Once more, Sahib, be warned," he said. "Do not war against Flea of the Forest with trap or gun. Best let the small ones free, lest evil befall."

Mayfield was familiar with the Indian lore concerning the mouse-deer. He knew the charmed lives the little creatures lived, revered and never harmed by the natives. Unlike most white men he did not laugh at them; rather he

Continued on page 22



Hari came up at him like a yellow streak, bashing and snarling. Chunder Loi bellowed in his agony . . .

New Crisco ends pie crust failure!



Something to crow about!
CRISCO'S COCK-A-DOODLE PIE
(Makes six to eight servings)

What filling . . . tempting chicken, broccoli, rich cheese sauce! And what pastry . . . featherlight, oh, so tender! Yes, it's sure to be perfect when you use new Crisco and this easy method.

CHICKEN FILLING:

Cook a 3 to 4 lb. chicken. Remove meat from bones and cut in large chunks. (This yields about 2 cups meat.) Cook 1 bunch broccoli* until almost tender. Melt 6 tbsps. Crisco, blend in $\frac{1}{4}$ cup flour. Add 4 cups chicken stock (or milk) and cook until thick. Add 2 tbsps. salt, $\frac{1}{2}$ tsp. pepper and $\frac{1}{2}$ cup grated cheese. Place broccoli in bottom of casserole ($1\frac{1}{2}$ qt. capacity). Add chicken and cover with gravy.

CRISCO PASTRY:

(All Measurements Level)

$1\frac{1}{2}$ cups sifted flour	$\frac{1}{2}$ cup Crisco
$\frac{1}{2}$ teaspoon salt	3 tablespoons water

Mix flour and salt in bowl. Cut Crisco into flour with 2 knives until pieces are size of peas. Blend together $\frac{1}{4}$ cup of this mixture and 3 tbsps. water. Add to remaining Crisco-flour mixture and mix with fork or fingers until dough holds together. Shape into a round flat mass. On a floured board, roll circle of dough about 12" in diam. and $\frac{1}{8}$ " thick. Cut slits for steam. Place on filling, flute edges, bake 425°F. oven for 30-40 mins. From trimmings, cut little chicks, bake separately. Place on pie (prop up with toothpick).

*Or use cooked asparagus or string beans.



"GIVE this voter a Scotch and soda"

"IF I AM ELECTED..."

Can a candidate buy you a drink?
Here are court rulings on elections

by José Schorr

ANYTHING can happen in the heat of an election campaign. Here are some puzzlers that stumped the officials and the answers given by the courts.

On The House . . . Is a candidate buying votes if he treats voters to drinks?

No, he is only honoring traditional American hospitality; people would denounce him as a cheap skate if he didn't pick up the check, declared the Pennsylvania District Court.

No Tax Relief . . . Is a candidate who promises to serve without pay until the budget is balanced fit to be elected?

No, because he is bribing the voters by promising to pay them their taxes back out of his own pocket and should be thrown off the ticket, ruled the Nebraska Supreme Court.

Made To Be Broken . . . May you sue your mayor for not keeping his campaign promises?

No, because "elected officials are not required to keep their promises," said the New York Supreme Court.

Illiterate? . . . Is a would-be voter illiterate if he is unable to spell correctly and makes mistakes in pronunciation?

No, because he is not unlike too many of us who are considered literate, declared the Kentucky Court of Appeals.

Wife Gets Her Way . . . May a married-woman candidate insist on being listed as Mrs., even though none of the men can get themselves put down as Mr.?

Yes, because Mrs. is part of a married woman's name and she is entitled to have her full name printed, ruled the Oklahoma Supreme Court.

Bed Is Home . . . If a man's house is on the county line, which county does he vote in?

He votes in the county where his bedroom is because "a man lives where he sleeps," ruled the Massachusetts Supreme Court.

No Inheritance . . . If the winning candidate dies on election day, does the loser get the job?

No, because the voters should not be stuck with a man they have turned down, said the Supreme Court of Pennsylvania.

Rambling . . . If a voter's "X" runs over into several candidates' boxes, which one gets his vote?

The candidate in whose box the lines forming the "X" intersect, ruled the Utah Supreme Court.

Yours!..Flaky, tender pastry every time!

No more worry about over-moistening . . .
over-handling . . . or over-rolling the Crisco way!

Baking champ or beginner, you'll get flaky, tender pastry every time, when you change to new Crisco and the Crisco pastry method! Think of it —no chance of using too much water! And even if you over-handle, or over-roll, you'll still get flaky, tender, digestible pie crust!

You see, there's just no other shortening like pure, all-vegetable Crisco! It's made differently. It's creamier than any other leading vegetable shortening—so creamy

it blends with a fork. And new Crisco is so wonderful that even if you re-shape or re-roll the dough once or twice, you'll still get grand pie crust!

Prove It! See for yourself how easy it is to make luscious pies with new Crisco! Bake the delicious chicken pie shown above—hear your family praise that mouth-melting Crisco crust! You'll agree—new Crisco is America's finest shortening! And you'll understand why more women cook with Crisco than with any other brand of shortening.



for cakes and pies and tasty fries



This new fall dress
takes to water
like the Navy!

- ★ Feels right, looks wonderful for fall!
- ★ Completely and utterly washable!
- ★ Even pleats pose no pressing problem!

Now "Orlon" brings you fall's new midday look in a dress to have fun in . . . look wonderful in . . . without a worry in the world! Because it is made of Du Pont "Orlon" acrylic fiber blended with wool, its pleats look fresh from the tailor's through dancing, sitting, packing—and, astonishingly, even through washing! Just suds, rinse, and hang dripping wet! "Orlon" makes this luxurious fabric dry like new.

America's leading textile mills and designers are creating exciting new fabrics and fashions of great new practicality from "Orlon" . . . the acrylic fiber made by Du Pont. Be sure to look for the "unseen extras" of "Orlon" the next time you shop.



150th Anniversary

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)
Textile Fibers Dept., Wilmington 98, Del.

Orlon KEEPS ITS FIRST-DAY LOOK

REG. U.S. PAT. OFF.



RODEO QUEEN

(See Front Cover)

AT AN age when most girls are satisfied to be doing all right in high school, 16-year-old Doneva Nell Shepard has a closet full of trophies, ribbons and prize money and her picture on the cover of **THIS WEEK**.

Photographs by Hy Peskin

Oregon's Queen at the current World Championship Rodeo at Madison Square Garden, New York, Doneva deserves her fame. She's an expert rider, cowgirl and horse trainer, a model, a musician and even a good secretary!



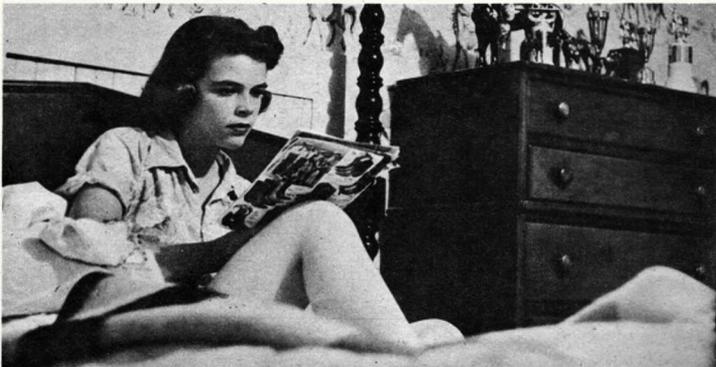
GREEN-EYED Doneva sings, yodels, plays piano and accordion



UP EARLY. She's been riding in rodeos since she was seven



TOP HAND: She's in complete charge of 124 head of cattle on her dad's ranch



BEDTIME: Doneva reads an article about her prize calf in cattlemen's magazine

NOW! New '53 UHF-VHF TELEVISION!

SYLVANIA TV

with Bigger
Better-Than-Ever **HALOLIGHT***

The Original Frame of Light That's Kinder to Your Eyes!

FOR 1953, Sylvania presents some of the greatest engineering advances ever made in television!

Now Sylvania brings you the new, improved HALOLIGHT for even greater viewing comfort . . . amazing freedom from interference or distortion . . . and the clearest, brightest pictures ever seen in television.

Compare Sylvania's great new features . . . the powerful Stratopower "508" Chassis that provides higher voltage for brighter pictures and sharper focusing . . . the world's most precise Ultrapower Tuner for superior re-

ception even in distant fringe areas . . . automatic "Triple-Lock" design for rock-steady pictures and many other exclusive advancements.

All-Channel UHF-VHF Reception

Every 1953 Sylvania set has provision for All-Channel UHF-VHF reception—either built-in or with external converter—with one knob tuning for all channels.

Visit your nearest Sylvania dealer today. You will enjoy a thrilling eye-and-ear demonstration of the finest in television today—bar none!



The KENSINGTON—Strikingly different 21" Corner Console Ensemble with HALOLIGHT. French Provincial styling in mahogany veneer, uniquely designed for space saving. Corner Cases optional. Available with built-in UHF reception . . . At left—the Kensington in maple, without Corner Cases.



SYLVANIA

TELEVISION

1953 HALOLIGHT

Bigger and Better than Ever!

This year, Sylvania's famous HALOLIGHT brings even *more* comfort and ease to television viewing. The HALOLIGHT frame is broader . . . the light is smoother, more restful . . . the picture seems larger, clearer.

**Why You Need Light
Around Your TV Picture**



In a conventional set, there is a sharp contrast between picture and darker surroundings.

HALOLIGHT surrounds the picture with a frame of soft light—no unpleasant contrast.



The ARLINGTON—21" Table Model with HALOLIGHT. Handsomely styled cabinet of hand-rubbed mahogany veneer . . . also in blonde. Available with built-in UHF reception.

**Colorful
Sylvania
Radios**



These compact Sylvania AC-DC table radios, magnificent in tone and sensitivity are beautifully designed in 5 striking Furniture-Guild colors: Primrose Yellow, Cardinal Red, Chartreuse, Bottle Green and Hickory Brown. Also in Ebony, Ivory and Mahogany colored plastic. The famous Sylvania Radio-Clock is available in the same colors.

*Sylvania Trademark

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps. Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS-TV.

Rochester Distributor: Graybar Electric Co., Inc., 186 N. Water St., Baker 7700



THIEVING AMERICAN GENERAL. In "Meeting On The Elbe," internationally exhibited Russian hate movie, a U.S. Army general inspects a German art masterpiece stolen during Occupation. He has just sold a German forest for his own profit



SADISTIC GI'S. This scene dramatizes a favorite Communist theme: American race prejudice. The Negro soldier has been beaten up by white comrades for daring to enter a white enlisted men's club and ask for a glass of beer

Smuggled pictures from Stalin's



DRUNK LIAISON OFFICER. American Army Headquarters sent him out to meet the co-conquerors of Germany. The dignified Russian delegation smelled whisky on his breath when he arrived, but then offered him a "man's drink" (vodka). This is the result, arousing the contempt of the Soviet officers. To add insult to injury, an American soldier cynically gets out his camera to snap the disgraceful scene



DISILLUSIONED GERMAN. The mayor of the German town where the film takes place had at first welcomed the Americans and spurned the Russians. But after experiencing the corrupting influence of U.S. Occupation, he changes his mind. Here he halts before U.S. general's castle headquarters and gazes grimly at the stacks of cigarettes with which Mrs. General is buying up valuable German property



SEX-MAD OFFICER. Pin-up girls plastered all over his windshield make this drunken, wild-driving American even more of a traffic hazard, according to the film. No wonder so many U.S. citizens are killed in auto accidents every year



BLACK-MARKETEERING GENERAL'S WIFE. She is as active as her husband at looting Germany. Here she is having a good laugh with a group of black-market operators. Her prominent teeth, slack jaw are a Russian caricature of American womanhood

"Hate-America" Movies ...

Movies



These film shots depicting Americans as drunkards, brutes and thieves may look ridiculous to you. But they're a terrific Soviet propaganda weapon

THE pictures on these pages, smuggled from behind the Iron Curtain, came from a movie you were never intended to see. The movie, "Meeting On The Elbe," is a new Red secret weapon, skillfully designed to prove that Americans are a nation of fools and drunkards, led by traitors and bloodthirsty tycoons. A few innocent shots from "Meeting" have been released previously, but here Americans can get a real insight into this Soviet propaganda vehicle.

Three such pictures have been made since the war. They have been shown only where and when they would do the most good. In 1951 "Secret Mission" and "Meeting On The Elbe" were widely shown in Eastern Germany, in Czechoslovakia and the Balkans — where the Reds were then applying pressure.

"Secret Mission" "proves" that American and British leaders were supporting Hitler's war against Russia. It was made in 1949, but not until last fall did the Communists decide the time was ripe to show it in Egypt. Then, when anti-foreign feelings were already at the boiling point, it was given a Cairo première.

To our eyes the grotesque lies illustrated on

these pages are childish. Actually, to the ill-informed audiences they were designed for, they are diabolically well fitted. In "Fall Of Berlin," "Secret Mission," and other hate movies, skillful make-up jobs enable audiences to "see" Roosevelt, Churchill and their famous advisors performing various villainies. (The inset of "Churchill" is from "Secret Mission.") I saw an all too convincing impersonation of Cardinal Mindszenty receive what purported to be his final pay from the Nazi intelligence chief. All future orders for espionage and sabotage are to be given, he is told, by the U.S. Secret Services.



SOVIET "Churchill"

These movies are dangerous propaganda weapons in Moscow's vicious "Hate America" campaign — a campaign which has every world capital disturbed. But some scenes could win Oscars here for comedy. The villains are deeper-dyed than Simon Legree, the Soviet heroes purer than Little Eva.

One gem, in "Meeting On The Elbe," showed a "typical" drunken GI swimming the river (in uniform, pack and combat boots) to greet his Russian comrades — while carrying a bottle in each hand! — **WILLIAM A. ULMAN**



AMERICAN EXPLOITERS OF GERMANY. While the general reads stock-market quotations from his Wall Street brokers, his wife, dressed in the court robes of a German empress, stolen from a museum, poses for her portrait. In the background is the drunken liaison officer again. He is reporting to her on the arrival of a new truckload of American cigarettes, intended for delivery to the Black Market

A dream of a cream pie!

Its special creaminess comes right in this package

GENUINE PHILADELPHIA BRAND IS MARKED WITH THAT FAMOUS NAME AND THIS RED 



Creamy Peach Pie

Drain a No. 2½ can of Cling Peach Slices reserving syrup. Save 10 slices and cut the remainder in small pieces.

Soften 1½ tsp. unflavored gelatin in ¼ c. peach syrup; dissolve over hot water. Cream together one 3-oz. package of Philadelphia Brand Cream Cheese and ¼ c. of sugar. Add gelatin mixture.

With chilled rotary beater or electric beater at high speed, whip until fluffy ¾ c. (6 oz. can) well chilled evaporated milk. Add 2 tbsps. lemon juice and whip stiff. Add cheese mixture gradually; blend well. Fold in cut-up peaches.

Pour into a chilled crust made by blending 1¼ cups graham cracker crumbs with ½ cup melted butter or margarine, and pressing this into a 9-inch pie pan. Garnish top with peach slices and maraschino cherries if desired. Chill in refrigerator until firm.



TALK about "peaches 'n' cream" . . . this easy Creamy Peach Pie is a cook's dream of that gorgeous combination!

And the creamy part comes to you right out of a package of the world's most famous cream cheese—genuine Philadelphia Brand.

You know how fresh and rich and won-

derful Philadelphia Brand is in snacks and salads. Certainly you've tried it in the luscious new "Philly" Frostings and "Philly" Fudge. Now, for a family thriller, try it in this new Creamy Peach Pie. Remember—for the finest cream cheese, get the one marked Philadelphia Brand. It's been famous since 1880.



He was fascinated by the mass of gold

THE STOLEN NUGGET

by Roy Chapman Andrews

It was worth \$5,000 but all the thief got was \$400 — and ruin

STRANGE things sometimes happen in a museum that never are recorded in its scientific annals. Forty-six years ago, when I first came to the American Museum of Natural History, Professor Louis P. Gratacap was Assistant Curator of Mineralogy. He had charge of the gem collection, given by the elder J. P. Morgan. Occupying a narrow room on the fourth floor, it housed a million dollars' worth of gems and rare minerals.

In those days no burglar alarms guarded the precious stones. The diamonds, rubies and emeralds were exhibited in cases fastened only with screws. Thefts, however, had been unknown. Protection was afforded by two sliding steel grills that shut off the room. As an extra precaution, a night watchman was locked in the gem hall when the gates closed at five o'clock.

He Studied At Night

This particular attendant happened to be a young and ambitious lad, bent upon a higher education. He whiled away the long night hours reading books on mineralogy. As he studied, he examined the specimens. He was utterly fascinated by a great, irregular mass of pure gold in one of the wall cases. The label assured the public that it was one of the largest specimens of natural gold ever discovered.

The nugget seemed to take possession of the man's mind — night after night he stood before the case gazing at the glittering lump.

His salary was \$40 a month. He was not temperamentally a thief. But to have that golden nugget became an obsession. . .

A couple of months later, the

watchman resigned from the Museum. Professor Gratacap was sorry to see him go, for he considered the young man a promising student of mineralogy.

Purely by chance, a week later the Curator decided to rearrange the specimens. When he lifted the great nugget, to his amazement it was light as cork. The nugget was only gilded balsam wood!

Of course, suspicion immediately fell upon the resigned watchman. He was arrested, and soon confessed. He told how, by means of a wax impression, he had obtained a duplicate key to the case. For 10 nights he had labored, carving and gilding the wooden



HANS SKOFF

AUTHOR: He's a well-known explorer, scientist, writer

replica. And he was proud of it, for even he could hardly tell the fake nugget from the original.

Speedily as all this happened, it was not fast enough to save the nugget — the thief had already cut it up into small pieces and sold them to half a dozen jewelers. And in the months that followed, he had some sad facts to contemplate from his prison cell. The nugget that in its original state had been worth some \$5,000 to the Museum as a mineralogical specimen had brought him only around \$400 as raw gold. He had destroyed its value, along with his own career!

"Soaping" dulls hair— Halo glorifies it!



Not a soap, not an oily cream... Halo cannot leave dulling soap film!



Gives fragrant "soft-water" lather—needs no special rinse!

Wonderfully mild and gentle—does not dry or irritate!



Removes embarrassing dandruff from both hair and scalp!



Leaves hair soft, manageable—shining with colorful natural highlights. Halo glorifies your hair the very first time you use it!



Halo reveals the hidden beauty of your hair!

How to make Good Steak even Better!



Cook it fast. Add zesty Lea & Perrins Worcestershire. What tang! What hearty goodness! This century-old favorite brings out all the prime beef flavor you pay for. Marvelous for every meat, fish, cheese dish... keep it handy in your kitchen... on your table!



salt & pepper
are not enough... add

LEA & PERRINS
THE ORIGINAL WORCESTERSHIRE SAUCE

FREE Recipe Book with 196 easy ways to excite your flavor! Write Lea & Perrins, 241 West St., New York 12, Dept. W-10

"Exercise your X VOTE"



Join thousands of happy, worry-free and rent-free New Moon owners and live in a mobile New Moon apartment home. Enjoy new living freedom—move to top paying jobs, enjoy travel and vacation fun—all in a New Moon home. America's finest trailer homes, New Moons are completely furnished and ready to live in—including sparkling kitchens, tiled baths and automatic heating systems for Better Living. Best of all, you can own a New Moon home on our like-rent payment plan and enjoy all of the comforts and advantages of home ownership at once. Get all the facts on how you, too, can enjoy "Better Living At New Low Cost."

FREE! Write today for literature describing the complete line of New Moon apartment homes.

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HOW LONG WILL YOU LIVE?

Continued from page seven

born; your marital status; the kind of food you eat; whether you are too thin or too fat; the kind of work you do; your temperament and many other factors.

The following personal test is based on statistics from many sources—the before-mentioned U.S. Public Health Service, the Institute of Life Insurance and compilations of various individual insurance companies. It is not guaranteed to be accurate for every reader. After all, who knows when a safe is going to fall on him? But statistically it is accurate.

It's true that Mark Twain once said, "There are lies and there are damn lies, and then there are statistics," but most of us still like to fool around with figures and predict the future.

So let's go, and, first of all, remember that the statisticians are presuming that you are in moderately good health. But be sure you have a pencil in hand—you're going to come in need of it.

1. Year of Birth. Select from the following columns the number of years you were expected to live the year you were born:

Period	Men	Women
1880-1900	35-40 yrs.	37-42 yrs.
1901-1904	46 yr. 6 mo.	48 yr. 8 mo.
1905-1908	48 yr. 8 mo.	51 yr. 5 mo.
1909-1912	50 yr. 7 mo.	54 yr. 4 mo.
1913-1916	51 yr. 8 mo.	56 yr. 6 mo.
1917-1920	52 yr. 6 mo.	56 yr. 5 mo.
1921-1924	59 yr. 2 mo.	61 yr. 10 mo.
1925-1928	58 yr. 5 mo.	61 yr. 6 mo.
1929-1932	59 yr. 10 mo.	63 yr. 2 mo.
1933-1936	60 yr. 6 mo.	64 yr. 5 mo.
1937-1940	62 yr.	66 yr.
1941-1944	64 yr. 6 mo.	68 yr.
1945-1948	65 yr.	70 yr. 4 mo.
1949-1952	66 yr. 11 mo.	71 yr. 6 mo.

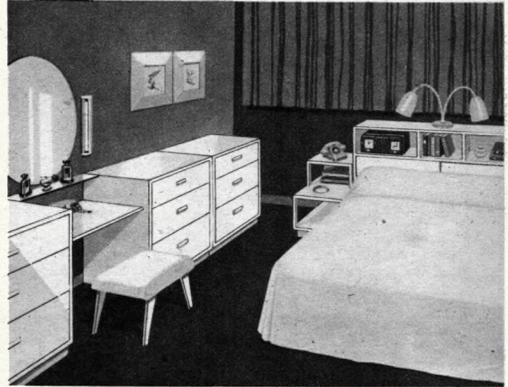
Write down your basic life expectancy. yrs. mo.

2. Place of birth. The longevity records vary somewhat in different parts of the U.S. and greatly in foreign countries. (Skip this question if you were born in a foreign country.) Make the following adjustments *Continued on next page*



"I built our modern bedroom for only \$76.50*"

saved \$301 with my **SKIL Home Shop Saw and Sander**



If you want a real feeling of accomplishment with minimum work and maximum enjoyment, get yourself a SKIL Home Shop Saw! And watch your wife's eyes light up when you make beautiful furniture, add kitchen cabinets—even a whole new room.

Take this modern bedroom—detailed in SKIL-Chart No. 109. It'll dress up your house like a million dollars, and you can build it in no time. Difficult? Not at all with the simple-to-follow instructions and a SKIL Saw to cut sawing time and work 90%!

It is easy to cross-cut and rip even 2" lumber with your SKIL Home Shop Saw. Bevel and depth adjustments are simple and quick.

Even the lowest priced SKIL Saw is a full-powered saw—by far the most powerful saw at *anywhere* near its price. You save money—lots of it—building things for yourself. So much so that your SKIL Saw quickly pays for itself. Add this to the fun and pride you'll have in creating things, and you see why you should get started now. Send the coupon below with 10¢ for SKIL-Chart No. 109 without delay!

Prices subject to change without notice. *Bed springs and mattress extra. Price includes materials only, and varies locally.



SKIL Deluxe Home Shop Saw
—Model 586—\$59.50 & 6" saw



SKIL Home Shop Belt Sander
—Model 525, 2 1/4" belt. First SKIL Saw table (right) and accessories easily convert this saw to tilting arbor bench saw, sander and shaper.



SKIL Home Shop Sander-Polisher
\$37.25

SKIL Home Shop 6" Saw Table—\$33.95

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5033 Elston Avenue, Chicago 30, Ill.
In Canada: Skiltools, Ltd., 3601 Dundas Street West, Toronto 9, Ont.

SKIL Corporation, Dept. G-102, 5033 Elston Ave., Chicago 30, Ill.
I enclose 10¢. Please send SKIL-Chart No. 109 showing how to build the above modern bedroom furniture.

Name _____
Street _____
City _____ State _____

BEAUTY

is my business

says glamorous cover girl
JUNE CROSS



and SWEETHEART *is my Beauty Soap*

June says: "Posing as a model, I must have a perfect complexion. That's why I always use gentle SweetHeart, for SweetHeart Care leaves my skin soft, smooth, young-looking."

9 out of 10 Leading Cover Girls
use SweetHeart Soap

Try SweetHeart! See—one week after you change to thorough care—with pure, mild SweetHeart—your skin looks softer, smoother!

Try the SweetHeart Cover-Girl Facial!

June Cross shows you how!

- 1 Every night and morning, massage SweetHeart's rich, creamy lather into your skin.
- 2 Use an upward and outward motion, with special attention to skin around the nose and under the lips.
- 3 Rinse with warm, then with cool water. In just 7 days, see the difference! Get SweetHeart Soap today!

The Soap that AGREES with Your Skin

AVERAGE LIFE SPANS

(Life Expectancy of Men)

NEW ZEALAND



68

UNITED STATES



66

NORWAY



68

RUSSIA



42

HOW LONG WILL YOU LIVE?

Continued from preceding page

ording to where you were born in the U.S.:

New England	add 6 months
Middle Atlantic States	subtract 1 month
South Atlantic States	subtract 1 year
North Central States	add 7 months
South Central States	subtract 7 months
Mountain and Western	subtract 10 months
New Total	... yrs. ... mos.

3. **Present age:** No matter what the estimate of your life expectancy was at birth, it improves the longer you live. So add the following based on the number of years you have already lived:

Age	Add	Age	Add
1-10	1 yr.	41-45	6 yrs.
11-15	2 yrs.	46-50	6½ yrs.
16-20	3½ yrs.	51-55	8 yrs.
21-25	4 yrs.	56-65	9 yrs.
26-30	4½ yrs.	66-80	10 yrs.
31-35	5 yrs.	81-90	6 yrs.
36-40	5½ yrs.	96 up	5 yrs.
New Total	... yrs. ... mos.		

4. **Wonder drugs:** In addition to these adjustments, you are entitled to still another for having survived the early decades of this century and entered the era of better medicine, sanitation and wonder drugs.

So, add 6 months for every year you have lived until 1946, when wonder drugs were made generally available.

New Total ... yrs. ... mos.

So much for the basic factors. Now we come to the human factors, or things that you have done or have happened to you which affect your life expectancy. Many experts think that how long you live depends somewhat on your parents' age at death. Actually this is very hard to prove — there are too many factors involved. So let's go on to more predictable matters.

5. **Marital status:** Married folks generally live longer than unmarried people, statistics show and psychiatrists affirm. So if you're over 25 and not yet married, for every unwedded decade, deduct 1 year. Or if you are married, ADD 5 years.

New Total ... yrs. ... mos.

6. **Occupation:** A recent survey shows that U.S. clergymen, surprisingly, live at least one year less than most people. And doctors, despite their medical knowledge, generally have a shorter life than the people

they try to keep alive. So, if you're a doctor, or clergyman deduct four months to a year, depending on how harassed you feel. Teachers, trained nurses, lawyers and clerical workers should add three years.

Industrial workers have improved considerably in the last few decades. If you were working at an industrial occupation before 1940, deduct 1 year for each 5 that you were working. After 1940, add 1 year, because you're now a healthier specimen than white-collar workers. Farmers, despite a high accident rate, should add two years because of their healthy outdoor life.

People with certain types of hazardous occupations are rated by insurance companies as having a lower expectancy than the average person. Some companies will not insure certain types of workers, others charge extra premiums for people engaged in hazardous occupations and some advance the age of insured persons in certain occupations. For example, they consider a 35-year-old dishwasher or cook as having a life expectancy only of a man of 40. Other age advances used by the New York Life Insurance Company are brewery process workers, eight years, laborers in iron and steel smelting plants, 12 years, actors and actresses, stage managers, theatrical workers, musicians, generally five years.

Airline pilots, house wreckers, electric linemen, cable splicers, tower erectors, bridge builders, submarine workers, merchant marine crewmen (not officers), railroad brakemen on freight trains, outside painters who work on scaffolding are all charged extra premiums from \$2.50 to \$10 a year.

Steeplejacks and tunnel workers entering caissons and drivers of trucks carrying explosives are non-insurable by N. Y. Life.

New Total ... yrs. ... mos.

7. **Where you live:** Small-town folks outside city dwellers, all other things being equal. If you're a non-farmer, live in a small town, add four years. City folks subtract two.

New Total ... yrs. ... mos.

8. **Economic status:** Paradoxically, rich people die just as fast, if not faster, than poor people because they tend to eat and drink too much and expire early from diseases due to overindulgence. Poor people lead shorter lives due to malnutrition, bad environment and being more subject to dis-

IN SIX LANDS

MEXICO
38



INDIA
32



For a more complete list, see text of the article

ease. Therefore, if you have been either wealthy or poor for the most part of your life, deduct four years.

New Total . . . yrs. . . . mos.

9. **Your figure:** A Metropolitan Life Insurance Company study on the effects of obesity on health, for example, showed that 50 per cent more overweight men died before their time than normal men, and 47 per cent more obese women.

The reason for premature deaths due to obesity is that overweight causes such killers as hypertension, heart disease, diabetes, cancer and gall bladder trouble.

Accordingly, if you are over 40, you should deduct 1 year for every 5 pounds you are overweight.

New Total . . . yrs. . . . mos.

10. **Alcoholism:** To date, there have been no comprehensive surveys which arrive at any definite conclusions about the effects of alcohol on longevity. There are many cases, in fact, of heavy drinkers or downright alcoholics, living past the seventies.

Heavy drinkers (who consume a

pint a day on the average and are drunk once a week or so), are likely to suffer from diabetes, high blood pressure, cirrhosis of the liver, neuritis, gout and Bright's disease, all of which may shorten life.

Confirmed alcoholics (drunk almost daily, and regularly insensibly drunk), invite early demise because of malnutrition which makes them susceptible to disease, particularly pneumonia; and less able to cope with operations; being accident prone, and subject to delirium tremens.

So, on the side of temperance or moderation, if you're a heavy drinker, deduct 5 years; if an alcoholic, deduct 10. If you just take a drink now and then, forget it.

New Total . . . yrs. . . . mos.

11. **Disposition:** This has a bearing on how long you will live, too. A perpetual crank, worrywart, neurotic or pessimist invites bodily or mental disturbances which make for an unhappy and shorter life. So, if you're one of these people, deduct five years. If you are good-natured and placid,

Continued on page 37



"Yes, dear . . . yes, dear . . . yes, dear . . ."

STOP

GO

That Tired "OLD" Feeling

...JITTERY NERVES*, LACK OF PEP*,
DIGESTIVE UPSETS*, FAULTY ELIMINATION*
when due to B-Vitamin deficiency

Get RYBUTOL

FREE!

IN THIS AMAZING OFFER

FREE \$1.98 RYBUTOL When You Buy the 100-Size . . . Make the 7-Day Test **FREE!** Then **DECIDE**—Either **RYBUTOL** Is Something You'll Never Be Without Again . . . OR Return the 100-Size for Full Refund! Either Way the \$1.98 RYBUTOL Is **YOURS FREE!**

● The next 7 days may be the most important days of your life. For like countless thousands you may find that High-Potency RYBUTOL makes all the difference in your health and happiness!

Here's why. If you feel old beyond your years, weak, weary, rundown*—if you suffer constipation, digestive upsets, nagging backaches*—the trouble may be caused by lack of essential B-Complex Vitamins. If that's the case, you should start to regain the buoyant health and glorious vitality that are rightfully yours, in just 7 days, with RYBUTOL.

For High-Potency RYBUTOL provides 22 remarkable vitamin and mineral elements. It contains the precious B-Complex Vitamins in high-potency amounts—plus other valuable health-giving ingredients.

AND NOW YOU CAN TRY RYBUTOL FREE! Yes, you get the \$1.98 size *absolutely free*, when you buy the 100-size on *money-back guarantee!* Either way, you can't lose! Either way . . . the \$1.98 bottle is still yours as a gift!

So accept this sensational opportunity to



discover in 7 days a more vital, buoyant, happy life! This offer is good for a short time only. So . . . go to your drugstore today and get High-Potency RYBUTOL in the most astounding FREE Vitamin offer ever made!

High-Potency RYBUTOL

B-Complex Vitamins—Contains 22 Amazing Vitamin and Mineral Elements

*NOTE: These symptoms may be caused by other than vitamin deficiency.

So Consult Your Doctor Ask him about RYBUTOL formula. We rest our case on his recommendation.

HOW TO MAKE

7 meals WITH

SMOOTH-melting Velveeta and your double boiler can give you just what you want so often: a thrifty main dish . . . glamorized leftovers . . . a perk-up for vegetables . . . a luncheon quickie . . . a party treat . . . a Friday dish.

And the beauty of it is, every time you serve this delicious cheese sauce you're giving the folks wonderful food values from milk that everybody needs.

So get Velveeta in the handy 2-lb. size for grand sandwiches and plenty of good-eating "saUCE concoctions," too. It's wise to insist on the *quality* pasteurized process cheese food—Kraft's famous Velveeta.

Easy! This magic cheese sauce and remarkable in its food values

- 1—Melt ½ lb. of Velveeta in the top of a double boiler.
- 2—Stir in ½ cup of milk and you have 1 cup of smooth cheese sauce. Season to taste.

Nutrition magic! When you serve this sauce to four people, the 2 ounces of Velveeta in each serving offer *more* high-quality protein, *more* calcium, *more* phosphorus, *more* riboflavin, *more* vitamin A than a big 8-ounce glass of milk!

Autumn Main Dish Special

Dip five 1"-thick slices of peeled eggplant in 1 beaten egg, then in fine bread crumbs. Sauté on both sides in butter or Parkay Margarine. Cut a slice from the top of 5 whole unpeeled tomatoes. Remove part of centers, chop coarsely and mix with ½ cup chopped ripe olives, 1½ cups soft bread crumbs, 1 tsp. grated onion, 1 beaten egg, salt and pepper. Fill tomato shells with mixture, sprinkle with bread crumbs. Bake 30 min. in moderate 350° oven.

Arrange the hot eggplant slices on chop plate. Top with hot stuffed tomatoes. Pour Velveeta sauce (see recipe above) over each portion.

VELVEETA IS THE

different...exciting

VELVEETA'S DOUBLE BOILER MAGIC!



Glamor for Vegetables! Serve the easy-fixed Velveeta sauce on hot broccoli. The folks will want "seconds"!



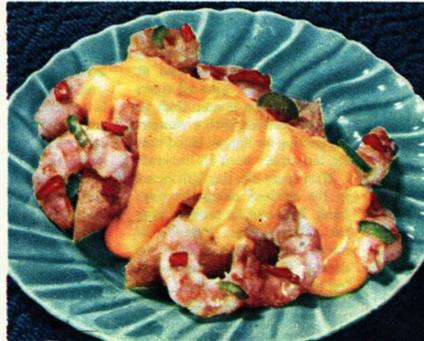
Bridge Club Sandwich! Pour golden Velveeta sauce over hot sandwiches of toast, mayonnaise, tomato slices, bacon.



Crowning Success! Hot broiled tomato halves, buttered green beans, cauliflower crowned with golden Velveeta sauce!



Budget Helper! This hot rice ring with Velveeta sauce—garnished with hard-cooked egg slices.



Party Special! For Shrimp Rabbit Sandwiches heat 2 cups of whole cooked shrimps and 1½ tbsps. chopped onion in 3 tbsps. butter or Parkay Margarine. Add one green pepper and one pimento coarsely chopped. For each serving cover two toast triangles (crusts trimmed) with the mixture and top with Velveeta sauce.



QUALITY CHEESE



MADE BY **KRAFT**



"Draw all you want on my windows—
I just bought a giant bottle of Windex Spray!"

Halloween needn't frighten you when Windex Spray is handy! It's the quickest, easiest way to make windows and mirrors simply sparkle! *Whish!* Spray it on! *Swish!* Wipe it off lightly! Windex Spray leaves no messy dust to clean afterwards, like some cleaners. Saves time! Saves work! Costs far less than a penny per window! Even more economical in the big 20-oz. size. Get Windex today at your grocery, drug or hardware store. Also available in Canada.



No wonder Windex Spray outsells all other glass cleaners combined!

PRODUCTS OF THE DRACKETT COMPANY, CINCINNATI, OHIO



"You put him in the pot—I just remembered this is the
day of the week I put Drano in all the drains."

Even a lobster dinner can wait when there are dangerous sewer germs lurking in every drain. No liquid disinfectant can budge the muck they breed in. It takes Drano to unclog drains and keep them running free and clear. Use Drano once a week—every week. Won't harm septic tanks. Makes them work better. Get Drano today at your grocery or hardware store. Also available in Canada.



There's nothing like it... to keep drains free-running!

TIGER BAIT

Continued from page nine

found increasing cause for wonder and belief.

But he had received urgent orders from his people in New York for the capture of some of these elfin creatures, so rare that few white men had ever seen one. It would mean a feather in his cap as a collector, yet ever since he had snared the mouse-deer pair he had had misgivings.

"Tomorrow the pit for the tiger will be finished," Mayfield said. "Then we shall see what we shall see."

A TIGER with a bent and twisted hind-leg is not agile enough to be sure of its usual wild game. Such a tiger soon takes the lines of least resistance. He falls by degrees to eating snakes, lizards and carrion, and finally to stalking man. Always it is a very old or a crippled tiger that turns man-killer.

Such a one was Hari the Lame, an exceptionally large and splendid beast, but turned into a pariah since his wound of the year before. Very soon he had discovered that man, feared by all the rest of the jungle, was in reality the puniest and least agile of all creatures unless well armed or moving in large companies.

This knowledge had become the basis of a new craft and power. Twice he had made a human kill near the native village and had been amazed at how easy it was. Like all tigers who have eaten human flesh he became obsessed with a vampirish craving for human blood that set him apart from all his kind.

Hari spent the daylight hours in the thickets along the river bank. By night he prowled near the native village, dreaming of man's tender flesh as once he dreamt of young gazelle, watching for unsuspecting dogs, goats or humans. His boldness increased each month.

Mayfield did not know of these things, but he did know that Hari was wiler than any tiger he had ever tried for. Each day

there were repeated signs of the big cat's having prowled in the vicinity of his camp. For five weeks Hari had mocked and matched the best of Mayfield's trapping skill. However, he had hopes that a pit trap and a bait of young kid would fetch the killer soon.

Next morning Mayfield stepped from his tent to find that his bag-net ruse had worked on the mouse-deer. Love had found a way. Pelandok had risked death and freedom to reach his captive mate. In the early light the tiny pair stood pressed close together, watching the man with liquid melting eyes. Pelandok's forehoofs thumped the ground in patent defiance, and over Mayfield came the significance of such audacity in one so small.

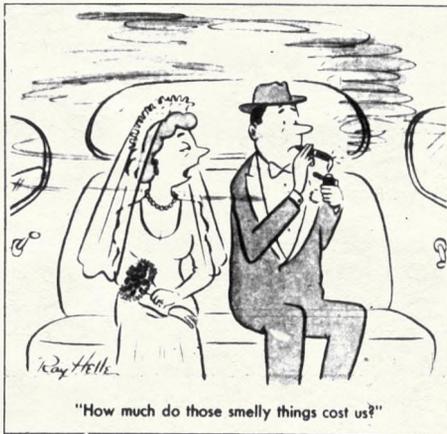
"I give it to you, mister," he smiled.

By noon that day the pit-trap was finished and baited. There was nothing more Mayfield could do about the tiger. Hari would either be caught now, or never. Time was pressing. The season of monsoons was almost at hand and before that time Mayfield would have to leave for the coast with the numerous prizes he had captured during his two months' stay in the jungle.

Two or three more days at best remained to him, so that afternoon with four shikaris, Gurkha and Singhalese natives, he made a trip into the deep jungle to try and trap more gibbons. Joan was left behind in camp with Migji for protection.

At midday she retired as was her custom to her screen-covered hammock to rest until the worst of the heat was over. She lay motionless for a time and watched while Migji unfastened Chunder Loi's ankle chain and led the elephant down to the river for his midday bath. After a space Joan must have slept. At any rate some time later she returned to consciousness very suddenly.

Continued on page 24



"How much do those smelly things cost us?"



Have you that "dry-skin" look?

after 25
drying skin
begins to **show!**

It's noticeable the way skin often begins to look drier after 25.

At about this age, the natural oil that keeps skin soft and fresh starts decreasing.

You need a special replacer to offset this drying out. Use this special cream—Pond's lanolin-rich Dry Skin Cream.

See below how this quick un-drier works to soften and repair dry skin troubles all over your face and throat—and especially in dry-skin trouble spots.



Little Creases Settle by Earlobes when skin gets dry, inelastic.

To Flatten Out—Make tiny "U-Turns" under your ears with Pond's lanolin-rich Dry Skin Cream, working it back and forth. Homogenized to soak in better, this rich cream helps keep skin soft, resilient—helps flatten little dry skin lines.



Crazy-Dry Eyelids make your skin look darkened, fade out your eyes.

To Lighten and Soften—Give eyelids a freshening night's cream-over with lanolin-rich Pond's Dry Skin Cream. Touch the cream lightly to inner corners of eyes—tap gently over lids. Leave a little cream on, to soften all night.

Start using this wonderful, rich Pond's Dry Skin Cream today.

Rich in lanolin, it is homogenized and it has a special softening emulsifier.

At night: work this rich cream in generously. By day: use lightly as softening foundation. Get your jar of Pond's Dry Skin Cream right away! 98¢, 55¢, 31¢, 15¢ (all plus tax).

MRS. JOHN A. ROOSEVELT says: "Pond's Dry Skin Cream gives lovely help when skin feels dry."

QUIZ 'EM

Questions and answers from current news



WIDE WORLD

SPEEDSTER: What's the top m.p.h. on water?

FAST . . . *What is the top speed that man has traveled on water?*

Stanley Sayres whipped the Slo-mo-shun IV hydroplane to a new speed record of 176.497 miles an hour recently.

—Mrs. R.E., Des Moines, Iowa

LAUGHS . . . *How did the city fathers in Stratford-on-Avon, Shakespeare's birthplace, vote to spend their \$560 entertainment budget?*

On variety shows. The townspeople are fed up with Shakespeare. —V.A., Washington, D.C.

WINGS . . . *For what purpose are butterflies being tagged?*

Experts at the Royal Ontario Museum in Toronto are tagging butterflies with the hope that, if found, butterflies will be returned, and they will be able to learn something about butterfly migration.

—V.M., Seekonk, Mass.

LEARNING . . . *How much money does a college graduate earn during his lifetime as compared to a high-school and a grade-school graduate?*

Research figures show that the college graduate earns \$45,000

more than the high-school grad, and \$79,000 more than the grade-school graduate.

—Mrs. G.Z., Phillips, Wis.

HONORS . . . *What two former baseball stars recently had plaques unveiled in their honor at the Hall of Fame?*

Paul Waner and the late Harry Heilmann. A total of 62 players have been honored so far.

—W.E.L., Ocean City, N.J.

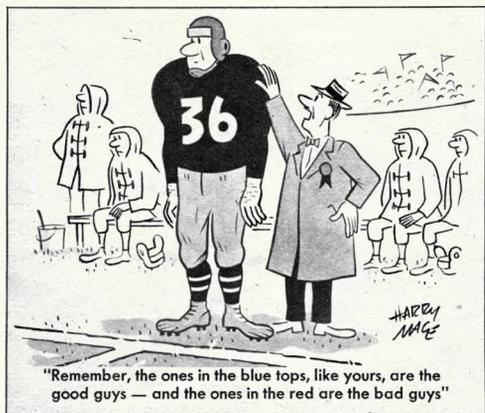
QUIET, PLEASE . . . *How many symphony orchestras hitting the peak of a crescendo would it take to equal the noise made by the world's largest siren, built for the U.S. Navy?*

2,000. The siren is loud enough to cause permanent damage to unprotected ears.

—Mrs. S.M.H., Caseyville, Ill.

CONDUCTED BY *Tom Henry*

NOTE: We will pay \$2 for a question and answer used in this column. Questions are based on current news and clipping of news source must accompany answer. Address: Tom Henry, THIS WEEK, 420 Lexington Avenue, New York 17, N. Y. Unaccepted contributions cannot be acknowledged or returned.



Not a shadow of a doubt — with Kotex

—with Kotex you get absorbency that doesn't fail: the trustworthy kind of protection you need, for safety, for comfort, and a fresh, dainty feeling.

—and only Kotex of all leading napkins has flat, pressed ends. So there's no revealing outline.

—best of all, this pad is made to stay soft while wearing—to retain its fit and comfort for hours. No wonder Kotex is America's first choice in napkins... very personally yours.

More women choose Kotex* than all other sanitary napkins



Mothers! For "certain" facts your daughter needs to know—send for new, free booklet "Very Personally Yours." Tells what happens and why, at that time. Helpful do's and don't's. Write Room 209, 919 North Michigan Avenue, Chicago 11, Illinois.



*T. M. REG. U. S. PAT. OFF.

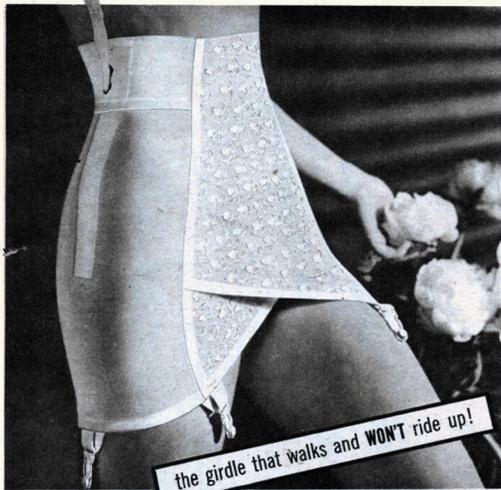


DOWN BY CLAIRE MC CARDELL

Every
move you
make is
action-free
in a...



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BRAND GIRDLE



the girdle that walks and WON'T ride up!

SARONG DESIGN—PATENT NO. 2445222

Patented, exclusive criss-cross front makes lightweight, boneless Sarong action-free always... also gives twice the stomach take-in. Long cut back gives both superb thigh control and a smooth, unbroken dress line. Zipper, pull-on, 4-section and new Hi-Top styles designed for all sizes, all figure types. At all good stores. **7.95 to 15.00.**

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Get FAST RELIEF with
this MEDICATED Powder!

No unmedicated powder can relieve the chafe from girdle rub as Ammens does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) It soothes, relieves and helps heal irritated skin. (2) Its extra softness protects and cushions sore skin, and so promotes healing. (3) Its extra fluffy texture gives cooling relief. For real medicated skin care, get genuine Ammens Medicated Powder at any drug counter.

FREE trial-size can. Write today to Dept. T-1021, Bristol-Myers Co., Hillside, N. J. (Offer limited to U. S. A.)



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MEDICATED POWDER

BRIGHTER SHINES
½ THE RUBBING
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KIWI
(See-Wee)
SHOE POLISH

SURVEYS PROVE
Marines Prefer KIWI 38 to 1

Oliver Shoes Richer Color!
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KIWI
Shoe Polish

BLACK • TAN • BROWN • BLUE • DARK TAN • MID TAN
OXBLOOD • MAHOGANY • CORDOYAN • NEUTRAL

TIGER BAIT

Continued from page twenty-two

Some instinct made her lie quite motionless as awareness flowed back to her brain. Beneath half-closed lids she took in the clearing swiftly. Some attunement to the wild gained during her weeks in the open warned her against making the slightest movement, though a feeling of uneasiness touched every nerve. Opening her eyes a bit farther she found herself looking straight into the satanic painted face of a huge tiger.

It was Hari the Lame, and he stood in a patch of mottled sun and shadow no more than twenty feet away. His face at the moment was directly upon her, and Joan knew that he had been creeping up at the moment she awakened and that had she made one sudden move it would have been her last.

Joan's heart pounded till it shook her body. If only she could scream for help. But the same instinct that had prompted her to lie still told her that if she called out the tiger would be upon her like a yellow bolt. She recalled that the revolver Mayfield had given her hung in the tent some fifteen feet away. Useless to think of that. So she used her will, continuing to lie as one dead, watching the tiger as he hesitated, catlike, to cross the patch of brilliant sunlight just before him.

A MINUTE dragged by—a pause of untellable length to Joan. Her limbs became unbearably cramped under the strain and nerves like hot needles seemed playing over her skin. The tiger had now sunk again to a crouch, the pale unforgettable eyes like pits of emptiness, once more seeking the figure behind the hanging net. A tempest of exultation was upon him, the hunting fever that only human prey now induced.

That morning Hari had watched as Mayfield and the boys went forth into the jungle; later at the camp's edge he had

seen Migi and Chunder Loi go down to the river. Long since he had learned that just as a young doe is easier prey than a horned buck, certain of the man tribe were more easily taken than others.

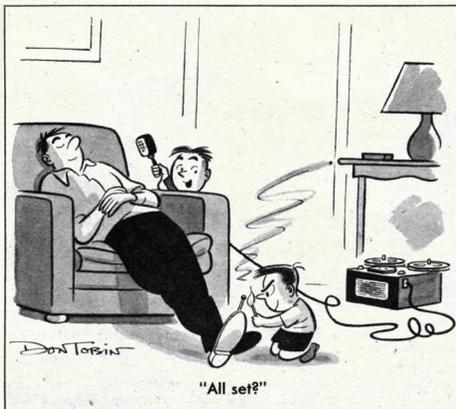
Such a one was before him, alone in the camp. His lean body quivered and stiffened as he inched forward and Joan knew that in a moment or two he would make his spring. Then, even as she was almost driven to screaming desperation, came interruption, twanging her stretched nerves to breaking and startling the tiger out of his fixation.

It was a slight sound, yet imperative—a sharp rapping from near at hand. Beyond doubt the telegraphic tapping of a mouser-deer's hoofs on the ground, for at once came a nervous answer from one of the bamboo cages. Joan saw the tiger turn, lips wrinkled in a soundless snarl. And in the same instant she knew that her one and only chance had come.

That abrupt sound of jungle warning had broken the big cat's fixity of purpose. Hari stood up and glared about, his jaw dropping open. Instinctively Joan knew that he would never charge until he had sunk once more to a crouch. Before he had done so she went to her knees and drew herself swiftly up on the big branch from which the hammock was swung. In the same instant she called out high and clear to Migi for help, and the tiger made his rush.

For a few saving moments Hari fouled his claws in the folds of netting which made the hammock. He snarled, spat and ripped the stuff to shreds before he sprang to the lower limb. But already Joan had climbed to the limb above and now from the direction of the river something was coming, a vast form rushing as on the wings of a tempest, and Migi's terrified shouts were rising above the tiger's snarls.

Continued on page 28



STOP BAD SMELLS



And Save Up To
30¢ A BOTTLE!

Get new WIZARD WICK DEODORIZER

Kills unpleasant smells in kitchen, bathroom, living room! Chases even pungent cooking odors of cabbage, onions, fish! Simply pull up wick and enjoy outdoor fragrance in every room. 2 delightful scents... refreshing PINE SCENT... and fragrant SPRING BOUQUET. Only 39¢ each.



WIZARD Pink Wick • WIZARD Green Wick



ROBBERY, unarmed, in broad daylight

“That’s Where My Money Goes”

At first this husband blamed invisible holes in his pockets. Then the sinister truth dawned

by KEN KRAFT

FOR years and years I nursed a theory that invisible holes in my pants pockets were slowly bankrupting me. There was a steady drain on my spending money that no budget could explain with a straight face. At last, when I had just about decided to transfer my

anemic hoard to my shoe, or build a vault in my hat, a significant little incident exposed the glaring truth.

The doorbell rang, and my wife went to answer it. She returned to the living room within the minute, and started burrowing through the rubble of her purse. Presently I sensed that one artful glance after another was being tossed my way.

She strolled over to my chair. “Darling,” she cooed, “I’m out of change. Can you spare two sixty-nine for a C.O.D.? The man’s waiting.”

Several minutes later I awoke from a sound daydream and realized that my right hand had stolen into

my pocket by reflex action and extracted three dollars without my consent. And now that I think of it, I have heard nothing further of the change I had coming.

Sheared Every Week

In a quiet way I began to canvass other husbands. I found, as I suspected, that I am not alone. Every man jack of us has a steady petty-cash seepage.

“I get sheared for an average of four seventy-five a week,” admitted one informer, who desires to remain nameless. “She’ll suggest we take a walk to the drugstore to buy me a

cigar. We buy the cigar, all right—along with a jar of hand cream, a new lipstick, a passel of greeting cards, some manicure scissors, and fourteen magazines. I’ll have to give up smoking before I go broke.”

Another friend and neighbor nodded sadly at my question. “For years,” he stated, “Emily has been ‘borrowing’ small sums from me, on the pretext she doesn’t want to break a five-dollar bill. I never have any five-dollar bills to break.”

An older husband insisted on shaking hands with me several times for bringing the matter up. “This has needed airing a long time,” he said fervently. “For thirty years, my Fanny put the chill on me practically every day. A dollar here, dollar ninety-eight there. After our crystal wedding anniversary, I noticed she was getting mail from investment houses. I didn’t want to pry, but last year when the village band asked her to serve on the board of directors, I realized the truth. **Fanny can buy and sell me a dozen times, and with my own pocket money!**”

Obviously, we married men were faced with no small problem. After giving it serious thought, I hit upon a neat and simple way to wrestle this blight. Naturally, I said nothing to my wife. For one whole fortnight, I kept track of each little expense, and her excuse for it:

Tip for delivery boy (“I can’t imagine where I put my purse”) . . . 25 cents.

Postage stamps (“I just remem-

bered a letter I must write”) . . . 99 cents.

Bag of peanuts (“You’ll eat more than I will, anyway”) . . . 10 cents

And so on . . .

At the end of this test run, I presented a scrupulously itemized statement to my wife for \$16.82. Merely for effect, of course. I had no hope of collecting, but I thought it might dramatize the situation. My wife, however, mullied over the list carefully. I was pleased and surprised.

“I Trust You”

“YOU are quite right, darling,” she said. “I owe you something.” She fished an old envelope out of the wastebasket, and wrote me her IOU on the back. “I want you to keep track of every penny,” she said, a little too happily, I thought.

To humor her, I continued the record, and by the end of the month, her debits had come to \$42.24. When I announced this total, a trifle pointedly, she smiled and handed me a bill. It read:

1 entertaining your boss & wife. 6 button sewings-on.

1 finding lost cigar lighter.

Total Charges. \$50

I swallowed hard. “Do you mean,” I stammered, “that I owe you more than you owe me?”

“Oh, that’s perfectly all right,” she said. “You can charge it. I trust you.”

This was the point where I dropped the whole project. Something tells me that around our house, not even talk is cheap any more.



Your hands are in water **27** times a day...

that's why you need **TRUSHAY**
the lotion that's rich in beauty oil!

HOW MANY times a day does water touch your hands—and leave them a little drier, a little rougher?

Count the times for just one day—and you'll see why you need rich Trushay!

For Trushay is velvety with its own beauty oil. Oil that soothes parched skin—reduces its redness and smooths away its roughness. In fact, Trushay is so rich, it even offers you “beforehand” protection!

Smoothed on before each washing chore, Trushay guards your hands in hot, sudsy water—helps prevent its drying damage!

You'll find creamy, fragrant Trushay is wonderful, too, for softening rough elbows, knees, heels. For luxurious, so-smooth body rubs; for a flattering powder base! Begin today to use Trushay!



It's all NEW—EASIER—LOVELIER!

NEW Bobbi PIN-CURL PERMANENT

NO NEUTRALIZER! NO RE-SETTING!

NO TIRESOME WINDING!



1. Just pin curl and apply BOBBI lotion.



2. Just rinse with water 45 minutes later.



3. Just brush pin curls when dry—needs no re-setting!

Give yourself a softer, more natural-looking wave—the *easiest* way! Pin curls and BOBBI lotion are all you need. Takes just a few minutes more than putting up pin curls. BOBBI waves—sets—neutralizes—all at one time! And the lovely wave lasts for weeks and weeks. Have a BOBBI tonight!

SO EASY YOU DO IT YOURSELF—
NO HELP NEEDED!

\$1.50 plus tax



Everything you need—
new Crema-oil lotion, special bobby pins

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Removes RUST and STAINS from
BATHTUBS, SINKS, COPPER POTS, METALS, RANGES, TILE
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Medicated MENTHOL Cough Drops with CHLOROPHYLL

Dry, Itching Skin DISCOMFORT quickly changed to **COMFORT**

Rich in lanolin—Resinol Ointment lubricates oil-thirsty skin as its 6 special medicaments ease fiery itch of eczema, simple rash, chafing... so aiding healing. Acts fast—comfort lasts. For gentle skin cleansing, use Resinol Soap.

RESINOL OINTMENT and SOAP

SELF-CONSCIOUS ABOUT TEETH CHATTER? HERE'S MY SURE-GRIP SECRET



Whenever I talked my false teeth would shift position and "click" causing me untold annoyance. And it was embarrassing to others too! My dentist suggested HOPE Denture Adhesive. Haven't had any trouble since. HOPE really keeps my teeth firm and tight.

HOPE Denture Adhesive contains two special sure grip ingredients—guaranteed to hold false teeth firm all day, all night or in every back. HOPE® comes good—guards against denture breath. Enjoy false teeth—get HOPE today.

NEW COUGH RELIEF FAST* —STOPS BAD BREATH, TOO!



1 STUFFY NOSE
Rich Menthol Vapors go UP nose!



2 RASPY COUGH
Cough Medication goes DOWN throat!



3 BAD BREATH
Chlorophyll stops bad breath!

"Richly Medicated—yet tastes so refreshing!"

Here's why this new cough drop does so much and tastes so good! Contains 5 proven medicinal ingredients for fast UP-and-DOWN cough relief—plus chlorophyll to stop mouth-caused bad breath! Fresh, cool, delicious! You'll find them best for coughs—delightfully refreshing, too. Buy some today!



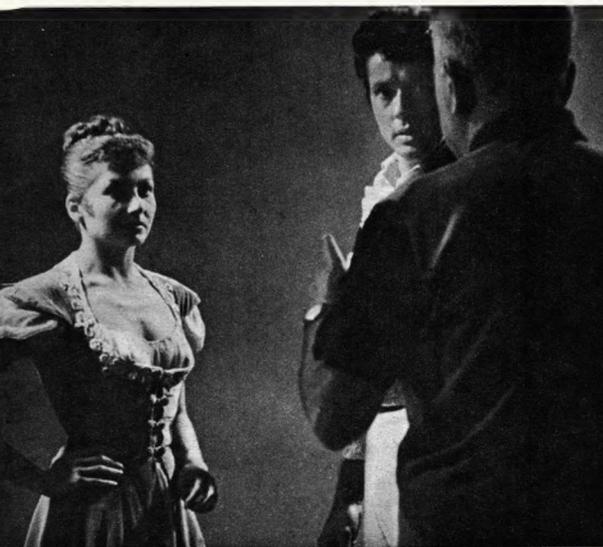
Only 10¢

MOVIES

THE TAMING OF JEANNAIRE

IN FIVE EASY LESSONS





BEFORE. Director Vidor briefs his stars and demonstrates (see action at left)

SOME of the finest acting performances in Hollywood are put on by movie directors in the process of showing the stars and starlets how.

Take the love scene between Jeanmaire, the Parisian dancing star who achieved fame in the ballet "Carmen," and Farley Granger in Samuel Goldwyn's "Hans Christian Andersen." If it has half of the passion, the explosive force indicated by Director Charles Vidor, it will be one of the most torrid love scenes in movie history.

Incidentally, Danny Kaye is the star of the picture, playing his first

straight role as the Danish storyteller.

Mr. Vidor is Hungarian-born and by reputation temperamental. People expected him to clash with his imported star, Jeanmaire, who is known as *Zi-Zi* to her friends—in tribute to a disposition that fizzes and who has been described as "a firecracker in tights."

But on the job, Jeanmaire turned out to be a quiet, modest, working girl, as most of the highly disciplined ballet dancers are, for that matter.

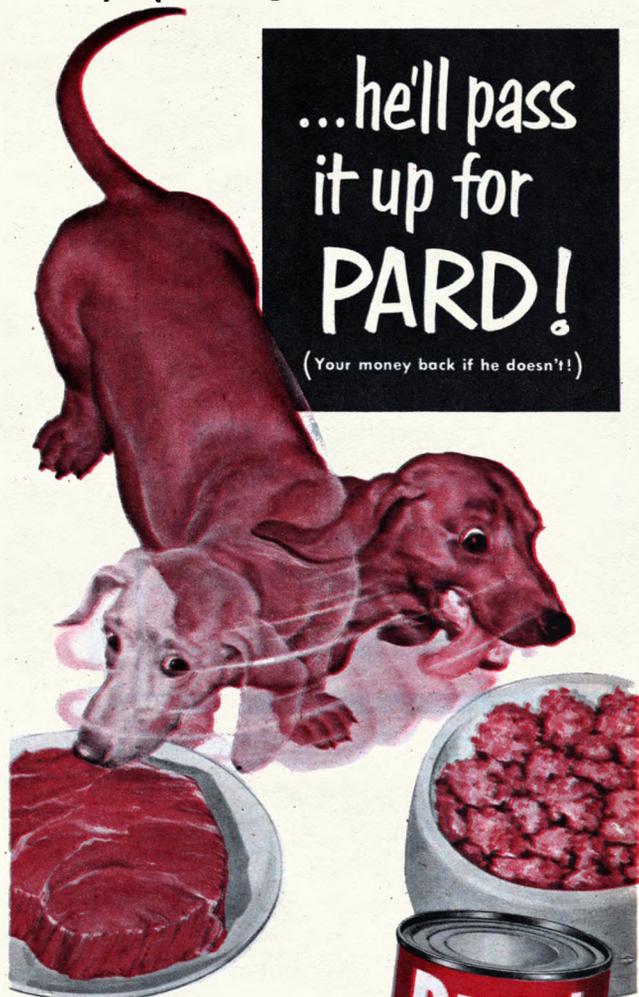
All of the fireworks were supplied by Mr. Vidor. — **LOUIS BERG**

Photographs by Gjon Mili



AFTER. Final take shows Jeanmaire and Granger emoting just as Vidor ordered

Tempt your dog with red, raw meat



...he'll pass
it up for
PARD!

(Your money back if he doesn't!)

Better for him too—than meat alone!

What's the most inviting dinner for a hungry pup? Who says, "A high-priced piece of red, raw meat"?

Wrong! He'll go for **PARD** first. And your money back if he doesn't!

Pard's better for him too. For meat alone can't nourish a dog completely. **PARD** gives your dog all the good meat protein he craves, *plus* all the vitamins and minerals he needs.

Buy **PARD**—and watch him go!

CHLOROPHYLL* added to combat doggy breath and body odors!

*Chlorophyllins—a derivative of Chlorophyll



Listen to Don McNeill's Breakfast Club, ABC radio, weekday mornings.



NEW DRY-TYPE FOOD! Never before

one like it...with *Flavor HE CAN'T Resist!*

It took *meat men*—it took Swift—to make a dry dog food taste this good! Extra meat fat added. Chlorophyll too. Also Aureomycin to keep your dog "on feed"!

The most famous name in
cough drops brings you



LUDEN'S MEDICATION
soothes your throat

NATURE'S CHLOROPHYLL
cleans your breath

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HOW'S IT GOING IN THE

Awkward
Zone?

IF YOU'VE GOT stubble trouble there, call for a Mennen Shave Cream—quick! Special formula softens toughest whiskers . . . paves the way to zip-quick, smooth-as-silk shaves. Yes, Awkward Zone troubles melt away with Mennen.

MENNEN LATHER MENTHOL-ICED: Superfine . . . spiced with the soothing freshness of menthol . . . in the exclusive Mennen formula.

MENNEN BRUSHLESS: Amazing Lanomen makes it extra-smooth, gives you clean, sweet shaves every time.

MENNEN LATHER SHAVE: Famous lather takes fight out of any beard . . . lets the blade get surface-close.

Only Mennen makes all 3

MENNEN
SHAVE CREAMS



FOOD FIND

Quick
CHEESE CAKE



PUDDING mix has come to a new importance — as a base for cheese cake and one easily made. Drop in the eggs, don't bother separating the yolks from the whites. No spring-form pan is required. The cake stands tall and it stays tall. Baking time is cut; so is the cost. It's perfect company dessert. Make it a day in advance for flavor improves with chilling.

Baked Lemon Cheese Cake

Crust: Combine $\frac{3}{4}$ cup finely crushed zwieback crumbs or graham-cracker crumbs, 1 tablespoon sugar and 2 tablespoons melted butter or margarine, mixing well. Press firmly on bottom of 9-inch spring-form pan, 9-inch round cake pan or 2-quart casserole.

Filling: Combine 1 package lemon pudding and pie-filling mix, $\frac{3}{8}$ cup sugar and 1 cup milk in a saucepan. Cook and stir until mixture comes to a full boil and is thickened (pudding may curdle, but will smooth when boiled). Remove from heat. Combine $\frac{1}{2}$ pound of cream cheese and 1 pound cottage

cheese (have cheeses at room temperature), blending well. Add 3 eggs unbeaten, 1 at a time, mixing well after each addition. Then add $\frac{1}{4}$ teaspoon salt and cooked pudding, blending thoroughly. Pour over crumbs in the pan or casserole. Bake in a slow oven (300°F.) for 1 hour and 15 minutes. Cool to room temperature; chill. If desired, spread with cherry glaze. Yield: 8 to 10 portions.

Cherry Glaze: Combine $\frac{1}{2}$ cup sugar, 2 tablespoons cornstarch and $1\frac{1}{2}$ cups canned cherry juice plus water. Cook and stir over medium heat until mixture comes to a boil and thickens. Simmer 2 minutes; remove from heat; cool 5 or 10 minutes. Spread 2 cups drained, canned (syrup-packed) red sour cherries over chilled cheese cake. Pour glaze over cherries and chill until ready to serve.

Baked Vanilla Cheese Cake: Substitute 1 package vanilla pudding and pie-filling mix, and decrease sugar to $\frac{1}{2}$ cup. Add $\frac{1}{4}$ teaspoon nutmeg and 1 teaspoon vanilla with the salt.

— CLEMENTINE PADDLEFORD

TIGER BAIT

Continued from page twenty-four

But the tiger's wild blood was too fierce and he was too close to his kill now to turn away. He was a scant four feet below Joan when a pythonlike trunk flicked upward and regardless of the fierce claws that might fatally rip it, wrapped about the tiger's hind leg and flung the striped one to the ground with a rib-cracking jolt.

BY SCENT as well as sight old Chunder Loi had recognized his enemy, the lame tiger, and his long-held irritation became a killing wrath. Hari came up at him like a yellow streak, bashing and snarling, and the elephant bellowed with pain. Heaving tusks freed him of the killer's weight and one great forefoot just missed crushing the tiger into the earth, but with a scream the tiger writhed free.

Above the tumult rose the voice of Migi on Chunder Loi's shoulders, encouraging, giving orders,

in the metaphor of the elephant cult. "Well done, Most Wise and Fearless! Steady now, guard thy trunk. In once more and the victory is thine. Ahee!"

Hari's blood was also up. He had been frustrated on the very verge of a kill. His eyes were phosphor-pale with rage. He dodged, circled and sprang again for the tree. Again Chunder Loi intervened, and the tiger sprang high, burying white fangs in the elephant's shoulder. Chunder Loi trumpeted in shrill agony as the bright blood flowed but he wheeled again to face the killer.

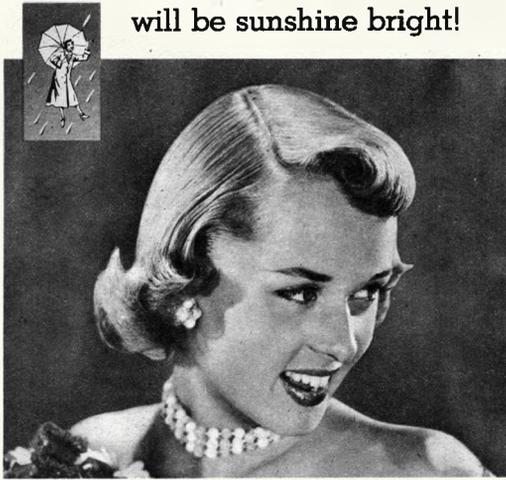
Seconds of shifting and circling with the elephant ever turning to face the striped shape of fear. An old jungle feud was being settled once and for all. From haunches of coiled steel Hari sprang in a last time, and Chunder Loi, moved by avenging instinct, crashed a great shoulder against the tree, the

shoulder to which the tiger clung. And even as an apple is crushed in a press, Hari's body was crushed against the trunk to fall in a yowling crumpled heap on the ground where his life's blood was trodden out like wine beneath the elephant's stamping feet. Long and long Chunder Loi continued to knead and press that hated form till it was past all semblance of any beast that had ever lived or breathed.

WHEN Mayfield returned with the boys at dusk he seemed to know what had happened from Joan's white face before she spoke. A strange moment for the man in which his whole consciousness became obsessed with a single realization. He did not voice it then, nor did he let Joan talk till much later.

After Chunder Loi's wounds had
Continued on next page

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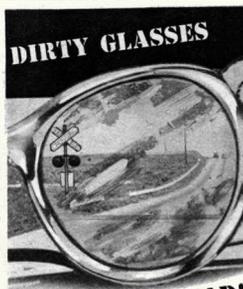
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TIGER BAIT

Continued from preceding page

been carefully washed and treated they sat in the dusk before the open tent.

Mayfield had heard the full story of the afternoon and had arrived at a decision within himself. He had long had doubts about this profession of his, this profiting upon the lives and freedom of jungle animals. Now he knew that he had made his last collecting trip. For years fortune had attended him. Now the jungle was beginning to strike back. But for the miracle that had brought Chunder Loi and the mouse-deer pair to his camp, it would have taken the dearest thing life held for him.

Migi approached in the gathering dusk, and Mayfield spoke whimsically, as if to the air: "One has thought left and thought right about the warning, and finally decided to let the Forest Fleas go free."

Migi sucked in his breath with quick pleasure. "Said I not so all along, Sahib? Even today ill fortune all but struck."

"Because of today and the fate that did not fall, the Forest Fleas shall be free. Open the cages now, Migi. The Great One, too, may leave if he wishes. Put no ankle chain on him tonight."

"The elephant, Sahib? But what of the promised reward?" wailed Migi.

"The reward shall be even greater than that which was promised," smiled Mayfield. "But for the elephant, the evil which struck today would have been fatal."

MAYFIELD could recall few sensations comparable to the thrill of watching the three mouse-deer go tripping across the clearing—sheer poetry of grace and motion. At the jungle edge they paused a moment, then melted soundlessly into the green.

A rare smile was on the American's weather-tanned face as Joan's hand crept into his. For the first time in weeks his hunter's instinct was infinitely at peace. Jungle favor had been restored to him. *The End*

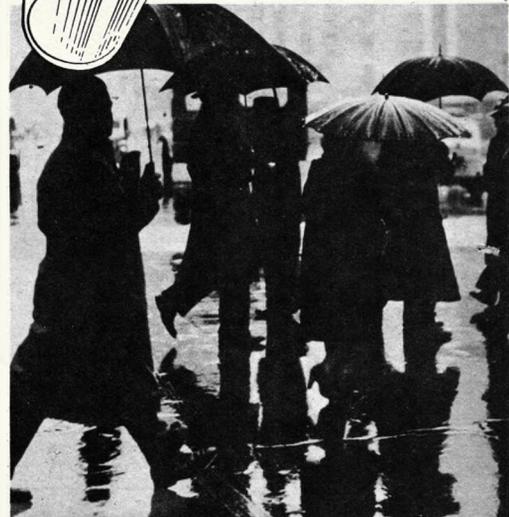


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No matter how you try to stop or shorten a cold, the first thing to do—before you do anything else—is to take genuine Bayer Aspirin.

You should do this because a cold is almost invariably accompanied by muscular aches and pains—and a headachy, feverish feeling. And for your own good, you need a medication that will relieve these distressing symptoms—relieve them quickly.

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almost the instant you take them. This Bayer way of feeling better fast—tested and proved by millions—is now being used by more men, women and children than ever before.

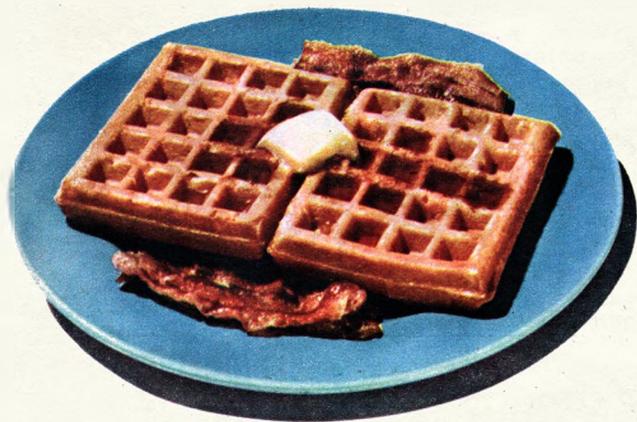
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TELEVISION



WATSON AND BABS: She laughs at her own jokes

LOOK WHO'S A STAR!

BALTIMORE's TV audience has its favorite star — no, not Milton Berle, Sid Caesar or Arthur Godfrey, but a three-year-old baboon named "Babs." When Baltimore's Zoo Director Arthur Watson first inaugurated his show, "This Is Your Zoo," he introduced Babs merely as a member of the animal troupe. But following his first program, mail and telephone response was so heavy

Watson arranged a return appearance for Babs. Things have taken such a turn that she has become the star of the show, with Watson assisting. Babs's video success is not due to any tricks or special training, but rather to her talent for feeling at home on TV. In fact, her ease before the cameras is something many a human TV headliner would wish for — let alone her popularity.

Photographs by Allan Gould



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"EVERY TV star must have a wardrobe"



"HEY, clumsy, don't rip that skirt"



"WATSON, your script is corny"



"A NEW DRESS gives me such a lift"



"A STRIP is always a show-stopper"



"ALL DONE. But I loved every minute"

Does Dry Skin Label You An "Older" Woman?

One of the sorrowful moments in every woman's life is the moment she discovers her first wrinkle. For wrinkles and old age go together.

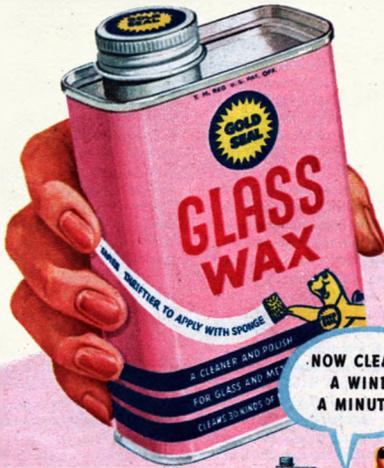
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THAT DIN can
lead to divorce

Here are science's latest discoveries on one of our oldest domestic problems:

Snoring

BY LESTER DAVID

SNORING is one of mankind's oldest, commonest and most baffling afflictions. Victimiting one person in 10, it has caused divorces, nervous breakdowns, lawsuits. Yet amazingly there is almost no serious discussion of the problem in medical literature.

Dr. Abraham Stone, former president of the American Association of Marriage Counselors, told me that "this miserable affliction" is an important contributing cause of marital difficulties.

This doesn't sound far-fetched in view of tests conducted by Dr. James F. Bender, director of the National Institute for Human Relations and an authority on sleep. Using a sound level meter, Dr. Bender found that some male snorers registered as high as 69 decibels, which is only 25 per cent less noise than the roar of a lion.

How To Stop It?

WHAT actually causes snoring—and how can it be stopped? Anything that narrows or obstructs the air passages will produce a snore. At the rear of the mouth is the soft palate, which tapers off into a tail-like uvula. When these soft tissues are pushed against the equally soft membranes of the throat, vibrations are set up by the air entering and leaving the air passages. The same thing happens when the base of the tongue sags against the pharynx.

In a large number of cases, the air passages are obstructed by ade-

noids, enlarged tonsils, etc. Chronic inflammation of the nasal linings may cause an enlargement of the tissues sufficient to clog nasal passages. When the cause is pathological, removal of the source will generally bring noiseless slumber.

But what to do if nothing's wrong and you still snore?

One woman solved the problem neatly by putting her husband to sleep on a porch. "He makes a good burglar alarm," she explained. "Until I put Bob out, we were robbed twice. But in the two years since, not a burglar has broken in."

Cure-by-isolation is one method, but there are a number of home remedies which attack the problem at its source. Some are ages old and neither the results nor the comfort can be guaranteed, but the surprising fact is that they have worked successfully on many confirmed and noisy snorers.

Sleeping on the back causes the flabby soft palate and uvula to fall back against the throat membranes. So avoid sleeping on your back. There are two ways:

1. Sew an empty thread spool on the back of your pajamas. In a few weeks, you should be able to break yourself of the habit. (Variation: a towel tied around the waist with a large knot in back, or a pocket sewn in the pajama rear, into which a baseball is buttoned. Same objective.)

2. Tie one hand to the bedpost with a short string. It will keep you from turning.

A Bandage Will Do It

MANY cases are due to mouth breathing. Stop it by the following:

1. Put a short strip of cotton plaster across your mouth nightly for several weeks. If there are no nasal obstructions, you can soon get rid of the habit. Also your snoring.

2. Tie a bandage under the jaw and over the head to keep your mouth closed.

Clever promoters have picked up a nice piece of change by appealing to the desire of loud snorers to effect a cure. One man distributed leaflets in which he claimed: "I can absolutely cure snoring."

It cost the gullible one dollar to get the answer. It was printed on a white card:

"An absolute cure for snoring," it read. Then, in small type: "Don't go to sleep."



Bender: He measured a snore

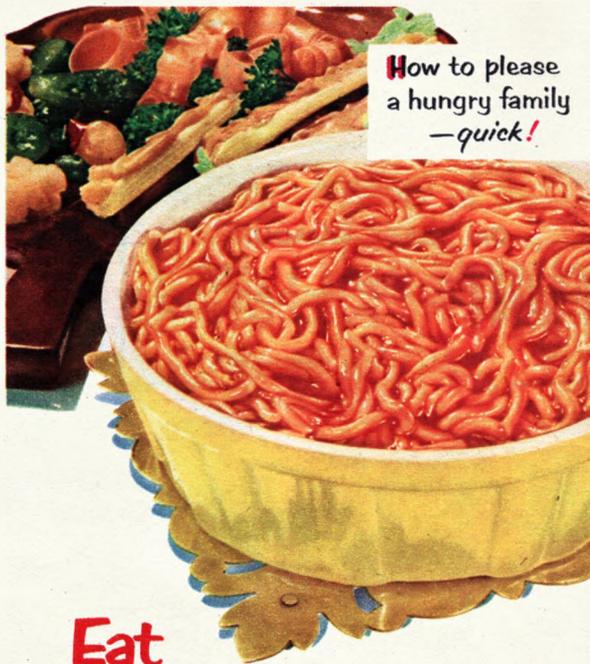


TOUCHDOWN!

IN the last few seasons, there have been the long look, the short look, the full and the tapered look in play pants. The newest look is football pants or knickers. More flattering than slim trousers to figures which aren't exactly bean poles, knickers are designed for active sports, for knocking about on week ends, have even been turned out as ski pants.

Our outfit here by White Stag is made of water-repellent and windproof dusky denim, lined for warmth with cotton flannel. The lined wedge jacket has raglan shoulders, three-quarter sleeves and a knit roll collar. The accompanying cotton knee socks are by Bonnie Doon and the casual loafer shoes are Old Maine Trotters.

Even if you've left your football at home, you'll be comfortable looking like this. — **JOAN SHORT**



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For a delicious family supper, both thrifty and quick, try this —

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Tuna Spaghetti Bake

- 1 6 1/2-oz. can tuna fish
- 2 1 1/4-oz. cans Franco-American Spaghetti
- Buttered corn flakes

Flake tuna with fork; mix gently with spaghetti. Pour into buttered casserole; top with corn flakes. Bake in a moderate (350°) oven for 20 min. Serves 4.

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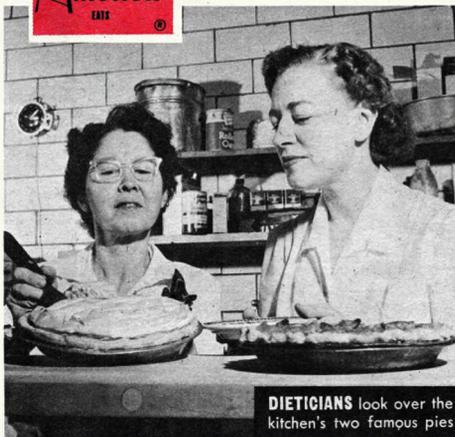
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DIETICIANS look over the kitchen's two famous pies

HOOSIER PUMPKIN PIE

by Clementine Paddleford

This Week Food Editor

Hawthorn Room is this city's pride, "punkin" pie its favorite food . . .

INDIANAPOLIS, IND.

It's "punkin" time in Indiana; it's "punkin" pie de luxe in the Hawthorn Room, Indianapolis. Hawthorn is the tree of the state, pumpkin its most important vegetable, and pumpkin pie its most renowned dessert. To eat pumpkin pie at the Hawthorn Room, I made a 250-mile detour from Detroit to Indianapolis en route to New York.

The Hawthorn is a brag place with the Hoosiers who claim it can equal best eating anywhere. Columnist Dickman Stone, of the "Indianapolis Star," was my guest one evening at a top-notch New York spot. He put away a sizable dinner and applauded the food, then came out with what he'd been trying not to say from the moment the Clams Casino appeared right through to the Cherries Flambe.

"Good food," he said, "but you must visit the Hawthorn Room back home and eat their fried chicken and 'punkin' pie." A few months later I arrived to cash in on Dick's high, wide and handsome invitation.

True enough—the chicken was done to perfection in Midwest style; the mashed potatoes were whipped to snowy lightness; not a lump in the milk gravy made in the pan in which the chicken was fried. The but-

terscotch rolls can be described in three little words—yum, yum, yum. But "big punkin" on the menu was the "punkin" pie, tasting even finer than the sour-cream raisin. Pumpkin-pie sales here keep going long past the season, right into the spring.

Second day of my visit, I went back for more of the same and to get the recipes. Elizabeth Adams and Evelyn Mohr, dietitians, manage the place, and quite a job it is with the buying, planning and overseeing the cooking. Some days they feed 2,000 people between noon and closing. Elizabeth is the sister of Thomas Adams, owner of the Hawthorn. She has been dietitian with her brother now for 18 years.

A Garden Effect

NO WONDER Indianapolis is fond of this restaurant—it's a rather fabulous place to find outside of the biggest cities. It is built on three different floor levels with four different rooms all more or less opening one to the other. The room men like best has the walls done with murals showing an Indianapolis Speedway race from beginning to end. There are wall-size photo enlargements of all the past winners; great space given to Indianapolis's Wilbur Shaw, a three-time winner of the Memorial Day "500." The Hawthorn Room is done in a garden effect with a colored mural at one end of Tom Adams's garden, the pink blossoming

Continued on next page

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HOOSIER PUMPKIN PIE

Continued from preceding page

hawthorns in the background. On the same level, or maybe it's a few steps down, is the circular counter—under the spreading arms of a make-believe hawthorn tree.

T. D. Adams, a native of the Blue Grass country, intended to be a doctor, not a restaurateur. To help pay for his schooling, he worked part-time in one of Cincinnati's smartest eating places as a department co-ordinator. In less than a year, he was made general manager and decided immediately to change his career. Next move was a transfer to Indianapolis where his firm had a restaurant not doing too well. Tom took the kinks out. Tom bought the place. Today his Hawthorn, rebuilt, splendorized, is a Midwest landmark.

Roast-Beef Hash

1 quart cooked, diced roast beef
1 cup chopped onions
1 cup diced, raw potatoes
¼ cup chopped green pepper
1 cup beef stock
½ teaspoon salt
½ teaspoon pepper

Combine ingredients in a 1½ quart casserole. Heat thoroughly on top of range, then bake in a slow oven (300°F.) for 1½ hours. Yield: 6 portions.

Cherry Cobbler

1 quart frozen, sweetened sour cherries
3 tablespoons flour
1 cup sugar
Pinch of salt
2 tablespoons butter or margarine
½ recipe pie pastry

Combine cherries with flour, sugar and salt; turn into a square heat-proof (8x8-inch) baking dish and dot with butter or margarine. Roll out pastry and cover cherries, making a fluted edge or cut pastry into strips and make a lattice-work top by placing half of the strips in one direction and weaving the other half in the other direction. Bake in a hot oven (400°F.) 45 minutes or until the pastry is browned and cherries are thoroughly cooked. Yield: 6 portions.

½ recipe for pastry:

¾ cup sifted all-purpose flour
½ teaspoon salt
½ cup vegetable shortening
2 to 3 tablespoons water

Sift flour and salt into bowl, cut in ¾ of the shortening until mixture is crumbly, then cut in other quarter until mixture is

slightly coarser. Mix in water with knife until mixture holds together and forms a ball, not too stiff yet not sticky. Knead once or twice on lightly floured board, pat out slightly, and roll into a square shape for crust or rectangular shape for lattice top.

Indiana "Punkin" Pie

½ recipe plain pastry
1½ cups cooked, strained pumpkin
1 cup milk
¾ cup sugar
¼ teaspoon salt
¼ teaspoon nutmeg
¼ teaspoon cinnamon
2 eggs, slightly beaten
1 tablespoon melted butter or margarine

Line an 8-inch pie pan with pastry and make a fluted, standing rim. Place pumpkin in bowl; add milk gradually, stirring constantly. Add remaining ingredients in the order given and beat well with a rotary beater or electric mixer. Pour into pastry-lined pie pan and bake in a hot oven (400°F.) for 35 to 45 minutes or until a silver knife inserted into the custard draws out clean. Yield: 1 8-inch pie or 6 portions.

Sour-Cream Raisin Pie

1 cup brown sugar
2 tablespoons flour
½ teaspoon nutmeg
¼ teaspoon cinnamon
¼ teaspoon salt
1 cup sour cream
3 eggs, separated
1 cup raisins
½ cup sugar
1 8-inch baked pastry shell

Combine brown sugar, flour, spices, salt, and sour cream in top of double boiler, mixing well. Set over boiling water and cook, stirring occasionally until slightly thickened. Beat egg yolks; add a little of the hot mixture and then add the yolk mixture to the hot mixture, stirring constantly. Cook for about 5 minutes longer and add raisins. Cool. Pour into baked pie shell. Cover with meringue made by beating the 3 egg whites until frothy, gradually adding ½ cup of sugar, heating until stiff but not dry; bake in hot oven (400°F.) 8 to 10 minutes until meringue is delicately brown. Yield: 1 8-inch pie.

NEXT WEEK there's a home dinner with a Spanish touch—the recipes come from a North Miami, Fla., kitchen.



ARCHIE LIEBERMAN PHOTOS

CIRCULAR COUNTER: Food bar under a make-believe hawthorn



One **TASTE** is worth
a thousand pictures

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Spaghetti and Meat Balls
— Hunt Style



ONE taste? Mother, your family will never stop with one taste of this flavorful, savory dish!...

So give 'em BIG servings! They'll love it—down to the last drop of rich, flavorful sauce!

The recipe's easy. And low in cost, for Hunt's Tomato Sauce costs but a few cents a can. Get a few cans and try it!

½ cup chopped onion
1 clove garlic, minced
4 tbsp. oil or drippings

Lightly brown onion and garlic in hot oil. Then take:

1 lb. ground beef 1 tsp. salt

Add salt to meat, mix lightly. Form into

small balls and brown in pan with oil. Then add:

1 can Hunt's Tomato Sauce
1 cup water ¼ tsp. pepper
2 tsp. Worcestershire sauce

Cover pan and simmer 40 minutes. Pour over hot spaghetti (8-oz. pkg.) and sprinkle with grated cheese. Serves 4.

When you add Hunt's Tomato Sauce to your recipes, it's like doubling your cooking skill. Bright new flavor—new family enjoyment of your dishes. Add Hunt's to meat loaf, casseroles, stews, fish, leftovers! Costs but a few cents a can.

For breakfast or dessert—Hunt's Heavenly Peaches

Hunt Foods, Inc., Fullerton, Calif.

Hunt-for the best

condition even "difficult" hair
to *Glorious* natural radiance!



Helene Curtis shampoo plus egg

Give your hair and scalp beautifying benefits you simply cannot get from other shampoos—billowy rich lather that cleanses completely, removes loose dandruff, PLUS the unique hair-conditioning action of fresh, whole egg. Ask for Helene Curtis Shampoo Plus Egg at your beauty salon, cosmetic or drug counter. 59c and \$1.00.

SPECIAL OFFER
LIMITED TIME ONLY!

FREE—Conditioning Creme Rinse with Lanolin, when you purchase Helene Curtis Shampoo Plus Egg!

4 oz. Shampoo Plus Egg, 2 oz. Creme Rinse. **Reg. 89c — BOTH ONLY 59c**

8 oz. Shampoo Plus Egg, 4 oz. Creme Rinse. **Reg. \$1.59 — BOTH ONLY \$1.00**

Betcha
rave about
steaks and
chops with

**Bennett's
Chili
Sauce**
the real "home-made" kind

Is this your plant?

If not—feed yours PLANTABBS. A rich plant food in tablet form. Clean, odorless, safe, easy-to-use. Amazing results with everything that grows in flower pot, window box or garden. 25c, 50c, \$1, \$2, and \$3.50. At your dealers or postpaid from: PLANTABBS CORPORATION DEPT. A, BALTIMORE 1, MARYLAND

PLANTABBS
PARTY-FOOD TABLETS



TODAY'S EXPERT: "Criticisms are easier to take than left-handed compliments"

COMPLIMENTS THAT STING

by Jan Struther

AUTHOR OF "MRS. MINIVER"

A famous novelist has a story to tell. It will make you stop and think

"LETTY and I get on marvelous-Lily," said my old school friend Elinor. "And I must say, when I see the trouble some of my contemporaries have with the mother-daughter relationship, I feel inclined to tell the poor dears about my own Golden Rule. It's simply this: *I never criticize.*"

"Never?" I said. "Never," she repeated firmly. "I've gone on that principle with Letty ever since she was a tot. When she did something naughty, I made it a strict rule to say absolutely nothing. Of course, she may have realized that I was displeased—children are so sensitive to atmosphere."

"Very," I said. I have known and liked Letty since she was five; she was, and still is, one of the most sensitive people in the world.

"But when she did something good," Elinor went on, "like setting the table for me to give me a surprise, I always praised her up to the hilt. 'Why, Letty,' I'd say, 'you are being a helpful girl today.' Or if she got her room really tidy for once—you know, Letty was always inclined to be rather, well, Bohemian in her habits—I'd say, 'Why Letty, this time it's going to

be a pleasure to bring the guests to your room to say good night.' You see what I mean?"

"I see," I said, rather dryly.

As I listened, I remembered a conversation the week before when I had spent an afternoon with Letty. She opened the door to me dressed in an old smock, untidy but radiant, with a smudge of clay on her forehead. Letty is, among other things, a promising amateur sculptor.

"Come and see!" she cried. "I've nearly finished that head of Jack I was starting last time you were here." We went into the kitchen, which doubles as her studio. On the old Lazy Susan that she uses as a turntable stood a clay likeness of her husband.

Her five-year-old son had clambered onto a kitchen stool and was appreciatively patting the clay of his father. There were already two distinct fingerprints on the chin.

"JOHNNY," said Letty firmly, "that's not kind of you. Look, how would you like it if I messed with one of your nice airplane models and spoiled it, just because you happened to go out of the room for a minute?"

Johnny pondered. "I'm sorry," he said.

"Okay, darling," said Letty. "I can fix it all right—but please don't do it again, there's a love."

"I won't," said Johnny, and gave her a quick affectionate hug before he ran off to play in the yard.

"What a darling he is," I said, "and how well you handle him. He didn't seem to mind in the least being ticked off."

"Children are much tougher than some parents realize," said Letty. "I always find they can take criticism perfectly well, provided it's given in a reasonable way. What they can't take," she added with considerable feeling, "is what I call 'compliments with a sting.'"

HER words came back to me now, a week later, as I watched Elinor pour herself a third cup of coffee. Just then the doorbell rang and Elinor got up to answer it.

"Why, Letty!" I heard her exclaim. "We were just talking about you." And then she added: "Darling, how nicely dressed you are today! And I do believe you've even been to the hairdresser's!"

"Thank you, Mother," said Letty with perfect civility. But I could see her face over Elinor's shoulder as they embraced—and I am sorry to have to report that she gave me a discreet but quite unmistakable wink.

REAL FORGIVENESS means forgetting, too, says next week's expert, the President of Loyola University of the South.



FOR 'BREATHLESS' MOMENTS...

... CHEW THE GUM WITH THE

"BREATH-TAKING" FLAVOR!

Don't risk spoiling your big breathless moments! Be sure of your breath. Chew Dentyne, the gum with the breath-taking flavor.

Dentyne tastes so good. Helps keep your teeth sparkling clean and white.

You'll love this wonderful gum. For Dentyne has a tingling, pleasure-giving flavor that lingers on and on. Dentyne is delicious!

So before you go out... and always after eating, drinking, smoking... refresh your breath with Dentyne. And remember, Dentyne helps keep your teeth white, too. Get Dentyne and keep it handy!



... HELPS KEEP TEETH WHITE

GET A LINE ON A GOOD THING

Look for Stripes!



Look FOR THE CANDY-STRIPED PACKAGE

TIGHTEST STICKING TAPE EVER!

TEXCEL CELLOPHANE TAPE

INDUSTRIAL TAPE CORP., NEW BRUNSWICK, N. J.

HOW LONG WILL YOU LIVE?

Continued from page nineteen

however, add up to five years. New Total ... yrs. ... mos.

12. Family and environment: A British survey of life expectancy for children of large families turned up this interesting conclusion:

A. Children from large families live longer than those from small families, except when the large families number more than ten.

B. Children in large families vary, too. Those born between the fourth and eighth years of their parents' marriage usually live longer than those born before and after them.

If you can place yourself here, give or take 2 years.

New Total ... yrs. ... mos.

This last figure is how long you should normally be expected to live, barring an invasion from other planets, a rain of atomic bombs, earthquakes, epidemics or geological upheavals.

There may be other factors influencing your life-expectancy figure, however. It may make a difference whether you're a vegetarian or meat-eater. In Western North Carolina, for example, there are natives who swear that chewing a certain weed known as ramp insures living to be 100.

Then there are such factors as whether you were born with innate vitality of the nervous or circulatory systems, which may offset a lot of the foregoing degenerative influences.

It might make a difference whether you were brought up in crowded city tenements or in the wide open spaces; whether you go to sea (mariners generally outlive landlubbers); your I.Q.; your romantic life; and even your morals have a bearing on your length of life. Gamblers, for example, have a low rating because of the hazards of their profession.

Also, as I pointed out in the beginning, the above is at best a conjecture, and depends a lot on your state of health. If you are already in poor health, you will have to make allowances for that.

In any case, it may make you feel better to compare your final life-expectancy figure with that of people in certain foreign countries. For some comparisons, see page 18. Here are more, according to latest available studies:

	Men	Women
United States	67	71
Australia	67	71
France	62	68
Denmark	66	68
Netherlands	69	71
Canada	65	69
Japan	56	60
Chile	38	40
Scotland	64	68
Egypt	36	41
Portugal	49	53

The End

"Smells sweet too!"

(thanks to odor-ending Ken-L-Biskit)



Mrs. W. G. Hollinger, Navarre, O.

"Rags is nine-months old and just about the sweetest little dog we've ever seen. We feed her Ken-L-Biskit all the time. Partly because it's so easy to fix and partly because of the way it stops all her odors. She is a very healthy dog and smells sweet, too."

KEN-L-BISKIT



Nourishes with real meat protein!
Deodorizes with chlorophyllin!

Extra nourishing because it contains real meat meal, plus vitamins and minerals. Extra appetizing because the rich meat protein is baked right into the small crumbled nuggets. Just add liquid and serve. A double value because it deodorizes as it nourishes. In 2, 4, 25 and 50 lb. sizes.

These end dog odors, too!

KEN-L-RATION



Packed with lean, red meat (U. S. Gov't Inspected horse meat). Ready to serve. Ends odors fast. In regular can or new jumbo jar.

KEN-L-MEAL



The extra thrifty way to give your dog the complete nourishment of real meat meal, vitamins and minerals. Quick and easy to mix. In 2, 5, 25 and 50 lb. sizes.

Who else but *GENERAL ELECTRIC* could bring you...

A PORTABLE MIXER THAT REALLY MIXES!

It's powerful, it's light, it's ideal for every mixing job. LOOK...



 Portable Mixer
\$19.95
Price subject to change without notice.

You can put your confidence in—

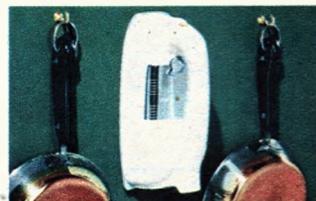
GENERAL  ELECTRIC



Powerful! . . . for even those tough mixing jobs. And its finger-tip 2-speed control lets you *adjust* the power.



Light! Imagine—it weighs a mere 3 pounds! You can take it to the food instead of having to lug the food to it!



Easy to put away! There's a handy key-hole slot for hanging it on the wall within easy reach for every mixing job.



Easy to set down! . . . thanks to its wonderful heel rest. Drippings fall back into the bowl—not onto your work counter.



Easy to clean! The two beaters are a cinch to wash and dry because they have no center shafts for the food to cling to!

Note for thirsty youngsters! Working at high speed, this mixer makes frosty milkshakes, healthful fruit drinks, in a jiffy.

THIS IS THE MIXER FOR YOU!

Drop into your nearest General Electric dealer's and let him tell you the complete story! General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

WHY MEN LEAVE HOME

by George Wolfe



1



2



3



4



5



6



7

"I drink all the coffee I want..."



"I get all the sleep I need!"



**DON'T STOP DRINKING COFFEE...
JUST STOP DRINKING CAFFEIN!**

WANT to drink all the delicious coffee you please—any time—and sleep? You can—if you don't drink *caffein*. For it's the *caffein* in ordinary coffee that jangles nerves and keeps folks awake. And tasteless *caffein* adds nothing to coffee's goodness!

Do as millions of wise coffee lovers do. Enjoy wonderful coffee and wonderful sleep with New Extra-Rich Sanka Coffee. It's 97% *caffein*-free... gives you all

the satisfying *goodness* of fine coffee, yet can't irritate your nerves. Get some today!

Products of General Foods



DELICIOUS IN EITHER
INSTANT OR REGULAR FORM

New
Extra Rich **SANKA COFFEE**

It's delicious! It's 97% *caffein*-free! It lets you sleep!

Stop TV Interference At Once—Stop It For Good!

A message to every TV set owner who is tired of paying \$5-\$10-\$15 for the same TV repairs over and over again and who is unfairly blaming his service man for something that is not his fault.

The Truth About Your TV Set:

Have you ever wondered why your TV set can't stay fixed once and for all? And why your TV picture tube still gets aggravating wavy lines, streaks, distortions and snow? It is a known fact that your TV antenna not only picks up the picture you see on your screen but your antenna also picks up electrical static waves that you do not want to attract—the electrical static waves—that can actually ruin your TV viewing picture. And, until you find a way to permanently remove these static waves you will never be able to enjoy perfect movie-clear reception from your TV set.

The Real Cause of TV Interference!

These harmful static waves are what scientists have labeled "TV INTERFERENCE." And the reason you or your repairman have never been able to block this interference out is because IT DOES NOT COME FROM WITHIN YOUR TV SET—but from sources outside your TV set. These sources are the real cause of TV interference. These are what cause your TV screen to flicker, flutter, streak or get hazy.

For instance you, yourself, realize that a doctor's diathermy machine up to 2½ miles away from your home can ruin your TV viewing pleasure for hours on end.

But do you know that an airplane flying overhead can make your screen flicker and flutter?

A car or truck passing your home can distort your TV picture for an evening. Even those innocent-looking electrical appliances you have in your home—such as an oil burner, a refrigerator or fluorescent lighting—can streak, distort and haze your TV picture for an entire evening.

Any One of These Can Cause TV Interference!

Inside Your Home
 Electric toasters
 Vacuum cleaners
 Sewing machines
 Fluorescent lighting
 Radios
 Phonographs

Outside Your Home
 Telephone wires
 Electric cash registers
 Hospital machines
 Doctor's X-ray machine
 Doctor's diathermy machine

These are the real causes of TV interference. Not one of these causes is in your set.

AND IF THINGS WEREN'T BAD ENOUGH, NOW YOU WILL HAVE ANOTHER MAJOR FORM OF TV INTERFERENCE TO CONTEND WITH, AS OF MAY 1, 1952.

Back of this sudden blight is the fact that the Federal Communications Commission has allocated a certain wave length for the amateur radio operators to use in talking to one another across the land and overseas. This is the same wave length that most TV set manufacturers used to amplify and step up the strength of the images you see on the TV screen. It is important that the hams have a share of the band for their work, most engineers agree.

Much, if not most, of the best thinking in the field of radio has been contributed by the amateurs. They have pioneered in both very high frequency and ultra-high frequency broadcasting, opening up new frontiers in electronic communications.

2 Ways to Stop TV Interference For Good

The only way to permanently remove your interference is to BLOCK IT OUT, before it reaches your set, in exactly the same way sunlight glare is blocked out by sun-glasses before it reaches your eyes!

1. Either you can go out and purchase a custom-made electronic interference absorber and have it installed in your set by your repairman. This will stop your TV interference. It will cost you anywhere from \$30 to \$40.

2. Or you can do what thousands of other TV owners did—you can fix your set yourself in just 45 seconds—simply by clipping onto the back of your set a newly-invented by-pass filter called the TELERON WAVE TRAP. This new miracle of modern science, automatically blocks out interference waves before they can reach your set, and is guaranteed to stop TV interference once and for all.



OUTSIDE INTERFERENCE CAUSES YOUR SET TO BEHAVE LIKE THIS

WHICH OF THESE TV HEADACHES DO YOU WANT TO STOP FOR GOOD—IN JUST 5 MINUTES?



STREBS—Caused by car ignition, trucks or buses or by Neon signs, door bells, electric toasters, broilers, radios and phonographs. TELERON WAVE TRAP eliminates this interference BEFORE IT REACHES YOUR SET.



DISTORTION—Caused by outside telephone lines or by other neighborhood TV sets and antennas that compete with your set for the same channel. TELERON WAVE TRAP eliminates this interference BEFORE IT REACHES YOUR SET.



WAYV LINES—Caused by radio Hams or by electric razors, sewing machines, vacuum cleaners and electric stoves. TELERON WAVE TRAP eliminates this annoying interference BEFORE IT REACHES YOUR SET.



BORER EFFECT—Caused by doctor's or hospital's diathermy or X-ray machine. TELERON WAVE TRAP eliminates this interference BEFORE IT REACHES YOUR SET.



SNOW—Caused by constantly running electrical appliances in your home—such as refrigerators, oil burners, fluorescent lighting, even electric clocks. TELERON WAVE TRAP eliminates this interference BEFORE IT REACHES YOUR SET.



TV STATIC—Caused by Amateur Radio Hams. This interference also takes the form of wavy lines. TELERON WAVE TRAP eliminates this irritating interference BEFORE IT REACHES YOUR SET.

A TV Policeman Right in Your Home

Just like a main highway picks up traffic from all incoming roads, so does your TV set pick up electrical waves from all nearby sources. And just like a main highway would be a confused mess of death and accidents if policemen didn't direct traffic, so is your TV picture constantly bombarded by outside interference when there is no policeman to direct "Wave Traffic."

The TELERON WAVE TRAP is like a television policeman. It permits only the desirable waves—those from the TV station—to enter your set. All the other waves—the interference waves that rip and tear at your picture screen—are trapped in the TELERON and thrown off to the ground.

PICTURE-CLEAR RECEPTION 365 DAYS A YEAR!

Send for your TELERON WAVE TRAP today. Send no money. Try this one-week, no-risk experiment. Simply clip the TELERON WAVE TRAP on the back of your set.

It takes only 45 seconds—you need no special tools, no training—and it fits every set made since 1947—no matter what the brand, style or year. See for yourself how this amazing invention gives you sharp, clear pictures, from the first five minutes.

How it adds new life to your pictures even in fringe areas—even in weak reception zones—even on channels you never could pick up before. How it eliminates TV interference ONCE AND FOR ALL! You spent anywhere from \$150 to \$400 when you bought your set. You spent \$35 to \$75 for an aerial. Each year you spend from \$40 to \$60 for a service contract. In other words your TV set represents an investment of hundreds of dollars to you. So why go on suffering from the same old

aggravation—the same old annoying interference—when now for only \$2.98 you can get the perfect, movie-clear reception you deserve.

So order your TELERON WAVE TRAP today! Start enjoying movie-clear pictures from your TV set IMMEDIATELY! Stop TV interference and stop it for good with a TELERON WAVE TRAP. Use the handy coupon below for rush delivery!

Order Today And Save \$2.00

If you order your TELERON WAVE TRAP today, you do not pay the \$5 that thousands of other TV owners paid. Due to mass demand and mass production for the TELERON WAVE TRAP, this amazing invention is now yours for only \$2.98 with this no-risk guarantee, if 5 minutes after you clip this amazing TELERON WAVE TRAP on your set, you are not getting perfect picture-clear reception—please return for full money back. YOU TRY IT AT OUR RISK—YOU DO NOT BUY IT UNTIL YOU ARE FULLY SATISFIED!

HOW TELERON WAVE TRAP CLIPS ON IN 45 SECONDS

Clipping on the TELERON WAVE TRAP is as simple as putting a new bulb into a lamp.

Here's How You Do It!

Simply take the wire marked "A" and clip it onto the back of your set. This takes just 15 seconds. Then take the wire marked "B" and clip it onto your aerial wire. This takes another 15 seconds. That's all there is to it. You have just finished attaching your TELERON WAVE TRAP to your set. It takes you only 45 seconds. You don't even have to go inside your set. There is absolutely no danger to you or your set. These simple instructions enclosed with your TELERON WAVE TRAP.



TRY IT YOURSELF—AT OUR RISK. Saves you as much as \$15 to \$20 in repair bills.

SUPPLIES ARE LIMITED! Mail Coupons Today!

TELERON TV WAVE TRAP, Dept. 200
 303 E. 71st St., New York 21, N. Y.

Please send me the TV WAVE TRAP immediately, at \$2.98 plus C.O.D. postage. I understand that I will get my full money back if the TV WAVE TRAP does not eliminate TV INTERFERENCE within the first 5 minutes.

NAME _____ (Please print in pencil)
 ADDRESS _____
 CITY _____ STATE _____
 I SAVE MORE! Send \$1.00 with coupon. We pay all postage charges. SAME MONEY-BACK GUARANTEE.