

# This Week

MAGAZINE

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JANET LEIGH in Africa: The crocodiles didn't scare her. See Page 16

PREDICTED BY

ELECTRONIC BRAIN: **It'll Be The Dodgers Again In '56**

# Great Men I've Never Met

By EDWARD L. BERNAYS

Change is constant.

— BENJAMIN DISRAELI

Most of us are interested in greatness. I like to study how men and women achieve greatness in one way or another.

Occasionally I am asked to draw up lists of outstanding people. Over the years such efforts have taught me one important thing: It is relatively easy to "pick the winners" at a given moment . . . but you can never pick the long-time winners with any certainty because new winners are always just around the corner. The more you think about it the more exciting this idea becomes:

Not long ago, for example, a distinguished editor asked me to make a list of the 20 Americans now living who will have the greatest influence on Americans in 1976. On the surface, it seemed a simple job—a survey of leaders of the important segments that make up our society, a study of top names in the current news and an attempt to appraise their influence for the future.

But then, after I had done this, I thought, "Suppose I had been asked to pick a similar list back in January 1492? At that time, I would certainly have missed Columbus whose voyage of discovery in that year turned history upside down. Or for that matter, Boerhoven, Bach and Shakespeare. Or if it had been in 1792, I would surely have known nothing about Eli Whitney whose invention of the cotton gin the following year changed the destiny of the United States. Or Thomas Edison, or Lee De Forest, or Alexander Graham Bell.

This is what I mean when I say that a winner is always around the corner. By the time a "great man" becomes known, someone else, then obscure, may already be perfecting an even greater contribution in the same field. Always coming up from beyond the horizon are other leaders yet unknown.

This thought helps keep our thinking young and our spirits humble because it makes us realize that we must never stand still to respect only the present or the past.

We can always be sure that somewhere today, perhaps in our very neighborhood, somewhere down the street, is a still unknown Galileo, Newton, Goethe, Einstein, Schweitzer or Freud whose quiet work will change ideas and things that have seemed unchangeable.



Harry Fried

**AUTHOR:** "Always coming from beyond the horizon are other leaders..."

## Sidelines

**PUBLICIST.** Edward L. Bernays, author of today's Words To Live By, is a man of many distinctions. Widely known as "U.S. Publicist No. 1," he has written many books and magazine articles, has served as an official in several branches of the government, and has been an advisor to U.S. Presidents. Besides all this, he is a nephew of the late Sigmund Freud.

**DATA ON "DATATRON."** On Page 10 you'll find "Electronic Brain Picks The Pennant Winners," by A. E. Hochner. We'd like to point out to statistically minded readers that the weird machine arrived at its conclusions in three minutes—after researchers spent three weeks compiling the data that was used. It did an even faster job (eight seconds) when last fall it correctly predicted four Bowl winners. In case you're interested, you can rent the "Brain" for \$100-plus an hour.

**VARIETY.** In next week's big issue you'll learn when—and when not—to start a lawsuit; how a fantastic propaganda trick may have wrecked Hitler's plans to invade Britain in 1940; what former Vice-President Henry A. Wallace wrote in response to a recent Tom Wexler article on Vice-Presidents. —THE EDITORS

## This Week

THE SUNDAY MAGAZINE

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## THE CERFBOARD



# "Mouse-Made Genius"

By BENNETT CERF

Nobody begrudges a man an initial success, but if he dominates his field too long, and wins too many honors, a fickle public sometimes gets a bit bored with him, and clamors for new gods to adulate.

Walt Disney is a case in point. He has collected Academy Awards and other tributes with such monotonous regularity that doubting Thomases have sprung up to whisper, "How much of the talent is Disney's, how much of that of the unsung people around him?"

Recently, at a Hollywood party, I boasted that I was at lunch with Walt in his private office — located, appropriately enough, at the corner of "Dopey Drive" and "Mickey Avenue." The producer (competitor, of course) told me, "If I never hear another word about that mouse-made genius, it will be too soon."

One creation of Walt Disney's, however, that nobody can belittle, nor credit to anybody but himself, is Disneyland, the wonderful 160-acre play park he opened some miles south of Los Angeles on July 18, 1955. Here is a Coney Island of the atomic age — a continuous carnival made magical with infinite care, soaring imagination and, last but not least, over \$18,000,000 in cash. It is Disney's wildest, most improbable dream come true. "This time," said one of his assistants, "the boss hasn't expanded; he's exploded!"

Characteristically, Disney brushed aside attractions already in existence, and spread out on his desk plans for wonders to come. "Here's a model for a giant chair lift," he enthused, "that will whisk you from one end of Disneyland to the other. And here's where we're going to build Tom Sawyer's island. The only way kids can get to it will be by raft!" In his own mind, Disney obviously remains a kid himself — that, I think, is the secret of his unique appeal.

Of Disneyland's myriad distractions, which delighted me most was a replica of the Main Streets both Walt

and I knew in our boyhood. Horse-cars and surreys with a fringe on top meandered from the railroad depot past the grocery house. Here was a grocery store with pot-bellied stove, coffee grinder and cracker barrel; there an ice-cream parlor with penny jawbreakers and licorice shotguns — just as I remembered them!

"This script," I whispered to my wife, Phyllis, "must have been written by Horatio Nostalgia, Jr."

What do you think Walt Disney was most insistent that I see? A pair of Sardinian donkeys! They were his very first purchase for Disneyland — when it was just a sketch on his drawing board 15 years ago. One donkey is named Prince Charming (who bites everybody), the other Snow White (who just doesn't give a darn).

Walt told me with some respect that Prince Charming has kicked 200 horses since the park opened, and is still going strong.

**The last straw.** One thing court-in couples will seek in vain at Disneyland is an old-fashioned Tunnel of Love. Maybe Walt Disney heard about the gangly Dakotan who took his gal to Coney Island, and came home enthusiastic about everything but that Tunnel of Love.

"A bum deal," he scoffed. "It was dark, damp, lonesome, and worse still, we got soaking wet."

"Wet!" echoed his paw. "Did the boat leak?"

The youth looked surprised, and asked, "There's a boat?"

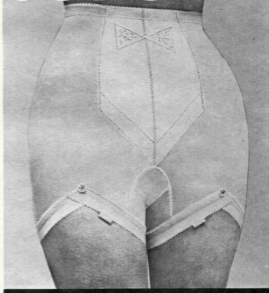


Steamboat through Disneyland



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## Stag lines

Off the air—  
Schenkel wears  
a cable stitch



Chris Schenkel

## Classic On The Court

By BERT BACHARACH

In many parts of the country, nets are going up on the tennis courts and men are out trying to unlimber the old backhand. Once again, one of the most popular items of tennis wear will be the perennial cable-stitch sweater. It's worn above by sportscaster Chris Schenkel, who likes to be out on the court when not on the air.

**Helpful Hints:** It's not easy to get hair out of a brush before washing it, but the notched edge of an old safety razor (minus the blade) will do the job... Tar will come off the hands if you rub them with lard, then wash with soap and water... Put a warning mark on bureau drawers' top edges with red nail polish — to keep from pulling them out too far and spilling the contents... Easy way to remove wallpaper: Apply solution of warm water and laundry starch; allow to set for ten minutes; scrape off with wide-blade knife.

**In The Stores:** The fine Air Force type of sun glasses, which has been a big seller among non-fliers, has been modernized in design. It has the same lenses — but with a smarter and more-conventional look... One of the best men's colognes is now available in a pressurized container with an ingenious spray top. Simple to use and economical.

**Word To Wives:** Tiny, beautiful ashtrays are decorative — but if you want to keep ashes off your furniture, give us men those king-sized ones instead. When flicking cigarettes, we're not expert marksmen!... Even the most glamorous doll loses us as an admirer when she combs her hair at a restaurant table. Her sock drops, too, if she goes out with pin curlers in her hair.

**Weighing In:** It's convenient to know the weight of your luggage in advance before you start on an airplane trip. However, many bags are too large to fit on a home bathroom scale. Best way around this difficulty is to step on bathroom scale while holding the luggage — see drawing (1) — and note the overall weight. Then weigh yourself (2). The difference in readings will be luggage weight.

**People:** Renzo ("The Continental") Cesana predicts that men's summer suits, within three years, will be short-sleeved!... Real estate man Albert Mintzer wants manufacturers to stamp dates on flashlight batteries.



ALWAYS TASTES

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### SEE ANDREA TV AT THESE DEALERS MANHATTAN

- |                         |                 |
|-------------------------|-----------------|
| Alex-Quinn Co., Inc.    | 295 East Avenue |
| Deane Radio Sales, Inc. | 220 East Avenue |
| Koslow & Co.            | 295 East Avenue |
| Rothman, J.             | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |
| Tele. & Radio           | 295 East Avenue |

### BROOKLYN

- |                          |                   |
|--------------------------|-------------------|
| Alex-Quinn Co., Inc.     | 215 Street Avenue |
| Brook-Televisions Co.    | 215 Street Avenue |
| Demco & Associates, Inc. | 225 Street Avenue |
| Deane Radio Sales, Inc.  | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |
| Tele. & Radio            | 225 Street Avenue |

### BROOKLYN

- |                     |                      |
|---------------------|----------------------|
| Brewer Radio, Inc.  | 440 New Lots Street  |
| Brewer Radio, Inc.  | 440 New Lots Street  |
| Wesley Television   | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |
| Brooklyn Radio & TV | 1000 Flatbush Avenue |

### QUEENS

- |                           |                 |
|---------------------------|-----------------|
| A & B Sales, Inc.         | Astoria         |
| Harvey Television Co.     | Astoria         |
| Wesley Television         | Bayshore        |
| A-1 Parts & Radio Shop    | Corona          |
| Corona TV & Radio Shop    | Corona          |
| Radio Exchange            | Hollis          |
| Radio Credit              | Hollis          |
| Rosewood Television       | Jackson Heights |
| Queensboro Radio & TV Co. | J.C.            |
| Edward T. Wimmer Co.      | Queens Village  |
| Lynx Radio & Television   | Rockaway        |

### NASSAU

- |                           |                |
|---------------------------|----------------|
| Burton Television         | Belmont        |
| Video Shop                | Curtis Place   |
| Nassau Radio & Television | Floral Park    |
| Garden City Music Center  | Garden City    |
| Wharf                     | Wharf          |
| K. D. Television Corp.    | Lawrence       |
| De La Mancha Sales        | Mansfield Park |
| United Radio Service      | Orangetown     |
| Long Island Radio & TV    | Westbury       |
| Beak's                    | Westbury       |

### SUFFOLK

- |                         |                 |
|-------------------------|-----------------|
| Deaner's Hardware       | Center Moriches |
| Station Radio & TV      | Coram           |
| Ray of Music & Radio    | Hampton         |
| Larry McDonald TV Serv. | Lindenburr      |
| Rockaway                | Rockaway        |

### WESTCHESTER

- |                                |              |
|--------------------------------|--------------|
| Pondfield TV Serv.             | Rosetonville |
| Plaza Radio Co.                | Landmont     |
| Circle Radio Co. of Mt. Vernon | Mt. Vernon   |
| American Radio                 | New Rochelle |
| Yonkers TV & Radio             | Yonkers      |
| Andrew Radio Shop              | Yonkers      |

### UP-STATE NEW YORK

- |                     |                        |
|---------------------|------------------------|
| Charles W. Baum     | Beacon                 |
| Orsatti Radio Shop  | Corwally and Herkburgh |
| Kennedy Radio & TV  | Fort Erie              |
| Outlines Television | Poughkeepsie           |

### NEW JERSEY

- |                                |                   |
|--------------------------------|-------------------|
| T.V. Service                   | Bayonne           |
| NERP Television                | Bergen            |
| Packman Brothers               | Bloomfield        |
| An Radio & TV Service          | Brady Beach       |
| A. Post                        | Clifton           |
| Tru-Bell                       | Clifton           |
| D. H. Simmons                  | East Orange       |
| Senior Radio Res. Co.          | East Orange       |
| Jay & Don Electrical Supply    | Elizabeth         |
| A & G Parrott Co.              | Elizabeth         |
| London Appliances              | Fair Lea          |
| A. S. State Televisions        | Clark             |
| F. Peller Furniture Co.        | Marlton           |
| Palmer Department Store        | Northwood Heights |
| Hawthorne Appliance            | Hawthorne         |
| Brewer's Radio                 | Hoboken           |
| Hudsonville Furniture Co.      | Near City         |
| Parsons Supply Co.             | Near City         |
| Wilman & Corbin                | Near City         |
| Pauline Appliance Center       | Long Branch       |
| M. J. Robinson & TV Co.        | Morrisdale        |
| Anson TV Radio & Service       | Morrisdale        |
| James H. Radio & Service       | Newark            |
| Newark Watchmakers & J.W. Bell | Newark            |
| More Radio & Appliance Co.     | Newark            |
| Wilson TV & Appliance Service  | Newark            |
| Hudsonville Radio & TV Service | Newark            |
| Richards                       | Newark            |
| Smith and Partridge Co.        | New Village       |
| Planet                         | Planet            |
| Louis A. De                    | Planet            |
| Smart del Furniture Co.        | Planet            |
| Kelton's TV Center             | Planet            |
| Boyle's Radio Service          | Planet            |
| Logis & Hamilton               | Trenton           |
| Callahan Bros. Motor Co.       | Trenton           |
| State Radio                    | West Orange       |
| Woodbridge Radio & TV          | Woodbridge        |

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# Your Wife Is Your Business Partner



By LESTER AND IRENE DAVID

**Management is suddenly getting interested in the girl you married. She can make or break your career**

**A** growing trend is evident in American industry these days and it's concerned, oddly enough, with love and marriage.

Companies are looking beyond the man at the desk or machine and giving long, earnest scrutiny to the woman at the kitchen sink. The reason: Top-level executives of corporations and management-consulting firms are now convinced that the hand which washes the dishes holds the key to her husband's business success or failure!

In full accord with this view are psychologists and marriage experts. Dr. Anna K. Daniels, New York gynecologist and veteran marriage counselor, asserts flatly: "A wife can make or break her husband."

All this is linked to an important new attitude which is emerging in American homes.

Until recently, a man's home and working lives were considered pretty much separate from each other, with wives expected to stay strictly out of the breadwinner's business. Now, however, with the rise in "teamwork marriage," the old boundary lines are being erased. Men are helping with the housework and women, in turn, are realizing that one of their prime tasks is to help their husbands succeed in their careers.

## A Wife's Worth

They can, Dr. Daniels declares, if the desire arises out of love, understanding and sympathy. They cannot, if it stems from ambition and selfishness.

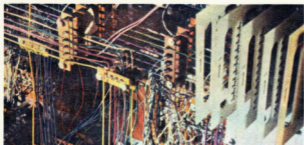
Dr. Roy A. Doxy, of Chicago, a leading industrial psychologist and executive vice-president of George Fry & Associates, has devoted years to study of why successful men get ahead. He tosses this little bombshell: "The right wife can be worth a cool quarter of a million dollars to her husband, and sometimes a great deal more, over a period of years."

Here is how Dr. Doxy arrives at this bit of accounting: "Consider a potential fifteen-thousand-dollar-a-year man. Whether he attains this level or remains at a five-thousand-dollar salary can depend squarely upon the woman he marries."

Other evidence that the little woman at home wields considerable influence on her man's earning power comes from the same company which is one of the country's foremost management-consulting firms. It recently undertook a pioneer depth study into the background of many top industrialists to find out "what makes an

Continued on page 41

SCREENING PROCESS: Today's boss wants to see a man's wife before hiring him for a top job



"Datatron," the machine that picked four Bowl winners, says it's going to be Detroit and Brooklyn

## Electronic

By A. E. HOTCHNER

**QUESTION:** Miss Phyllis Heberd, of Brooklyn, N. Y., asks, "Who's going to win the pennant in the American League this year? I want to know who the Dodgers will have to beat in the World Series."

**ANSWER:** Baseball experts the nation over are making their customary predictions, but Tins Wank is going the experts one better. For the first time in the history of baseball, a giant electronic brain—a \$230,000 wizard called Datatron—has been put to work analyzing the teams in each league, and on the opposite page, in a Tins WEEK exclusive, are the machine's startling results.

Before we go into the details of how the machine arrived at its selections, it should be noted that last fall Datatron took on the all-but-impossible task of predicting, weeks in advance, which teams would win the four major bowl games, and by what scores. Its success was astounding.

### Four Out Of Four

Here were Datatron's Bowl selections:

Michigan State over UCLA by eight points in the Rose Bowl. (Michigan State won by three.)

Mississippi to beat Texas Christian by four points in the Cotton Bowl. (Mississippi won by one.)

Oklahoma over Maryland by 20 in the Orange Bowl. (Oklahoma won by 14.)

Georgia Tech over Pittsburgh by six in the Sugar Bowl. (Georgia Tech by seven.)

These picks were no set-ups, as every football expert remembers. Bookmakers' odds were way off—for example, the bookies' universal choice was Texas Christian over Mississippi. And the sports writer who picked as many as three out of four of these winners, by any scores at all, could congratulate himself.

So now Datatron, which whirrs and flashes in much the same fashion as its politically minded uncle, Univac, is making a second attempt at athletic clairvoyance. To arrive at its baseball conclusions, Datatron, the invention of the Electrodata Corporation, of Pasadena, Calif., analyzed an incredible amount of information.

To begin with, the daily score differences for each team over the baseball seasons of 1953, 1954 and 1955—a total of 7,392 items—were fed into the machine. For instance, if Detroit had beaten New York 5-2 on July 16, Detroit was credited with a plus 3, New York a minus 3; if New York had beaten Detroit on July 17, 2-1, New York was credited with a plus 1, Detroit with minus 1.

### Brain's Formula For Thinking

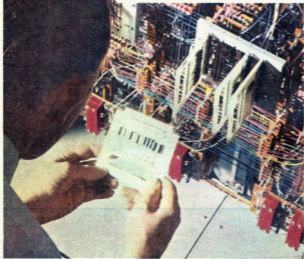
Datatron was also fed statistics for all 16 teams on runs for and against, hits for and against, home runs, batting and fielding averages—again covering the past three baseball seasons.

It took Datatron operators three weeks to gather this mountain of statistics and feed it into the machine by means of punched tape, but before the statistics could be analyzed, Datatron's brain had to be given its thinking equipment. This means a formula had to be put on the machine's memory drum, which instructs it, electronically, how to handle all the data.

To arrive at this formula, a basic radar equation worked out by the renowned mathematician, Norbert



Photo by Richard Hecht



DATATRON got statistics on punched tape and flashed winners for THIS WEEK in neon lights



# Brain Picks The Pennant Winners!

## "Datatron" Ratings:

### NATIONAL LEAGUE

	W.	L.	Pct.
Brooklyn	91	63	.591
Cincinnati	87	67	.565
New York	87	67	.565
Milwaukee	83	71	.539
Philadelphia	77	77	.500
Chicago	71	83	.461
St. Louis	63	91	.409
Pittsburgh	57	97	.370

## "Datatron" Ratings:

### AMERICAN LEAGUE

	W.	L.	Pct.
Detroit	97	57	.630
Chicago	93	61	.604
New York	91	63	.591
Boston	88	66	.571
Cleveland	88	66	.571
Baltimore	61	93	.396
Washington	53	101	.344
Kansas City	42	112	.273



**WORLD SERIES FOES?** Datatron says they'll each win by four games

Wiener, was especially adapted by Dr. Martin Klein, electronics engineer of North American Aviation, Inc. to fit the analysis of the baseball data for **TOM WIEB.**

Here's the formula:

$$B = \frac{ESnETn - NETnSn}{(ETn)^2 - NETn^2}$$

$$A = \frac{ESn - BETn}{N}$$

$$Sn + 1 = A + BTn + 1$$

In the formula,  $N$  equals the total number of data points,  $ETn$ , the sum of all numbers from  $1$  through  $N$ ,  $ESn$ , the sum of all data points for one team,  $A$  and  $B$  equal coefficients of line of "best fit" for all points projected, and  $Sn$  plus  $1$  equals the end-result, a figure indicating the standing of each team for the coming season. So there you are.

Once the formula was in the machine's brain and the baseball statistics were in its belly, Datatron, whose counting speed is something like 140,000 steps a second, began hitting out the team standings on its automatic typewriter in a matter of seconds. And just for good measure, it flashed the winners in neon lights!

Brooklyn was an expected selection for the National League, but when Detroit was posted on the top of the

of deviations from the norm. We have translated Datatron's figures as accurately as possible into games won and lost and percentages.

There is, of course, the question of trades, injuries and other imperponderables which the machine could not evaluate, but Datatron mathematicians feel that over a three-year period these things tend to equalize themselves. And the margin by which Detroit and Brooklyn landed on the top of their leagues—four games—indicates that only serious injuries could upset the rankings.

Despite its unequivocal confidence, Datatron's clairvoyancy strikes no fear in the heart of one Yogi Berra, catcher *en favele* of the New York Yankees. Informed of the machine's findings, Berra remarked: "What're we supposed to do? Choke up over a glorified pin-ball machine? We got the pitchin', we got the hittin'. The only way Detroit could win the pennant is if the machine could pitch for it."

Tut, tut, Yogi, you may have forgotten that  $Sn + 1 =$  end-result.

**NEXT QUESTION:** Annoyed by the thoughtless driver who stops in the middle of the crosswalk? For how to get even with him, see next week's issue.



**DUKE SNIDER**, see Dodger slugger, lays down a bunt in spring training



**AL KALINE**, Detroit batting champ, crosses the plate after a homer

American League, it was thought Datatron might have slipped its trolley.

So the process was repeated. But it made no difference. Datatron insisted that Detroit and Chicago would finish one-two in the American League.

The machine's findings were produced in the form

# ENTER CAMEO \$30,000 *Come Clean* CONTEST

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Picture yourself in *Guy Paree*. You're off on a 9-day "Dream Tour" including 7 wonderful fun filled days in Paris for two. You fly the Atlantic via Pan American World Airways, the world's most experienced airline. It's first class all the way. Your entire once-in-a-lifetime stay is planned for you. See unforgettable sights, live in luxury, dine at world famous restaurants... collect priceless memories. It could happen to you! Or you could easily win one of the 573 other valuable prizes. All you have to do is tell us in 25 words or less the best use you've found for Cameo, the Copper cleaner of 101 unusual uses.



## 2<sup>ND</sup> PRIZE

**KELVINATOR Kitchen—Laundry Ensemble, Range, Refrigerator, Freezer, Dishwasher, Clothes Washer and Dryer.**



**15 NECCHI BF "MIRA" PORTABLE SEWING MACHINES**



**25 UNIVERSAL JET-00 VACUUM CLEANERS**



**25 Helbro's WATCHES—\$100 VALUE**

Here are a few uses for CAMEO to help you... With Cameo you can clean and polish a wide variety of glass, porcelain, chrome and brass things, things like airducts, glass coffee makers and the metal facings of golf clubs. There are just a few of the countless ways you can clean up with Cameo. Tell us your favorite use. It could take you to Paris for the 7 most fabulous days of your life.

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- 2nd Prize—A complete Kelvinator Kitchen-Laundry Ensemble, Range, refrigerator, freezer, dishwasher, clothes washer and dryer.
- 3rd Prize—A beautiful Eber-12 Skin "Artisan Series" clock (also valued at \$100.00).
- 4th Prize—A Kelvinator Refrigerator and Freezer.
- 5th Prize—A Kelvinator Clothes Washer and Dryer.
- 6-8th Prizes—RCA Victor Canada Color TV Sets.
- 10-7th Prizes—Necchi BF Mira Portable Sewing Machines.

Everything you need to know to enter is printed on the (101) useful label wrapped around each tin of Cameo Copper Cleaner. Simply follow the easy contest rules. In 25 additional words or less, complete the statement: "The best use you've found for Cameo Copper Cleaner is...". Each entry must be accompanied by official contest label or facsimile.

Mail to Cameo—"Come Clean" Contest, P.O. Box 17A, Mount Vernon 10, N.Y. before midnight, June 30, 1950. Good Luck. We hope you clean up with Cameo.

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Details and rules on SPECIAL CONTEST LABEL





## Where Ballets Are Born

Acknowledging storms of applause is the happy and familiar duty of both Antony Tudor and Agnes de Mille. But the time they spend taking curtain calls represents only a moment of tribute for a life of hard work amid the pressures, doubts, hopes, sweat, tears and, sometimes, passing fun of the rehearsal. Now they are at it again, preparing new ballets and revivals of past hits for The Ballet Theatre season opening Tuesday at the Metropolitan Opera House.

Mr. Tudor, by way of celebrating his 25th anniversary as a choreographer, has elected to stage a gay and boisterous ballet, "Offenbach in the Underworld," first produced in Philadelphia by a community ballet group and later by the National Ballet of Canada. Its first Ballet Theatre presentation will be on Wednesday.

Between "Cross-gartened," his initial ballet effort, presented in 1931 in England by Marie Rambert's Ballet Club, and the new "Offenbach," which also boasts its gartered cancan girls, Tudor created a striking repertory of ballets. Among them were the haunting "Lilac Garden," the dramatically powerful "Pillar of Fire," the ribald "Judgment of Paris" (in which he and de Mille often dance together) and the vivid and controversial "Undertow."

From the very start of The Ballet Theatre in 1940, Miss de Mille, as well as Tudor, has been associated (though not exclusively) with the company. "Black Ritual," an all-Negro ballet, was her first creation for it and her latest is a satire, "The Rib of Eve"—first performance April 25. Her famed "Rodeo" is now in The Ballet Theatre repertory along with such comedies as "Tally-Ho!" (to be revived this season) and her highly dramatic treatment of the Lizzie Borden murder case, "Fall River Legend."

In these last days of rehearsal, neither de Mille and Tudor nor the company's star dancers are thinking much of past triumphs. In simple practice clothes, Nora Kaye and Erik Bruhn are taking final instructions from de Mille; Tudor re-styles a movement for Miss Kaye and Hugh Laing in "Offenbach." Today, labor. Later, fate willing, the applause once more.

—WALTER TERRY  
*Herald Tribune Dance Critic*



**CHOREOGRAPHY BY TUDOR:** He watches as Hugh Laing lifts Nora Kaye in rehearsal for The Ballet Theatre premiere of his gay "Offenbach in the Underworld"



**AND BY DE MILLE:** She directs Kaye and Erik Bruhn in her new satirical ballet, "Rib of Eve." Right, the two choreographers compare notes

Art

# A \$70



**1. WASHINGTON:** This Botticelli portrait of Giuliano de' Medici has been valued at \$500,000. Presented to the National Gallery on its fifteenth birthday by the Kress Foundation, it joins an already priceless array of earlier Kress art gifts

**2. BIRMINGHAM:** "Allegory Of Vigilance" is thought to be a late painting of Tintoretto, one of the greatest of Venetian masters. It was originally one of a series symbolizing the Virtues. The rest of the series is now scattered over the world



The Kress Collection, a fabulous treasure trove of art, is being passed out to 21 cities. And it all stemmed from a five-and-dime store

It is oddly fitting that a plan for quickly distributing \$70,000,000 worth of art masterpieces to museums in large and small cities all over America should have been devised for the collections of that master of mass-distribution techniques, the late Samuel H. Kress, dime-store tycoon.

Covering the history of art from the dawn of the Renaissance to the 19th century, over 2,000 paintings and pieces of sculpture acquired by Mr. Kress, his brother Rush H. Kress and the Kress Foundation, have already been or are about to be presented to museums in 21 cities. The major and best-known of them is the National Gallery of Art, in Washington, D. C., now celebrating its 15th anniversary with a display of priceless new Kress gifts (which already total more than twice the number of paintings and pieces of sculpture received from any other single source including its founder and the donor of its building, the late Andrew Mellon).

But perhaps of even greater significance to the country's cultural future are the Kress gifts to regional museums. Today 13 cities have already received large assignments of Kress treasure. Within the year Memphis and Atlanta will share in this plan which has been called "the most imaginative scheme of public beneficence ever undertaken in the art world."

The regional program was devised when it was realized that the insatiable Kresses (Mr. Samuel bought over \$20,000,000 worth of art in 1937 and 1938 alone) had gathered more than could ever be shown in any one place. Rather than store it in vaults for occasional display, this art could, it was decided, with much more profit to the American people, be siphoned off to museums in parts of the coun-



**3. COLUMBIA, S. C.:** "View of Venice" is by the appropriately named 18th-century Venetian painter, Antonio Canal, better known as Il Canaletto. In the foreground is the Schiavoni quay before the Doges' Palace. Farther to the rear may be seen the Church of Santa Maria della Salute and the Customs House of Venice

# 1,000,000 Gift To Americans

try where, generally, there is little or no opportunity to see original works of art by the old masters. In consultation with the museums, plans were worked out whereby each would get the kinds of art it most needed.

Houston, for instance, wanted to stress Spanish art because of its history and geographical position. Honolulu, already owning Oriental art, wanted work of the very early Renaissance showing the debt of Western art to the Orient. Portland, Ore., a long way from any large centers, wanted a nucleus collection covering the whole European Renaissance.

The program suggests fantastic possibilities in the field of popular education, but Mr. Kress had in mind more than education when he first thought of distributing his collection. A deeply religious man, he felt that art can help develop "a deeper spiritual quality on the part of our coming generations." For this reason he stressed works treating with timeless Christian themes.

— The End



**7. HOUSTON:** "Portrait Of A Young Woman" by Orazio Gentileschi is one of several paintings for which the artist's beautiful daughter, herself a Renaissance painter of distinction, was the model



**8. NEW ORLEANS:** "Portrait Of A Boy Holding A Book" is a masterpiece of Tiziano, great 16th-century Venetian of the so-called "Indian Summer" of Renaissance painting



**KRESS ART-TREASURE MAP:** The aim is 21 cities. Numbered pins on the map indicate cities which own the paintings on these pages. Solid pins show collections in Atlanta, Memphis, Kansas City, Tulsa, Denver and San Francisco. (Not on the map: Honolulu.) Shaded pins represent Miami, Raleigh, El Paso and Salt Lake City — all under study as possible Kress beneficiaries for examples of Renaissance art



**4. SEATTLE:** Rubens' "The Last Supper" was made as a sketch for ceiling decoration of the Church of San Carlo Borromeo in Antwerp. Forebottened for dramatic emphasis, the painting shows only seven of the twelve Apostles



**5. PORTLAND:** "St. Michael" by the 15th-century Florentine, Ghirlandajo, was once part of a polyptych. A companion piece, "St. Dominic," was also a Kress gift to Portland



**6. TUCSON:** Mme. Vigee-Lebrun, driven abroad by the French Revolution, visited Vienna, where she painted this charming portrait of the Countess of Schoenfeld with her little daughter. The landscape background makes this painting unique among this artist's work



**WILD ELEPHANTS** watch as Janet heads downstream for a sequence in "Safari." For what happened, see below

Iron Sharp Photos

## Janet Turns Daredevil

By **LOUIS BERG**

*This Week Movie Editor*

See Front Cover

**Who's that crazy dame shooting the rapids? It's little Janet Leigh!**

I stood by the banks of a rushing river in East Africa and watched the white hunters blast crocodiles out of the water with their high-powered rifles — so that Janet Leigh could swim in it with a fair degree of safety. They killed four while I was watching. And I thought to myself

that I wouldn't do what Janet was doing for a living, not for all her money.

If they were handing out Oscars for spunkiness in films, the top one would have to go to Janet Leigh for her dash and daring in "Safari," filmed in the heart of the Mau-Mau country. Here on this page are the pictures to prove it.

Not only did she plunge into the crocodile-infested stream, but she rode the treacherous rapids in a rubber dinghy, passing at one stage

almost within trunk-reach of a herd of wild African elephants lining the shore.

Another sequence called for her to be riding a truck which crashes into a tree and catches on fire. Of course, the whole thing was timed and wired to minimize the risk, but again I would not have set foot on that particular truck . . . not even for her salary.

A stunt girl had been provided to spare the valuable star from — *Continued on page 19*



**RAPIDS** loom as she tries to maneuver tiny craft



**SUDDENLY** raft capsizes, flinging Janet into foam



**SAFETY:** Plucky star is carried ashore by rescuer





MARY HALE MARTIN features mouth-rich Beef Stew in this 11 minute menu . . .

# Libby's Easy-Do Dinner

Libby's Home Economics



**Easy way to dish up a fancy side dish!** Begin with Libby's Whole Kernel Corn. That's what makes for such good eating . . . because its extra tenderness means extra flavor. For a glutton touch, cut a slice of pimiento blossom-shape, top with a ball of butter or margarine; use a parsley sprig as a stem. Edge corn with parsley.



**A luscious dessert that couldn't be simpler . . . Libby's Peaches served with cake, brownies or cookies. You'll find that these peaches are really exceptional. Big, juicy, golden beauties—the kind you'd pick from the trees yourself—within arm's reach for a quick dessert when you keep a few cans of Libby's Peaches in the refrigerator.**



**5-in-1 main dish you simply heat . . . that's Libby's Beef Stew.** A rib-ragging combination of big pieces of lean, tender beef, three fine garden vegetables— Idaho potatoes, carrots and onions— and a well-seasoned brown gravy. Just like homemade with the work left out! What could be easier—or better—when the clock says it's almost mealtime? Try it! . . . garnished with onion, pimiento and green pepper. Libby, McNeill & Libby, Chicago 9, Ill.

**The leaner\* meats go into Libby's**

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MILDER THAN CREAM, but greaseless! See how dirt, heavy makeup, even indelible lipstick are softened, then lifted out, leaving your skin glowing, dewy—fresh as a rose's petal! Try it tonight! 4.25 plus tax



Massage into your skin until it turns into a WHITE cream. As you cream old makeup OUT you're massaging skin-normalizers IN. Contains no drying soap or detergent. Those old — or use a damp washcloth.

The deep, deep cleansing liquid! Lifts out makeup that soaps and creams leave behind!

Continued from page 16

## Ordeal Over, Janet Washes It Out Of Her Hair



**TRICKY:** Not quite like a Hollywood salon



**REFRESHED:** Water's straight from river



**HAIR-DRYER:** Kenya-jungle model



**PRIMA DONNA?** Not this spirited star

more extreme danger, but at the last moment the double discovered she was pregnant, and Janet refused to let her go on, taking the risk herself.

There are some people who find Janet's unflinching air of cheerfulness and wholesomeness almost annoying — too good to be true. But the girl proved herself in Kenya, and won the admiration of all. The white hunters are probably still talking about her around their campfires in the bush.

Many a movie star would have balked at going on that particular location — on the slopes of Mt. Kenya where the Askari police are still rounding up Mau Mau. The camp was heavily guarded, but who could guard against treachery from within? I didn't feel too happy about my own light-hearted decision to go along on this particular trip.

The day before I arrived, a large sum, \$2,500, was stolen from the company treasury. Janet, who shared a tent with her mother, Mrs. Helen Morrison, had a dreadful fright the very same night. She was awakened at the hour between dark and dawn by a shadowy figure with a pongo, which is a machete-like weapon that all the camp boys carried. She shrieked and tore out of her mosquito netting. The whole camp came running. But it was only her boy bringing her a morning cup of tea.

### No Place For A Lady

Nevertheless, after that episode, the white hunters and co-star Vic Mature took turns sleeping on a cot outside Janet's tent.

Perils and discomforts were many — prowling wild animals, the tsetse fly with a bite like a hornet, scorpions, snakes and weird flying insects. Conveniences were few, water scarce and tepid, sanitary arrangements primitive. Temperature reached 112 degrees in the afternoon. Howling hyenas made the night hideous.

No place for a delicate Hollywood lady. It came as little surprise to any of us that ultimately Janet succumbed to germs and exhaustion, and wound up in a Nairobi hospital.

Even after the bug bit her, however, Janet insisted on going off on a short "photographic" safari with one of the white hunters, came back with a "bag" that included two rhinoceroses, lions, giraffes, ostriches, impala, baboons, bearded foxes and Thomson's gazelles.

"Isn't this great country?" she chortled. This was two days before a plane called to take her to the hospital in Nairobi.

If I were Tony Curtis, her husband (he was in Paris making a picture at the time), I would never let her out of my sight again. She's too tempting a morsel to throw to the crocodiles. — **The End**

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### For Your Child's Sake

Your youngster will have a far better understanding of the world of nature if you read him or her — "Nature Story" by Thornton Burgess in each day's New York Herald Tribune — because Mr. Burgess is a naturalist as well as a gifted writer for children.

IN "THE CITY": Parties at Royal Exchange dominate the intersection of Cornhill and Threadneedle Streets. At left is old Bank of England

## "The City" Inside London

Britain's "Wall Street" is more than a street. It's a square mile, full of tradition and financial headaches

By BLAKE EHRLICH



Financially speaking, this has not been a joyous spring in Britain. While apparently enjoying boom times, the United Kingdom has drifted into trouble. This was made clear in Britain less than two months ago when the Conservative government ordered the third increase in a year of the nationalized Bank of England's interest rate. It now stands at 2½ per cent, as compared to the 2½ per cent discount rate of its nearest United States counterpart, the Federal Reserve System.

The interest rate had been aimed to curb the spending which had encouraged an inflation that started back in 1946; and to shore down credit on the heavy imports that have been sapping British gold and dollar reserves.

Nowhere was this step felt more than in the City of London — not London, the capital of the United Kingdom and second largest city in the world, but an area of one square mile in its



ENGLISHMEN OF FINANCE: Economic stress — in this case devaluation of pound — drove crowded crowd to exchange



B. W. GARDNER

heart with, last time anybody counted, only 4,670 permanent residents. Thousands more work in "the City of London," for it is the site of the Bank of England, many other great English banks, the stock, wool, iron and steel, and coal exchanges, Lloyd's of London, the big shipping and trading companies, the great legal firms and the headquarters of many industries. In short, "the City" means to an Englishman what "Wall Street" does to an American, but the City means even more to the pound sterling than Wall Street does to the dollar.

It is also the oldest continuously inhabited section of the Greater London, the oldest municipal corporation in England and probably the only medieval urban community, politically speaking, left in the Western world. It has its own police force and its own mayor — the Lord Mayor of London.

#### Stored Clerks? Nonsense

As you might expect, many curious rites are performed here. One such ceremony takes place every weekday morning just before the offices open. On Threadneedle Street, thousands of people pop up from the pavement under the edge of the Bank of England. Their faces are white, their hats are black and they carry umbrellas. Their copies of the flamboyant "Daily Express" are conservatively folded inside copies of "The Times." These and the thousands of clerks whose lives are dedicated from 9 to 6 to high finance.

The Bank of England affects to be amused by any suggestion that these workers are stored nightly in its underground vaults. Officials point out that there is a subway station on the London system clearly marked "Bank," and maintain that if one disembarks at this station, one emerges under the Bank of England.

The City's unique local government goes back a long way. Before 1066, the City had established the freedom of its citizens. Although the conquering Normans applied new regulations to everyone else in England, they let the City retain its Anglo-Saxon rights under the guilds or Livery Companies. The butchers, bakers and candlestick makers, along with 30 others, still maintain guild halls in the City, although — *Continued on next page*

**"Connoisseurs never order breakfast coffee after dinner,"**  
says Mr. Harris of The Plaza



**"Medaglia d'Oro is the correct after-dinner coffee"**

CONNOISSEURS on every continent insist on a demi-tasse of Medaglia d'Oro after a good meal. And they have a good reason.

Medaglia d'Oro *double-roasts* the world's finest coffee beans. The result is a black, aromatic, flavorful coffee that makes the perfect demi-tasse. No ordinary breakfast coffee can compete with Medaglia d'Oro after dinner.

In the capitals of the world, Medaglia d'Oro is known as the espresso coffee. You will find people in Paris . . . Rome . . . New York . . . Bombay who would simply prefer not to have any demi-tasse at all than to accept breakfast coffee in place of Medaglia d'Oro after dinner.

No other coffee can approach the subtle flavor of Medaglia d'Oro. As a coffee fancier, try one demi-tasse of Medaglia

d'Oro after a particularly good dinner. You'll know why this famous coffee stands alone.



*the after-dinner coffee*

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Continued from preceding page

## An 800-Year Heritage

they are no longer concerned with any business except that of being ancient, honorable and charitable.

The City corporation, older than the English Parliament, still governs this part of London and corporation offices are filled only by guild members. Each of the City's 25 wards—supposed to be the estates of patrians dating from the Roman founding of London—elects an alderman, who holds his job for life. From among the 25 elected every year the 205-member Common Council selects two. One is elected Lord Mayor.

While King John, the Magna Carta signer, was handing out charters, he gave one to the city in 1215. King John's charter allowed guildsmen to elect their own Mayor, provided the King approved of the fellow.

The annual procession of the Lord Mayor and other City functionaries to Westminster for the royal omever has since become one of Britain's most popular outdoor events. With the gentlemen of the City dressed in their imposing uniforms of office, it is a pageant redolent of great heritage—and and mothballs.

When the process is reversed and it is the monarch who wants to do the visiting, a Royal Herald must be dispatched to the Temple Bar and seek admittance. The Temple Bar, by the way, is not a pub, but simply the spot where a gate barred the roadway. There is a local business man in medieval costume loitering about to tell the Herald that the Queen is welcome, and Her Majesty always happens to come along directly afterward.

In return for its rights and privileges, the City must pay an annual rent to the crown—which it does every October. For this valuable chunk of territory, Her



**POMP AND MOTHBALLS:** Ancient uniforms and coach out of storage for Lord Mayor's procession

Majesty receives six horseshoes "suitable for the forefeet of a great Flemish war horse" and 61 horseshoe nails. This settlement is the oldest ceremony in English secular history. It was first mentioned in writing in 1118.

### Business Is Business

In robe and wig the City solicitor tenders the loot to the Queen's remembrancer. Then warrants from the sheriff and remembrancer in requirment are grawly read out and ordered recorded and filed. In some undisclosed fashion, the horseshoes and the nails get back to the City officers who hide them away for next year.

Although four fifths of the City burned to the ground in the great fire of 1666, and about a third was destroyed by the blitzes of the 1940's, there are still venerable

landmarks on almost every lane and thoroughfare.

Despite the abundance of ceremony, the real business of the City is business. Behind the antique facades, there is the cluster of tele-primers, stock tickers and electronic calculators. In general, they have not announced much to cheer the City of late. Among the latest odd tidings was the announcement late in March that Britain in 1955 had incurred, in its transactions with other nations, a deficit of more than half a billion dollars.

At the moment, the City thinks the road will continue to be rough—but it does not feel its days are numbered. It rose from the ashes of the great fire and from the blitz. And every year the Solicitor has been able to pay the rent to the crown. There is no change contemplated in this procedure. —The End



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**SCENIC RIDE:** Commuter boat heads south on East River, past United Nations

## Salt-Water Commuters

This coming summer, a happy few of the New York area's half million commuters will ride to work untroubled by automobile exhaust, jammed buses or superheated train cars. This select group will be traveling by boat.

One of several private boat services now in operation is run by Sidney Augustein and Murray Cohen of Great Neck for themselves and a half dozen friends. Starting this month, their 22-foot motorboat leaves daily, weather permitting, from Little Neck Bay and ties up at about 8:30 a.m. at the Skyport Dock, at 23rd Street on the East River.

By train, this trip would take 40 minutes. The boat does it in 32. Total cost of the trip is three dollars for gas and parking, usually split five or six ways. (The boat, of course, cost \$6,000.)

Water commuting has two chief hazards—driftwood and the wake from bigger boats. So far nothing disastrous has happened on the run. But they carry a spare propeller—just in case.



**EVENING:** Home is the sailor



**SHOVING OFF:** Water commuters leave Little Neck Bay at 8 a.m.



**ON THE WAY:** A passenger works (above) during 32-minute ride to Skyport Dock on East River (below)



## CLEANSERS, BLEACHES, DETERGENTS DAMAGE HANDS!



## Playtex LIVING Gloves Protect and Glamorize Them!

Give **THE ONLY COMPLETE PROTECTION** As No Lotion Can

Now, in only 9 days, new Playtex Living Gloves restore damaged hands to softness, whiteness—*normal beauty!*... No clammy rubber next to your skin. A miracle blend of soft cotton and s-t-r-e-t-c-h-y latex... Touch sensitive. Sure grip. Easy on and off. Extra-long water-catching cuffs... 3 glamorous colors: peach, maize, blue, at drug and department stores everywhere, \$1.39.



LOVELIER HANDS  
IN 9 DAYS WITH

**Playtex LIVING Gloves**

100% COTTON LINED  
WATERPROOF

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## TAILORTOWN COTTON BOUFFANTS IN A ROMANTIC MOOD

*Lace and embroidery touched coat dresses softly*

*detailed in misses' sizes and half sizes 10.95*



**ABRAHAM**  
 EUSTON ST. at HOYT  
**STRAUS**  
 BROOKLYN 1, N. Y.

For fastest mail service write  
**Abraham & Straus, G.P.O. Box 41, Brooklyn 1, New York**  
 Please send following Tailortown cotton bouffants at 10.95:

Style	Quant.	Size	Color	2nd Color

Name \_\_\_\_\_  
 Address \_\_\_\_\_ Apt \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Charge coin  Money order or check   
 Mail and phone orders filled within 5 days of receipt of order. Call  
 MAin 5-8000 or IVarhoe 9-0000 (Holidays). Daytime regular  
 motor delivery area add 2% for handling. On C.O.D. orders within  
 motor delivery area, 2% C.O.D. charge will be added. BT-401-4

Just a little of the Gibson Girl in them—the feminine inserts of white lace, pretty fagotting, frothy yokes of embroidery, a crisp soft look. They're the button-front coat dress fashions you love, all tailored of fine woven stripes and check cottons in the famed Tailortown manner.

Easy to wash, open flat for ironing. They're the freshest way to face summer! Have them all! Sizes 12 to 20, 14½ to 22½.

ABS Budget Casual Dresses (401-4) Second, East

- A. Fly front coat dress in candy stripe. White lace and fagotting chevron inserts. Mint green, French blue, strawberry or coffee with white.
- B. Check gingham coat dress, collar and skirt details of white lace and fagotting. Strawberry, French blue, mint green or licorice black with white.
- C. Tiny baby check bow yoke cotton. Schiffl embroidered yoke all around. Royal blue, strawberry, mint green or licorice black with white.



# The Enchanted Dinner

These two were waiting for a miracle,  
not knowing it would be the kind  
you make yourself — out of leftovers

By BETTY KJELGAARD

Illustrated by Fredric Varady

Aggie Elliott was twenty minutes late in getting home. She thought of Jim waiting, parked on lower Broadway. He would not say anything sarcastic, but he'd be elaborately polite. Therefore, so would she. That was the way they had been punishing each other.

She'd had the foresight this morning to lay out her clothes before she went to the office. Now she put on fresh underclothes, but when she took out the dress, she held it, staring at it. It had been her wedding gown, three years ago. She hadn't had it on since.

What had happened since the day I wore it? she wondered: what did Jim and I expect out of life? She had been nineteen, he, twenty-one, and the future hung before them, theirs for the picking — so they thought. But they were both anxious to save for The House, and in the penny-pinching scramble the future seemed to be fading away. Jim was an accountant downtown, she, a receptionist for a quartet of architects. They saw one another only at night because Jim was almost always up and gone before she opened her eyes in the morning.

Their social life was confined to three other couples. They did things together two or three nights a week,

even if they only went to each other's apartments and drank coffee.

Tonight, though, was special. A man named Payton, a customer of Jim's firm from the West, was in town with his wife. Jim had done some work for him, and Mr. Payton had invited Aggie and himself to join his party for dinner at a famous sea-food place in Sheephead Bay.

Jim had said to Aggie, "Wear the best you've got. He's brass." Well, she thought, she hadn't anything better than her wedding dress. It had a wide skirt and a tiny waist, making her look delicate and lovely.

When she came up from the subway near the parking lot, Jim was waiting. He waved his hand toward their seven-year-old car, which they usually parked on the

street to save money. "The chariot waits," he said.

"I'm sorry I'm late," Aggie said, as they drove off.

"That's perfectly all right," Jim said, politely.

While they paused for a red light, they saw a young couple crossing the street. The boy was looking down at her and she was looking up at him. Their faces were radiantly happy. That's the way it used to be with us, Aggie thought, and stole a glance at Jim. His eyes seemed glued on the couple and his profile was thin and grim. When the light changed, he jerked the car ahead so fast that Aggie was thrown forward.

"Sorry," he mumbled, as she smoothed her hair.

It took forty minutes to get to Sheephead Bay. They parked in a lot with hundreds of other cars and walked into the restaurant.

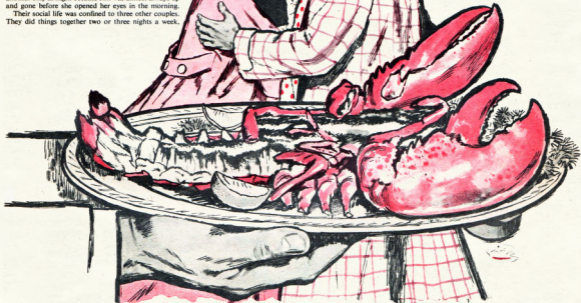
Aggie said, "I never knew it was so big!"

There appeared to be acres of tables, all filled with people. A head-waiter came up to them.

"I'm looking for Mr. Payton's table," Jim said. "We were to join him at seven-thirty, but we're a little late."

The man shook his head. "We don't make reservations or book names," he said. "The turnover's too large. The only thing — Continued on next page

THEY PAUSED at the door to gaze longingly at a tremendous lobster



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WARRANTY: In the event Stimulite is unable to give the floor the special long-lasting shine, Simoniz Floor Wax will be replaced.

4 SEED PACKETS →

banded to quart size (½ gallons, too!)



## THE ENCHANTED DINNER

Continued from preceding page

### The Enchantment Begins Again For Aggie And Jim

you can do is to go looking for your party yourself, I guess.

Jim turned to Aggie. "Stay here, Aggie. I'll find them."

As he walked off, Aggie noticed the blue trousers underneath his worn topcoat. He was wearing his best clothes, too. Then a burst of music distracted her and she stood there listening to it and to the laughter, warm and carefree. For that moment she became carefree, too. Oh, it'll be fun, she thought, and saw Jim threading his way through the tables toward her.

Jim said, "They're not here. I covered the whole place."

"Not here," she echoed. Something went flat in her.

He swept the crowd with his eyes. "Well, the only thing to do is wait a few minutes, then try again."

They stood, with Aggie feeling helpless because she didn't know Mr. Payton by sight. At almost eight-thirty, Jim said, "Here we go again," and left her. When he returned, she knew by his face that this search had proved fruitless, too.

"What do you suppose happened?" she asked.

"Oh, they probably started out in the right direction, then ended up on Long Island some place. You know how out-of-towners are about getting lost around here." He took a last look. "I don't think there's any use in waiting longer. Let's go."

The headwaiter came back to them. "No luck?"

"No luck," Jim tried to laugh.

"Sorry, sir. But I now have a nice table for two—"

"Uh—no thanks," Jim said. "I must find Mr. Payton."

Aggie saw the flush that darkened his cheeks. Pay day for him wasn't until tomorrow, and she had only a dollar and a half in her purse. Going ahead of him toward the door, she had to step aside to let a waiter pass with a tray. On the tray was the most enormous-lobster Aggie had ever seen. She thought of the meat loaf she would have to warm up at home, and she went on blindly, with Jim almost pushing her from behind.

The river was black and shining in the falling rain, and the lights of the city seemed myriad bits of suspended gold. When they got to their apartment house, Jim said, "You'd better get out. I'll find a place to park."

She raced through the wet night and climbed the two flights of stairs to their apartment. While she was hanging her coat up in the bedroom, she could see herself in the mirror. Her fair hair was curling from the rain and her cheeks were soft and pink. She went into the kitchenette, put the meat loaf in the oven and opened a can of tomatoes to heat.

Jim came in. "I only had to go around the block twice tonight before I found a place," he said.

"Good shooting, Daniel Boone," she said.

He sat down in a chair opposite her on the studio couch and picked up a magazine. Quiet fell. But after a minute Aggie thought: This is the first time in ages that we've been home alone, all dressed up. She glanced at Jim and found his eyes on her. Their looks clung.

He licked his lips, as though they felt dry, and said, "Isn't that the— isn't that your wedding dress?"

"Yes," she said, a little unevenly. "And that's the suit you wore that day."

Her heart hammered. "We haven't really looked at each other for months. We've depended on everything and everybody but ourselves for happiness."

Miraculously, Jim took up the thought. "I was thinking," he said. "We don't need Mr. Payton to make an evening or the bunch either." He got up and crossed the room to the old record player. "Would you care to dance?" he said.

"Oh, Jim, I—"

Then his arms went around her, and for seconds they stood like that.

"My sweetheart," he said so close to her ear that it tickled.

"My darling," she managed to say before the giggles came. They melted together, the girl and the boy, and suddenly they were back, where they had started, with the future hanging before them, theirs for the picking.

—THE END



Dotted line shows where "Miss X" and a cluster of 5 troublemaker blackheads before treatment.



First cleansing her face with a penetrating whipped cleansing cream, "Miss X" applies masquer.



After 15 minutes, 4 of the blackheads are rinsed away with the masque. (See photo below).

## Skin specialist develops home treatment that RINSES AWAY BLACKHEADS in 15 minutes

by CLAIRE HOFFMAN

A LEADING New York skin specialist has developed a simple medicated home treatment that rinses away blackheads and whiteheads in a matter of minutes.

I saw it demonstrated recently on five women and two teenage boys. The results were almost breathtaking. Blackheads really rinsed away. In fact, many could be seen on the cleansing tissues that finished each treatment.

But this wasn't all! I saw enlarged pores reduced, and rough, muddy complexions made cleaner, clearer and smoother-looking. In the case of two older women, I saw flabby, sagging skin tighten and wrinkles flatten and fade . . . After seeing these results, I can well understand why so many beauticians are now acclaiming this treatment one of the most important beauty discoveries of the century.

ANYONE can use it. The treatment starts with a thorough skin cleansing. A special laboratory-developed whipped cleansing cream is used that takes off not only surface dirt, but also softens and loosens pore-caked grime with its efficient action. It liquefies as soon as it is applied and floats the dirt right off your face.

After this is tissue off, a delightful mini-scented cream is applied. Within 2 or 3 minutes an absorbing agent called Argilla dries and turns this specially medicated cream into a plastic-like masque. As it firms and hardens, its suction action draws on waste matter in the pores,

. . . In 8 or 10 minutes you simply rinse the masque away with lukewarm water which dissolves it immediately. When you wipe your face, you can see blackheads and other pore "filler" actually come off on your washcloth. And your skin feels clean—really clean—and refreshed and smooth, like velvet!

THE third step in the treatment is an exhilarating application of a mildly antiseptic astringent—a facial "mint julep" that sponges and tightens enlarget pores and leaves a protective invisible film that helps guard your skin against dust, dirt and re-infections for hours.

NOTHING else like it. Even after a single treatment, women who have been troubled by blackheads for years see a marked improvement. Many find it hard to believe their eyes. Some blackheads and whiteheads just rinse away. Others are softened and made ready to be drawn out by future treatments. Enlarged pores appear to be smaller. The skin looks smoother and firmer—feels fresher and more alive!

In short, after a single treatment taking only 15 minutes, you can expect to see results that normally you would not dare hope for even after many weeks . . . but don't expect everything at once. Damage done by years of neglect can't be undone in a day. Yet with 3 or 4 treatments a week, you may confidently look forward to complexion improvements within 30 days. Then one



ENLARGED PHOTO of skin patch shows more plainly the 5 blackheads before the treatment.



SAME PATCH OF SKIN after treatment. 4 of the blackheads are gone, while the fifth has been loosened somewhat. Skin pores also appear smaller.

treatment a week—or every second week—will probably be all your skin will need to keep it clear, lovely and healthy looking.

The products used in this treatment are manufactured and quality-controlled by QUEEN HELENE. They are Queen Helene Whipped Cleansing Cream, Queen Helene Masque and Queen Helene Penetrating Astringent. The three items are sold as a complete skin and beauty kit for 3.98 plus tax. Quite a bargain when you think of what it will do for a person's good looks—and self-esteem!

SAKS-34TH

see blackheads "wipe off" on your washcloth



In only 15 minutes the gentle suction-action of your Queen Helene treatment "draws out" blackheads . . . and without any digging or squeezing.

- 1 First apply Queen Helene Whipped Cleansing Cream. This liquefies instantly on your skin and softens pore-caked dirt with its rapid emollient action. You tissue off all but a thin film which prepares your face for the masque.
- 2 Now smooth on the Queen Helene Masque. As the absorbing agent, Argilla, in this plastic-like cream makes it harder into a masque, its drawing action gently pulls out blackheads and other pore impurities.
- 3 After about 8 or 10 minutes, rinse off the masque with lukewarm water. It dissolves in seconds. Then apply Queen Helene Mint Julep Astringent—a special penetrating astringent that helps close enlarged pores, tones up your complexion, and gives protection against dirt for hours.

### Results Are Guaranteed

Examine your face before and after treatment. You should see a startling difference. Some of the blackheads should be gone and others loosened for removal by future treatments. These results are guaranteed or your money will be refunded.



all these items **3.98** plus tax  
(Enough for 33 Treatments)

Economical Size **5.95** plus tax

Mail this convenient coupon to:

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Please send me my complete Queen Helene 3-Step Skin Treatment, including: 1. Laboratory Developed Whipped Cleansing Cream, 2. Masque Cream, 3. Astringent.

4.38 per (including Federal Tax). Enough for three treatments at less than 14¢ a treatment.

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Please add 5% sales tax for deliveries within N.Y.C., 2% beyond our delivery area.

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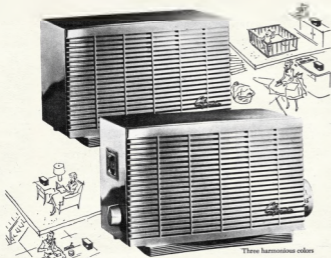
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Owning Sylvania's versatile new "Phone-Radio" is like having two fine radios in different rooms in your home.

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talk from unit to unit, anywhere in the house.

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Clothes ma  
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If you're the fragile, helpless type of girl, these clothes aren't for you — they're designed for rough, tough wear by hard-working women.

They're all made of denim, the traditional American work fabric; they're loaded with pockets and tool holders; they're washable — and, above all, they're good-looking, designed by manufacturers who are anxious to provide attractiveness as well as practicability. All these outfits will be shown, among others, at the Do-It-Yourself Show which opens in New York on April 23.

The hickory-stripe side-buttoned homework dress at the left is made by the Shelby Mfg. Co. in both misses' and women's sizes. Worn with it is a denim bandana-pocket apron by Midge Grant.

Below, left: goldminer pants with a gold-stitched blue-jean tunic top by Ethel Novello of Korday Sportswear. Next, also by Korday, is a short blue overall playsuit with a goldminer-stripe box jacket.

In the picture at the right, below, our first girl wears sleeveless, jump-in overalls with a Bermuda-length full-wrap apron. These are by Johnston, Inc. of Dallas.

The last outfit, by Blair Sportswear, includes blue denim slacks and jacket, both appliqued with vivid chintz toots. The denim Levi moccasins are by Joyce. All other shoes from Pappagallo.

— JOAN RATTNER

Workshop Courtesy of Gilman & Newman, Westport, Conn.

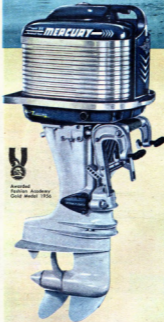


Designed Russell Photo

**BLUE-JEAN FABRIC**, plenty of pockets to stow away tools

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Ben Mitchell

**BIG BITE:** Have tastes changed in 50 years?

## Quiz 'Em

Questions and answers from the news

By TOM HENRY

**Modern Menu . . .** *The average American eats about the same amount of food as he did 50 years ago, but his tastes have changed. What do we eat more of today?*

More meat, eggs, poultry, fish, fruit, according to the U.S. Dairy Association. Potato, flour and cornmeal consumption has been cut in half. —R.J., Jennings, Mo.

**Traffic . . .** *How many families in the U.S. will have two cars by 1960?*

An estimated 7,500,000. And about 500,000 lucky wives will get cars of their own this year. —J.E.H., Allentown, Pa.

**Soft Spot . . .** *What unusual assignment has Airman 1/c Serge de Gastyne, of Bolling Air Base, received?*

Assigned to the Air Force Symphonic Band, he has been ordered to stay home and do nothing but compose music. —B.W., Rochester, N. Y.

**Too Much . . .** *How many pounds of excess fat are carried around by the nation's 41,250,000 overweight persons?*

770,000,000 pounds or 40,000,000 pounds more than the weight of the Empire State Building. —Mrs. P.B., Beaverton, Ore.

NOTE: We will pay \$1 for a question and answer used in this column. Questions are based on current news, and slipping of news items will accompany answers. Address: Tom Henry, THIS WEEK, 422 Lexington Avenue, New York 17, N. Y. Unsuccessful contributions cannot be acknowledged or returned.



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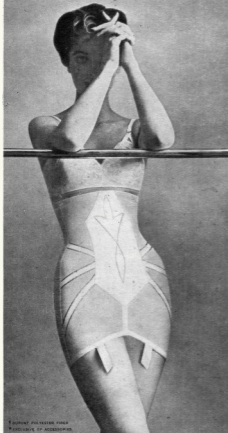


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they're **Wrinkl-SHED**



it only takes the weight  
of seven powder puffs  
to slim all your curves



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John Lewis Stage Photos

GUIDE: Helen's business is thriving. You don't get to inspect a 42-room house every day

## Little Girl, Big Castle

This 12-year-old is earning college tuition by showing visitors  
her strange home on the Hudson



"PRINCESS" waters castle garden

As surprising as any fairy tale is the story of resourceful 12-year-old Helen Chmela.

She lives in a crumbling old castle commanding the sweep of the Hudson River from a lonely hill-top in Garrison, N. Y. On fair days the little "princess" awaits travelers, and for her services as a guide collects coin of the realm, 25 cents.

The castle was built in 1917 by an eccentric millionaire who died without ever living there. Helen's parents, Mr. and Mrs. Anton Chmela, bought the deserted building for a fraction of its cost, and set up housekeeping in a turret. They hoped the "Private Property" signs would be heeded, but the lure of the towering 42-room Moorish-Italian mansion was too great, and people kept chipping off souvenirs. Helen has changed all this — now the visitors pay, and don't chip.

After guiding me through the castle one sunny day, the "princess" told me what she does on rainy days — retires to her counting house where bank books list over \$1,000, set aside for college tuition.

— JACK STEWART



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Styron colors. Think how proud you'll be... think of the work you'll save when your dream kitchen comes to life with this smooth, easy-to-clean beauty. Guaranteed plastic wall tile—made of Styron by reputable manufacturers and sold only by certified dealers—is your most practical wall covering buy. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW PLASTICS**

**DOW**



TOP LEFT: All-day suit with short-cropped jacket buttoned all the way up to a tiny collar and hem-trimmed at back. Skirt is slim and straight. Of imported cotton in brown, black and white print. Under ninety dollars. By Jablow. At Henri Bendel.

ABOVE: Toast-color costume made of Dupioni silk has short jacket, double-breasted, double-collared. It buttons into shape over scoop-necked dress of the same fabric. Three hundred and ninety-five dollars. Bernard Newman for Bergdorf Goodman.

AT LEFT: New in a French cotton knit, suit in two tones of gray and white checks. Notched collar and very short sleeves for jacket with white silk lining. Monte Sans and Pruzan. One hundred and fifty-five dollars. At Gunther Jaeckel.

# Summer Suits

Summer suits are really extensions of summer dresses. They are not only made of dress fabrics — cotton knit, cotton print, shantung and silk crepe, but they have the soft touches more characteristic of a dressmaker than a tailor. Short jackets, short sleeves, cut-away necklines and a new hood convertible into a cowl collar make them perfection for travelers with no primping time. Skirts are still skinny but foreshadow fall with kick pleats or some kind of easy back fullness.

**EUGENIA SHEPPARD,**

*Women's Feature Editor*



*ABOVE: Attached back panel is point of interest on flap pocketed jacket of slim-skirted suit. Silk Pezante the color of champagne. Margaine. One hundred and fifty-five dollars. At Bonwit Teller.*



*AT LEFT: Navy blue double silk romaine for suit with enveloping hood that becomes a cowl. Tiny self bow at high-buttoned neck. Ben Zuckerman. Two hundred and thirty-five. Saks Fifth Avenue.*

*Photographs by Joseph Savaris*

*at Godeaux Home*

*Milner's White Jewelry • Hats by Cluett*  
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*Today's Living*

**Cooking Clues For Newlyweds**

**Kitchen tyros learn tips from experts at the Herald Tribune Brides' School**

By ISABEL A. McGOVERN



GOOD equipment simplifies tasks

AN old saying—"what makes wives turn slowly gray" (women at work really turned gray)—was the slogan for one segment in the family history of this year's Herald Tribune's Brides' School. To help new house-holders and their prospective friends learn these speakers' experience in home projects, gave their "kitchen for cooks."

**Tools Of The Trade**

Some cooking clues dealt with the speeding up of meal preparation. A well-rounded cooking vocabulary is a big help; a basic cookbook is the source. Knowing the terms for such steps as blending, dicing, folding and kneading make it easy to follow a recipe.

Every efficient cook needs certain tools for her

trade. A selective variety of house-hold preparation and cooking utensils can make the difference between frustration and some kitchen activity. Measure spoons, an apron, oven hot pads and often take the place of a spoon in mixing. A year-table timer saves in a kitchen. A sturdy cloth and cotton-gauze cover eliminate steaming and leaping. Accurate measuring equipment affects the success or failure of a recipe. A set of measuring spoons is a must; nested measuring cups are ideal for dry ingredients. To measure liquids there's the cup with a pouring lip. Thermometers for meats, candy and frying assure correct degree of cooking. There are other items, too, which contribute to ease and good results. A timer eliminates clock-watching; its bell is a signal which can reach many



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FOR YOUNG GIRLS, size 5 to 17, who want to be a bit this June or at parties during the summer



The girl graduate is going to look extra special this June if she (or her mother) gets to work right now making this dress designed by the famous Herbert Sondheim. The dress is wonderful in white, or it can be made in a pastel shade and worn later for parties. It's perfect, too, for confirmation, and not as difficult to make as it looks. There's a cool square neck with lace edging and puff sleeves. The bodice is trimmed with lace and tucking; the skirt has released side pleats forming an inverted pleat at the center front. Fabric suggestions: voile, batiste, novelty cottons, shantung, crepe or silk taffeta.

— JOAN RATTNER

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Size 5 7 9 11 13 15 17

Bust 25½ 27½ 29½ 31½ 34½ 36 37½ 39  
 Waist 21½ 22½ 23½ 24½ 26 27½ 29  
 Hips 22½ 23½ 24½ 26½ 27 28½ 40  
 Length\* 15½ 16½ 16 16½ 16½ 16½, 17  
 (\*Edge of neck to waist.)

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## *Gentleness makes friends*

**N**EW friendships are often born of gentleness. That's why today's new Philip Morris, made gentle for modern taste, is being welcomed by younger smokers everywhere. Enjoy the gentle pleasure — the *fresh unfiltered flavor* — of new Philip Morris. Ask for it in the smart new package.

**New Philip Morris...gentle for modern taste**

King Size  
or  
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Continued from page 9



**His Job:** Know something about his work, so you can be a sympathetic listener. Help him where you can with time-consuming details: a salesman's wife can mail out reminders, keep his accounts straight, a writer's wife can type his manuscripts. A lawyer's wife may help him on research.



**His Homes:** Insist that you live within his income. Sounds trite, but it's one of the really key points corporations observe in picking executive material. Few men are strong enough to return to a home where there is constant worry about money and still produce constructive ideas at the office.



**Business Entertaining:** A certain amount is necessary. Don't resent it, because your husband's business associates will sense your negative reaction. As for his bringing home last-minute dinner guests—sorry, but the experts say he should feel free to do this at least occasionally.



**Office Politics:** Don't get entangled! If's bad enough that he has to get involved in this sort of thing occasionally himself.

## More Ways a Wife Can Help Her Husband

executive." Declares William J. Biehl, president of the organization: "This and other research we've done show conclusively that a wife can be an essential factor in her husband's progress and development in his career."

Because of this, more and more large companies have taken a keen interest in a man's wife and home. All over the country, in various occupations and on various levels, bosses, hiring officers and even schools are going all-out to enlist the aid of the woman behind the man.

Life-insurance companies, for example, are in a campaign to reach the salesman's wife. A stream of pamphlets and special articles is flowing out to the homes of insurance salesmen, earnestly informing the women that:

- The roast often will get cold while husband tries to nail down an elusive prospect, so please don't get angry when he finally comes home. Bear in mind, rather, that if he quit trying and arrived on time, there mightn't be any roast in the first place.

- Asking John to drive the children to school to save you time can cost the family \$4 in lost commissions. Chores that take longer run a good deal higher.

- A survey just taken among successful insurance men revealed that most regarded a "peaceful morning send-off" of prime importance. The Connecti- ——— Continued on next page



**His Morale:** Mariel G. Garrett of Billings, Mont., sums this up admirably in just one little sentence in a pamphlet published for insurance men's wives: "Rejoice, but don't despair with him." In other words, when the going gets turbulent, a confident wife can be a man's best shock-absorber.



**His Health:** He's a big boy now, so don't baby him. All the same, without being obvious about it, help him watch out a bit.



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Continued from preceding page

## One Big Firm Urges: "Write Your Wife"



CAREER expert Sauer

cut General Life Insurance Co. of Hartford warns: "The sale could be won or lost at the home breakfast table."

Some firms are going even further to make certain that wives understand what their husbands go through on the job. For example, the Revlon Products Corp. of New York, convinced that when a company hires a salesman it hires his family as well, now conducts a series of "wives' clinics" in key cities. Company executives explain all problems from complexities of inventories to why Joe gets home so late at night, too tired to go dancing. At the latest clinic, a wife wanted to know why her traveling husband wrote home so infrequently. The result was an immediate directive to salesmen on the road: "Write your wife more often!"

Wives play especially crucial roles in influencing the careers of men whose jobs transport their families from familiar surroundings, as in politics, the ministry, the diplomatic service and foreign commerce.

Outside Phoenix, Ariz., is a unique school which is doing pioneer work in this field. It's the American Institute for Foreign Trade, which for the past 10 years has been training young people for overseas careers. It offers two and four-semester courses of practical training in foreign trade, languages and area studies to fit graduates for executive-level jobs abroad with the government or private industry.

Declares Carl A. Sauer, president of the Institute: "The No. 1 cause of a man's broken career in this field is the wife who cannot or will not adjust to circumstances in living out of the country."

He tells of one young woman whose husband got an excellent job as representative of an American oil company in

Venezuela. She came down from St. Louis, but even though the firm provided excellent housing, post-exchange shopping facilities and a country club, she was unhappy. "The plain fact," says Mr. Sauer, "was that Venezuela wasn't St. Louis." Eventually, her husband had to chuck his job, take her home and begin anew in another field.

To prevent career disasters such as this, the Institute is now actively preparing wives, as well as their husbands, for living in foreign lands. Courses in languages and national culture are given free of tuition charge to the women.

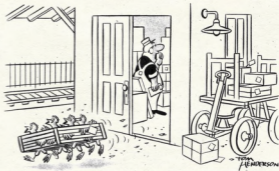
### Wives' Attitude Counts

Has it worked out? Unquestionably, says Mr. Sauer: "The firms which have hired graduates have noticed that the turnover rate on the job is significantly lower than the general turnover rate for foreign work, and this is attributed in large measure to the attitude with which the wives of graduates accompany their husbands overseas."

The higher a man climbs up the ladder, the more important does his wife's participation in his career become. When he gets to be a candidate for an office up in the executive suite, her qualifications are considered almost as carefully as his.

In fact, declares John L. Handy, president of Handy Associates, management consultants who have recommended hundreds of men for high-priced positions: "I don't know any large firm which will engage a man for a top post without seeing him first with his wife."

It works this way, says Mr. Handy: "A company needs a vice-president. A candidate is finally selected, whereupon the firm president will insist that the prospect and his wife spend a week end at the president's home, or he will ——— Continued on next page



"Where'd you put that crate of chickens, Andy?"

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YOUR WIFE IS YOUR BUSINESS PARTNER

Continued from preceding page

Send Him  
Off Happy!



go to theirs." What's he looking for? Primarily for good family adjustment, for a happy home and an encouraging wife. During any part of the screening process, men may be passed over because their wives are too flirtatious, incorrigible gossips or drink too much.

"An executive," Mr. Handy explains, "must maintain an emotional and temperamental balance. If he has the problem of a dissatisfied wife, he cannot face his work with balanced judgment. He will often failer, eventually fail."

A happy household and business success go hand-in-hand, according to the George Fry survey of what makes an executive get ahead. It revealed that less than three per cent of the men studied had divorced parents while 95 per cent of top bosses led happy home lives.

Incidentally, the rising importance of the "company wife" has caused the growth of a social system which is not without some nettlelike factors. Women are starting to complain that their lives are no longer their own. As one put it: "Every time I go somewhere with Dick, I feel I'm being sized up and my credits and debts checked off."

Nevertheless, the fact remains that in all fields and levels a wife counts heavily in shaping her husband's success. How, then, can she propel him ahead? Experts have some important tips, but first they caution women not to carry to extremes some of the time-honored virtues accepted as leading to the top. Don't be, they warn, any of these:

**The overambitious wife**, who prods her man beyond his endurance and often beyond his abilities.

**The oversolicitous wife**, who looks after her boy so well that he gets used to having things done for him, thus losing initiative.

**The too-candid wife**, who is determined to bring out the best in her husband by telling him his faults, straight from the shoulder—"for his own good." Instead of being a help, as she imagines, she's actually a terrible nagger.

And just one final thought, which may be the most important one of all:

If the race gets rough, if the competition begins to frazzle both of you, if family closeness is being lost in the frantic whirl toward success, stop and take stock. There are many wonderful things which cost less. Fine friends, good fun and a richly rewarding life can be had even if your husband isn't chairman of the board. —The End



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WITH OAR, Seaman Apprentice Gomes stirs soup

How America eats

## Chow Aboard The Leyte

Giant carrier claims the best food in the Navy

By CLEMENTINE PADDLEFORD

This Week Food Editor



"The Navy too, travels on its belly." It was Commander Winfield G. Knopf, Supply Officer on the aircraft carrier U.S.S. *Leyte*, talking. He was telling me about a new kind of variety menu being tried out for chow preparation. "Revolutionary," he said. My meeting with the Supply Officer was at a little dinner party in New York City the week the *Leyte* came into the Brooklyn Navy Yard to settle down for a five-month overhaul.

"Come and see how the American bluejacket eats," invited the young commander. "The food maybe doesn't equal this Waldorf fare," he said dipping into the Lobster à l'Américaine. "But the *Leyte*," he said proudly, "is called the best feeder in the Fleet."

The idea appealed to me, eating a meal on this giant

carrier with 1,300 sailors from every state in the Union. It's a monster of a ship, a floating city. On maneuvers it can carry 3,000 men.

"Only one other ship in the Fleet has anything like our variety menu," my dinner companion was telling. "We give three choices of meats, at least four vegetables, a half-dozen salads and the same goes for pastries and desserts."

"That must cost the Navy plenty," I said.

"It's just the other way around," came the quick answer. "We save the Navy cash. Little food is wasted, the men lap it up." The real bragging point about this new psychology in mass feeding is that variety has paid off in a 100 per cent morale boost. The constant griping at meal time has completely stopped. *Leyte* men come up from the mess decks wearing satisfied smiles.



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On a cold March morning, I climbed what seemed a million steps to the *Leyte's* flight deck. It stretched as long as three football fields laid end to end. Then to the quarters of Captain H. T. Johnson, U.S.N., commanding officer of the ship, to be welcomed aboard. Next down into the heart of the 33,000-ton war vessel to the Commissary Department to the office of Chief Commissaryman Thomas R. Johnson. We were off — sightseeing the galley. I counted 39 mess cooks at work on the midday dinner. We looked into the salad-making department, the butcher shop, the bakery. The frozen-food locker held vast supplies of finest meats, frozen fruits and vegetables. "Beautiful eating," I said.

#### Something For Everyone

"Just good food isn't enough," Chief Johnson replied. "You need good recipes and these we have in quantity amounts for 100 portions sent out by the Provision Supply Office in Washington. But even the best of food and the most excellent recipes," he explained, "had failed to keep the men happily fed. The secret lies in the final menu planning and choosing dishes men like. And variety; so everyone gets something to his satisfaction."

Warrant Officer James T. Hixson, of the Commissary Department, spoke up to tell us that "Johnson here takes those headquarters recipes and juggles them around to make meals better than most restaurants serve. Monotony is avoided like the plague. No one on the *Leyte*," Mr. Hixson said, "can predict what will be served the next meal." And a little bashfully he added, "We try to fix things to look right pretty."

J. L. Cooke, galley captain, emphasizes garnishes and sauces. Example: ham steaks were on the menu the day I visited. Each came decorated with a brown-sugar-glazed pineapple ring, a twig of parsley in the center. Mess men serving plates on the cafeteria line are taught



**HAPPY SAILOR, Yeoman 3/c Leonard Adamus, discusses menu with Commissaryman 1/c James Cooke**

to place each portion where it belongs on the tray — no slopping it on.

Now Chief Johnson was spreading out the week's menus for me to see. "Know how we know what they want? We study the garbage. Stuff that's left over is a money waste. We plan meals around the dishes that bring the plates in clean. There are figures to show that in the nine months since variety menus have been tried,

the garbage loss has been reduced by almost one-fourth."

There are as many tastes as there are tongues, and tastes vary on different ships, Mr. Johnson told me. But in general, on the *Leyte*, all the men want meat, any meat, except lamb. Steak is the great stuff, so is the roast beef and ham. Chicken and turkey get the nod. Fried shrimp is king among the shellfish. Chile con carne has a high rating but — *Continued on next page*

#### THIS WEEK'S NABISCO FEATURE

A double-iced  
"COOKIE-CAKE!"

# NABISCO DEVIL'S FOOD SQUARES

Not just one, but two yummy icings on NABISCO DEVIL'S FOOD SQUARES! The center is rich-tasting devil's food, then comes the sweet marshmallow icing...and all around that is the luscious chocolate-y icing! Couldn't be better!

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"Let them have another, Mother, they're pure NABISCO cookies!"



CROW ABOARD THE LEYTE

Continued from preceding page

## They Prefer Tomatoes



**SLICING HAM for the boys: Commissaryman 2/c Langley**

of late is losing place to the popular pizza. Italian foods in general are on the ascendancy in favor.

Pears, corn, tomatoes are top of the deck with the blue-jackets. Beets are at the bottom of the heap along with Brussels sprouts. There's but mild interest in spinach. Pass the potatoes in any style and the sailor takes a big dip. Potatoes are served three times a day, around 1,500 pounds.

Sure the Navy eats its salad like a little gentleman—and in variety! The salad bar shows a tempting array. The day of my visit, the salads on hand included cole slaw with pineapple and macaroni-meat salad; in addition there were platters of snack stuffs which the lads like to put together to suit themselves.

Ice cream is in the stratosphere when it comes to desserts and the Navy loves cake, chocolate cake, Mom! Milton Harp, Commissaryman First Class, in charge of the bakery, has discovered that the men prefer cream pies to fruit pies, so he dishes them up about four times a week.

There are always cookies. I asked to borrow a recipe for a 200-batch of Cry Baby cookies, like the ship's favorite. Better clip and file for quantity production when baking for church bazaars. Suggest this Chicken Cacciatore next time you are chairman of the church-supper committee.

### Chicken Cacciatore

2 pounds, 5 ounces onions, chopped	10 tablespoons salt
1 pound, 12 ounces green peppers, chopped	3 tablespoons chili powder
1/2 cup chopped garlic	4 teaspoons thyme
1 pint salad oil	5 bay leaves
4 No. 10 cans tomatoes (3 1/2 gallons)	60 pounds frying chicken, cut in eighths
1 gallon water	5 pounds sifted flour
	1/2 cup salt
	1 tablespoon pepper

Sauté onions, green pepper and garlic in oil until tender. Add tomatoes, water, salt, chili powder, thyme and bay leaves. Simmer about 1 1/2 hours. While sauce is cooking, dredge chicken in the flour which has been seasoned with salt and pepper. Brown chicken in deep fat (350°F.) approximately 10 to 15 minutes. Arrange in roasting pans and cover with sauce. Place cover over pans and bake at 325°F. for about 1 hour, or until tender. Yield: 100 portions.

### Cry Baby Cookies

2 1/2 cups shortening	1 tablespoon baking soda
2 1/2 cups sugar	8 ounces shredded coconut
2 cups molasses	1 pound walnuts, chopped (optional)
4 eggs, well beaten	1/2 cup sifted cake flour
1/2 cup sifted cake flour	1 pound (12 cups) raisins
2 tablespoons baking powder	1 pint milk

Cream shortening and sugar; add molasses and eggs. Sift flour, baking powder and soda. Combine with coconut, nuts and raisins; add to sugar mixture alternately with milk. Drop by tablespoonsful onto greased baking sheets. Bake at 375°F. for 10 minutes. Yield: 17 dozen cookies, or 100 portions (2 cookies each).

**JAPANESE DISH**—tempura—comes next, fish and vegetables batter-dipped and deep-fat-fried.

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## What a young family man should know about life insurance agents...



On the day a man first starts pricing engagement rings, life insurance usually becomes an entirely new, vastly important, but somewhat confusing subject to him. And since he's almost certain to want to talk to a life insurance agent sooner or later, it's a good idea for him to know something beforehand about agents and the product they sell.

For example, he should know that selling is only part of an agent's job. Mainly, he's a thoroughly trained advisor—an expert on some of the problems that most profoundly affect our lives. The product he offers, purely and simply, is financial protection. His mission is to help families achieve security—both now and for the long haul.

Unlike other jobs, the most important part of an agent's work comes *after* he has made the sale and helped a young family plan their program of protection. Then it becomes the agent's year-in, year-out duty to service and develop the program, to anticipate changing needs, to expedite payment of benefits.

Any New York Life agent will tell you that's the most rewarding part of his work, too. It's seeing a home saved for a young widow and her children . . . watching a teenager start off for college . . . seeing a man, possibly *you* someday, happily retired with an income for life.

Something else any young man certainly should know . . . he should know his New York Life agent.

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**Vest pocket dictionary for commuting crossword puzzle fans includes 20,000 words on some 192 pages. Called the Crossword Puzzle Dictionary, it is 75¢. For stores, write to Ottenheimer Publishers, 23-25 S. Howard St., Baltimore, Md.**

— GUIN HALL

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 excellent fishing, canoeing,  
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 excellent fishing, canoeing,  
 swimming, tennis, etc. - **NO. 205**  
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 excellent fishing, canoeing,  
 swimming, tennis, etc. - **NO. 205**  
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 200 West 42nd Street, New York City  
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# Fuzzle Page

## Crossword — By ROBERTA H. MORSE

- 1 Jack-a-fish.  
6 Quarry of  
Honey's?  
Old Man.  
14 Chief.  
15 Man, weary-  
sneezed  
46 Cheese.  
17 Tread.  
21 Tied.  
24 battle-  
field.  
48 — limit.  
27 Astron.  
30 Intercite.  
33 Distinctive  
35 Awkward state  
of things.  
36 Irons  
horosc.  
37 wds.  
38 Turn.  
39 Farmer as  
mechanic.  
40 Depictions of  
the Last  
Supper.  
41 Frustration.  
42 Red berry.  
43 To — with  
Lover? J. D.  
44 Salinger.  
45 Blank  
transaction.  
46 — do.  
47 Biogone, site  
of Longchamp.  
48 Takes a breath.

### Across

- 38 Flightless  
birds.  
41 Yarn play.  
42 Yarn for the  
weary.  
46 Cheese.  
17 Tread.  
21 Tied.  
24 battle-  
field.  
48 — limit.  
27 Astron.  
30 Intercite.  
33 Distinctive  
35 Awkward state  
of things.  
36 Irons  
horosc.  
37 wds.  
38 Turn.  
39 Farmer as  
mechanic.  
40 Depictions of  
the Last  
Supper.  
41 Frustration.  
42 Red berry.  
43 To — with  
Lover? J. D.  
44 Salinger.  
45 Blank  
transaction.  
46 — do.  
47 Biogone, site  
of Longchamp.  
48 Takes a breath.

### Down

- 1 Cupless.  
2 Spins — star  
of the sea.  
3 Soup.  
4 Soap or choice.  
5 Fish cookie.  
6 Cook.  
7 Soap.  
8 Get along!  
9 2 wds.  
10 Combat units.  
11 Get another  
cupbun.  
12 Spins.  
13 Indisposed.  
14 Ties in. Egan-  
hower, —.  
15 Gene to land  
the big stars.  
16 Mar's  
nickname.  
17 Pora specially.  
18 Cabined.  
19 outpour.  
20 Title for Grace  
Kelly; abbe.  
21 Profoundly fish.  
22 Of a region.  
23 Rattler.  
24 Chess flats.  
25 Named.  
27 Eye; French.  
32 Nickname for  
a U.S. city.  
33 1945 —.  
34 Transportation  
for witches.  
41 Hungarian  
singing.  
42 Eye dream.  
50 Sideshow.  
51 Arm home.  
52 Cabined.  
53 Collike.  
54 Cabined.  
55 Hindu elephant-  
headed god.  
57 Towers.  
59 Rodco gear.  
60 Car along.  
61 Satellite.  
62 kuno.  
63 The  
Mesaaz.  
64 Via letters.  
65 Area.  
66 Sugar lamps.  
67 Debatably.  
68 Slang.  
69 2000 covered.  
74 Folded.  
83 Military  
maneuver.  
84 Supremacy Court  
justice.  
85 1945 —.  
86 Obscure.  
87 Limerick  
writer.  
88 Slang.  
89 Poker counter.  
90 Unknown to the  
cod.  
91 Ready for  
combat.  
92 Fish-like  
insects.  
93 Current.  
94 Turkish  
souffles.  
95 Anything  
high-frown.  
126 Australian  
state; abbe.

- 102 Member of the  
family.  
103 1853-6.  
104 abbe.  
105 Sediment.  
106 Laugh.  
108 Hissant's gret.  
111 Giant.  
112 Small.  
113 The peanut.  
114 Brilliant food  
fish.  
117 Nurse, and/or  
singer.  
118 Organate.  
121 French  
impressionist.  
122 Palo —, Calif.  
town.  
123 Drop.  
124 Swallowed by  
the gullible? 4  
wds.  
127 Diminutive  
ending.  
128 Proven's  
spirit.  
129 Cheese groups.  
130 Fr. legislative.  
131 Embryonic  
fish.  
132 Catspa plays.  
133 City on the  
Yoga.  
134 Comments.

- 96 — and abbe.  
97 Pacific  
gamefish.  
98 Silk worm.  
99 Salm.  
100 Actress.  
101 Cream resin.  
102 Covered.  
103 Transmitter.  
104 Bitter; c-g.  
106 Panama  
Cuban  
physician  
109 Soapbath.  
110 Condit.  
111 Contract.  
112 Writer.  
114 Opposite of  
the.  
115 Yacuum.  
116 Unknown to the  
cod.  
117 Reader turbid.  
118 Supplemental.  
121 Wipe.  
122 Virgin  
sociality.  
125 Anything  
high-frown.  
126 Australian  
state; abbe.

## Diagramless Puzzles

### 21 x 21, By MARION MOESER

- Across  
1 Formerly.  
2 Time period.  
3 Convicted.  
4 Fishy diet.  
5 Based up.  
10 Thrust.  
19 Unravel.  
20 To pack.  
21 Matrix.  
22 One's girl's  
name.  
23 Day at Black  
Rock.  
24 Spanish hero.  
25 General fight.

- 7 Touch lightly.  
8 Breadth path.  
9 Miter.  
11 Thirteenth  
century; Fr.  
12 Miter.  
13 Cape —, Mass.  
14 French Zouave  
tribesman.  
15 French cheese.  
16 Search.  
17 Indian weight.  
18 Always.  
19 Home of La  
Borde.  
20 Wavered.  
21 "I and God,"  
3 wds.  
22 Gemlike  
vehicle.  
23 Ploed golf ball.

- 27 Encouraged.  
28 Bite.  
29 Western Indian  
product.  
30 Obscure.  
31 Frequently.  
32 Bread drink.  
33 Coburn-making  
object.  
34 Collection of  
sayings.  
35 "Laughing" car's  
nickname.  
36 Compass  
point.  
37 Brighter.  
38 Illinois town.  
39 Mella and —  
song.  
40 Spewick.  
41 Men fruit.  
42 Cerrus on.  
43 Russian name.  
44 Adjective for  
Chicago.

- 51 Detroit  
product.  
52 1909 Indian  
product.  
53 Army base.  
54 Brewed drink.  
55 Coburn-making  
object.  
56 Collection of  
sayings.  
57 "Laughing" car's  
nickname.  
58 Compass  
point.  
59 Brighter.  
60 Illinois town.  
61 Mella and —  
song.  
62 Spewick.  
63 Men fruit.  
64 Cerrus on.  
65 Chicago.

- 67 Part of the U.S.  
Shrewed.  
68 Belgian com-  
pound; 16th c.  
69 Wizar.  
70 Americanism.  
71 Tapestry.  
72 Divis.  
74 A religious  
devotion.  
75 Cornfield  
component.  
76 Boverton.  
77 Maple gang.  
78 Winkle.  
79 Diver.  
80 State.  
81 Books by  
Wood.  
82 Identical.  
83 Aladdin's  
brand.  
84 Vagabond  
constellation.  
85 Pop.  
86 Hayworth.  
87 Sanguineus  
Martha.  
88 A yew at  
a tower.  
89 Anthonis.  
90 Anthonis.  
91 Middle Ital.  
92 Nelly.  
93 Corral.  
94 Swiss  
substitute.  
95 Kill.

- 48 Beginning.  
49 Shinto temple.  
50 Reports.  
51 Fur; author:  
18th cent.  
52 Morality play.  
53 Clemency.  
54 Harwood.  
55 Red or Black.  
56 17th Ck. letter.  
57 Soot. country.  
58 India.  
59 Predatory  
fishers.  
60 Dine.  
61 Begin.  
62 Sweetfish bill.  
63 Muscle.  
64 The Tentmaker.  
65 Ind. weight.

## Solutions of Last Week's Puzzles

### 20 x 20, By A. H. DRUMMOND Jr.

- Across  
1 Part of the U.S.  
Shrewed.  
68 Belgian com-  
pound; 16th c.  
69 Wizar.  
70 Americanism.  
71 Tapestry.  
72 Divis.  
74 A religious  
devotion.  
75 Cornfield  
component.  
76 Boverton.  
77 Maple gang.  
78 Winkle.  
79 Diver.  
80 State.  
81 Books by  
Wood.  
82 Identical.  
83 Aladdin's  
brand.  
84 Vagabond  
constellation.  
85 Pop.  
86 Hayworth.  
87 Sanguineus  
Martha.  
88 A yew at  
a tower.  
89 Anthonis.  
90 Anthonis.  
91 Middle Ital.  
92 Nelly.  
93 Corral.  
94 Swiss  
substitute.  
95 Kill.

- 20 Clothed  
archaic.  
21 Visionary.  
22 Norse saga.  
23 Reports.  
24 Morality play.  
25 Clemency.  
26 Harwood.  
27 Red or Black.  
28 17th Ck. letter.  
29 Soot. country.  
30 India.  
31 Predatory  
fishers.  
32 Dine.  
33 Begin.  
34 Sweetfish bill.  
35 Muscle.  
36 The Tentmaker.  
37 Ind. weight.

## Cryptogram

BOAS HOHTV VIPER  
AOBA PRZ AW SOER  
TRSW PZZIE?

— By Archibald V. McLees

## Last Sunday's Cryptogram

"Was set torn on rotten saw?,"  
stamps four old palindromist.

# Pear Crunch Pie

Try this new idea  
in fruit pies!

## PEAR CRUNCH PIE

Clip and file this recipe! You'll want to bake it often!

Adapted from Senior Winner in Pillsbury's 6th Grand National Recipe and Baking Contest by Mrs. Russell R. Stefanski, Long Beach, California

MAKES 9-INCH PIE. Bake in 425° F. for 30 to 25 minutes. MAKES 9-inch pie.

Prepare Pillsbury Pie Crust Sticks or Pillsbury Pie Crust Mix

- Ingredients:**
- 1 (2-lb.) can Bartlett Pears, packed in syrup
  - 1 (10-oz.) can Eagle Brand Condensed Milk
  - 1/2 cup brown sugar
  - 1/2 cup butter, melted
  - 1/2 cup flour
  - 1/2 cup pecan halves
  - 1/2 cup walnuts, finely chopped
  - 1/2 cup almonds, finely chopped
  - 1/2 cup cashews, finely chopped
  - 1/2 cup pistachios, finely chopped
  - 1/2 cup hazelnuts, finely chopped
  - 1/2 cup macadamia nuts, finely chopped
  - 1/2 cup pecan meal
  - 1/2 cup walnuts, finely chopped
  - 1/2 cup almonds, finely chopped
  - 1/2 cup cashews, finely chopped
  - 1/2 cup pistachios, finely chopped
  - 1/2 cup hazelnuts, finely chopped
  - 1/2 cup macadamia nuts, finely chopped

- Directions:**
- Blend in 1/2 cup liquid (pear syrup plus water if necessary), stirring constantly, until thick and clear, about 5 minutes. Remove from heat.
  - Add 1/2 cup butter and 1/2 cup grated lemon rind and 1/2 tablespoon lemon juice.
  - Cut the pear halves in half lengthwise, arrange in pastry-lined pan. Cover with the thickened pan. Top with the pear syrup.
  - Bake at 425° F. for 20-25 minutes. Decorate with 6 pecan halves. Garnish or serve with sweetened whipped cream.



Spicy, butter-pecan crunch tops a delicious canned pear filling...and you bake it in the flakiest of pie crusts...made so easily with Pillsbury Pie Crust Sticks or Mix

Just follow this easy, tested recipe and you'll have one of the most delicious and unusual pies that ever came to dinner!

To make your filling extra special be sure to use Bartlett Pears, the Pacific Coast Canned Pears that have a flavor all their own.

And for that flakier crust that makes the pie Pillsbury gives you your choice of two sizes and easy ways—either the regular Pillsbury Pie Crust Mix or the

Pillsbury Pie Crust Sticks. Just pick the one most convenient for you. Both are Chill-Blended by Pillsbury's exclusive process that blends flour and shortening at low temperatures in a way you could never duplicate in your own kitchen. Result: flakier crust, sure as can be... taste after taste. Get these makings at the grocer's in your very next trip and enjoy this new idea at fruit year at year's time.

Pillsbury PIE CRUST STICKS or MIX



*Last Laugh*

## "Conscience Doth Make Cowards..."

Shakespeare said it, and he never even saw Farm 1040

By DON TOSIN



An important message to everyone who takes aspirin

For fast relief of pain, fever, headache, muscle aches



GET FASTER PAIN RELIEF WITH  
**BUFFERIN**<sup>®</sup>  
Acts twice as fast as aspirin!

Don't upset  
your stomach!

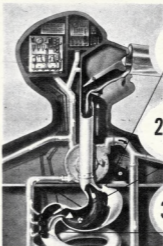
Most people take  
two tablets  
at the onset of pain



Ask your own doctor about Bufferin's  
remarkable ability to relieve pain, about  
its freedom from harmful ingredients.

8 years of extensive medical research  
in hospitals and clinics have established  
Bufferin's effectiveness and speed of action.  
Bufferin has met the right tests in  
more than 1000 patients and in his  
own practice.

**NOTE:** Bufferin became available to  
the medical and dental professions in  
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prescriptions for Bufferin have been  
filled. Bufferin is the fastest relief  
of pain without stomach upset.



Medical science knows  
that a pain reliever must  
go through the stomach  
and into the blood stream  
to relieve pain.

Bufferin combines aspirin  
with two antacid ingredients.  
These speed the pain reliever  
out of the stomach and into  
the blood stream twice as fast  
as aspirin. So...

Bufferin acts twice as fast  
as aspirin to relieve pain.  
And it won't upset  
your stomach as  
aspirin often does.

If you prefer these pills of Bufferin to Bayer's, ask your doctor about Bufferin

N

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# Breck Hair Set Mist

**A GENTLE, FRAGRANT SPRAY THAT HOLDS HAIR SOFTLY, BEAUTIFULLY IN PLACE FOR HOURS**

Breck Hair Set Mist is a fragrant spray, gentle as nature's mist, yet its delicate touch holds your hair softly in place for hours. After combing, a few brief sprays keep the hair beautifully in place.

When it's time for freshening, a damp comb renews your waves - no respraying is necessary.

Breck Hair Set Mist provides a quick and easy way to make lasting pin curls, too.

Fragrant as a bouquet, Breck Hair Set Mist contains lanolin, which leaves the hair soft to the touch and brings out the natural lustre and beauty of your hair.

*Beautiful Hair*

**B R E C K**

Available at Beauty Shops, Drug Stores, Department Stores and wherever cosmetics are sold. 4½ oz. \$1.25; 11 oz. \$2.00. Plus tax.