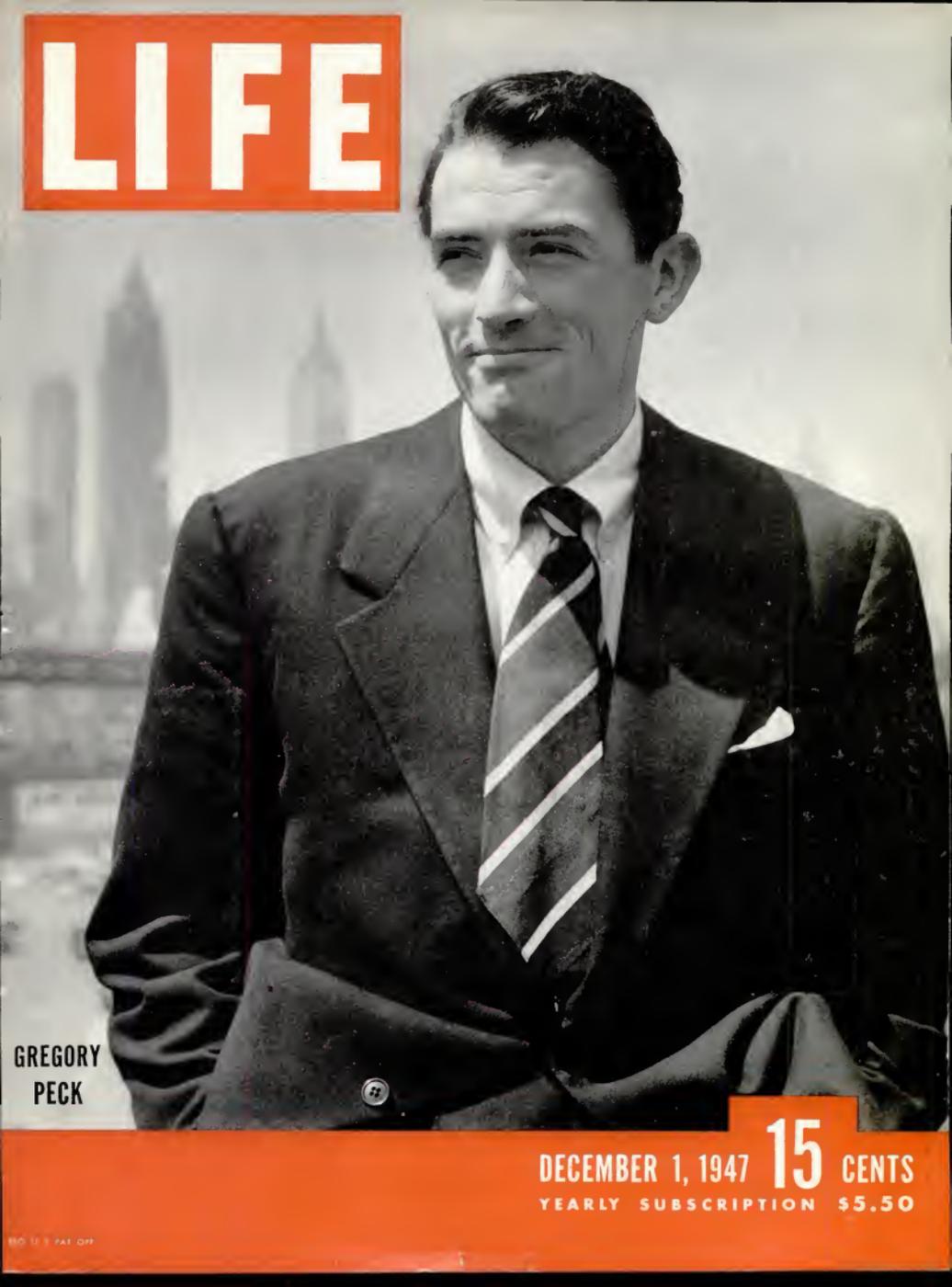


LIFE



GREGORY
PECK

DECEMBER 1, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL

*This label identifies the
finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

When a COLD threatens to run through a family...

It's
LISTERINE ANTISEPTIC
Quick-
FOR EVERYBODY!



It's all too easy for a cold, once it starts, to spread from one member of the family to another... with troublesome results. That's why it's so sensible to enlist the aid of the Listerine Antiseptic gargle early and often!

This pleasant antiseptic reaches way back on throat surfaces to kill millions of threatening germs called the "secondary invaders."

Although many colds may be started by a virus, it is these "secondary invaders," say many authorities, that are responsible for much of the misery you know so well. Listerine Antiseptic, if used frequently during the 12 to 36-hour period of "incubation" when a cold may be developing, can often help forestall the mass invasion of these germs and so head off trouble.

Listerine Antiseptic's remarkable germ-killing action has been demonstrated time and again. Tests showed germ reductions on mouth and throat surfaces ranging up to 96.7% fifteen minutes after a Listerine Antiseptic gargle, and up to 80% an hour later.

This germ-killing power, we believe, accounts for Listerine Antiseptic's remarkable clinical test record against colds. Tests made over a period of 12 years showed that those who gargled with Listerine Antiseptic twice daily had fewer colds and usually had milder colds than those who did not gargle... and fewer sore throats.

So, whenever there's a cold in your family, prescribe Listerine Antiseptic for everyone. It's a wise thing to do. Lambert Pharmaceutical Co., St. Louis, Mo.

"SECONDARY INVADERS"

These are some types of the threatening germs that cause so much of the misery of a cold when they invade the body through throat membranes.



TOP ROW, left to right: Pneumococcus Type III; Pneumococcus Type IV; Streptococcus viridans; Streptococcus viridans; Staphylococcus aureus; Staphylococcus aureus; Bacillus anthracis; Micrococcus catarrhalis; Streptococcus pyogenes.

TESTS SHOWED LISTERINE ANTISEPTIC REDUCED GERMS UP TO 96.7%

Have you tasted that eye-opening mint flavor of the **NEW** Listerine Tooth Paste? **NEW** formula contains 25% more Lusterfoam!

Smart Santa! He brought Sentinels!

For Mother, always on the job early

LYRIC

The graceful Sentinel miniature self-starting Electric Alarm Clock with the 1-2-3 alarm. Metal case, silver plated or durable baked enamel finish, easily read numerals. Only 4 1/4" high. \$4.95.



For Dad's office —

ARLINGTON

The advanced design Sentinel wood-case electric self-starting Desk or Table Clock. Beautifully grained walnut, 6" high. \$12.50.



For Sis, to get her to school on time

SULTAN

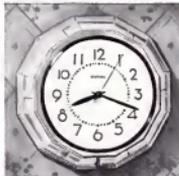
The smartly modern Sentinel 1-day Alarm Clock with single wind for both alarm and time. Watch-type escapement, pleasant bell alarm. Metal case, durable baked enamel finish, nickel trim. Unusually clear dial. \$3.95.



For Auntie—the world's greatest cook

MURAL

The Sentinel modern design electric self-starting kitchen clock. Metal case, durable baked enamel finish. Easy to see, easy to keep clean; 3 1/2" white dial, convex glass, convenient bottom set. \$4.95.



For Jimmie—to get home early

AUROCRAAT

The popular Sentinel Pocket Watch. A chromium-plated winner with outside black enamel numeral dial. Surety and reliable. Has modern, red, dial-type second indicator. \$2.50.



©1947 by The E. Ingraham Company, Bristol, Conn.

For Uncle Bob, with love

CAMEO

The truly beautiful Sentinel Wrist Watch. Case 10 kt. rolled gold, stainless steel back. Raised numeral dial. Push-in strap. Clear view crystal. \$7.95.



Prices exclusive of taxes and subject to change.

● Wonderful Christmas gifts for the whole family—SENTINEL Clocks and Watches! Made by one of the world's largest and oldest timepiece manufacturers, they are smartly styled and moderately priced at good stores everywhere. No mail orders, please!

THE E. INGRAHAM COMPANY
BRISTOL, CONN. ESTABLISHED 1831
In Canada—The Ingraham Canadian Clock Company, Ltd., Toronto

Ingraham
SENTINEL
CLOCKS AND WATCHES
"Guard Your Precious Time"





More OF EVERYTHING YOU WANT
 WITH *Mercury*

Your Christmas will be much more enjoyable if it includes a Mercury . . . the car that gives you *more of everything!*



Like roominess? Here's more of it!

Owning a Mercury is like asking for everything you want . . . and getting even more! It's wide and roomy, yet sleek and graceful. It's big and massive, yet so easy to handle.

It's right in fashion, yet has enduring beauty. Powerful and lively, yet thrifty, too.

The more you pal around with your Mercury and the better you get to know it, the more you like it. Shopping, or delivering presents,



Pickup and "go"? Definitely more!

or even long trips are lots more fun when you're at the wheel of this big, bright car.

Yes, Mercury is the perfect combination . . . more car for your money any way you look at it. See it . . . drive it . . . and you'll agree that Mercury gives you more in every way.



More beauty? Mercury has it!

More smart beauty outside and inside, more roomy comfort, more pep and pickup, more economy, *more of everything!*

MERCURY—DIVISION OF FORD MOTOR COMPANY

This One



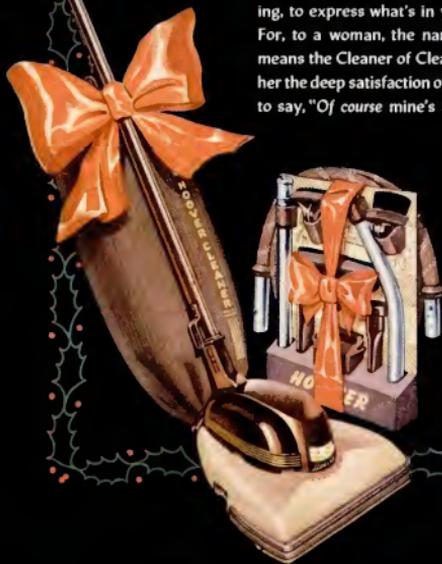
FBLS-9A2-BUXC

Give her a

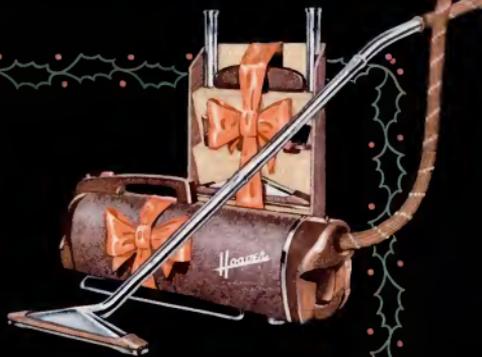
Hoover®

and you give her the best

Trust a Hoover, on Christmas morning, to express what's in your heart. For, to a woman, the name Hoover means the Cleaner of Cleaners. Give her the deep satisfaction of being able to say, "Of course mine's a Hoover."



(left) Famous Hoover Triple-Action Cleaner, Model 28, with exclusive "Positive Agitation." It beats...as it sweeps...as it cleans! Cleaning tools and Mothimizer in handy kit.



(above) New Hoover Cylinder Cleaner, Model 50. Cleans by powerful suction. Outstanding features. Complete with cleaning tools in handy kit. Mothimizer and sprayer included.

THE HOOVER COMPANY...North Canton, Ohio
Hamilton, Ontario, Canada

The Perfect Christmas Gift

PHIL SPITALNY'S INTERPRETATION OF IMMORTAL CHRISTMAS CAROLS IN GIFT ALBUM

The All-Girl Orchestra and Choir have put on records their unique rendering of nine Christmas carols. These beloved songs in inspiring new arrangements will appeal to

every member of your family and friends. Album of three double-faced 10-inch records only \$3.85, including taxes. These carols are played by the same orchestra, directed by

Phil Spitalny, which delights millions on the radio every Sunday afternoon. Listen at 4:30 over CBS to the "HOUR OF CHARM" presented by the Electric Companies of America.

Buy at These Fine Stores . . .

AKRON, O. The M. O'Neil Co.
ALBANY, N. Y. John G. Myers Co.
ALLENTOWN, PA. Hess Brothers
ATLANTA, GA. Davison-Paxon Co.
AUGUSTA, GA. Davison-Paxon Co.
BALTIMORE, MD. Rich's
Hochschild, Kohn & Co.
BIRMINGHAM, ALA. Loveman, Joseph & Loeb
BOSTON, MASS. Jordan Marsh Co.
BROOKLYN, N. Y. Rich's
Abraham & Straus, Inc.
BUFFALO, N. Y. Adom, Meldrum & Anderson Co., Inc.
CHARLESTON, W. VA. The Diamond
CHICAGO, ILL. Marshall Field & Co.
Carson, Pirie, Scott & Co.
Goldblatt's
The Fair
The New Boston Store
Mondel Brothers
CLEVELAND, O. The Helle Bros. Co.
The Wm. Taylor Son & Co.
The Higbee Co.
The Moy Co.
COLUMBUS, O. The F. & R. Lorosur & Co.
The Union Co.
DALLAS, TEX. W. A. Green Co.
DAVENPORT, IA. M. L. Parker Co.
DAYTON, O. The Rike-Kumler Co.
DENVER, COLO. The Moy Co.
DETROIT, MICH. Grinnell Brothers
FORT WAYNE, IND. Wolf & Dessauer Co.
FORT WORTH, TEX. Manning Dry Goods Co.
HARRISBURG, PA. Pomeroy's Inc.
HARTFORD, CONN. G. Fox & Co., Inc.
INDIANAPOLIS, IND. Wm. H. Block Co.
JACKSONVILLE, FLA. Cohen Brothers
KANSAS CITY, MO. Emery, Bird, Thoyer D. G. Co.



Buy at These Fine Stores . . .

MILWAUKEE, WIS. Gimbel Brothers
MONTGOMERY, ALA. Montgomery Fair
NEWARK, N. J. L. Bomberger & Co.
NEW HAVEN, CONN. Shortenberg's Inc.
NEW ORLEANS, LA. Maison Blanche Co.
NEW YORK CITY, N. Y. B. Altman & Co.
Bloomingdale Bros. Inc.
Gimbel Brothers
Macy's
Masters Mart, Inc.
James McCreery & Co.
Stern Brothers
John Wanamaker
OKLAHOMA CITY, OKLA. John A. Brown Co.
PHILADELPHIA, PA. John Wanamaker
Strawbridge & Clothier
N. Snellenburg & Co., Inc.
PITTSBURGH, PA. Kaufmann's
PORTLAND, ORE. Meier Frank Co.
READING, PA. Pomeroy's, Inc.
ROCHESTER, N. Y. Neisner Bros.
Sibley, Lindsey & Curr Co.
SAN FRANCISCO, CALIF. Macy's—San Francisco
The Emporium
SAVANNAH, GA. B. H. Levy, Bro. & Co., Inc.
SOUTH BEND, IND. Wyman's
SPOKANE, WASH. The Spokane Dry Goods Co.
SPRINGFIELD, ILL. Myers Bros.
ST. LOUIS, MO. Famous-Barr Co.
Scruggs-Vandervoort-Borney, Inc.
TOLEDO, O. Grinnell Bros.
WASHINGTON, D. C. Campbell Music Co.
The Hecht Co.
Lonsburg & Bro.
Woodward & Lothrop
WORCESTER, MASS. John C. Mac Innes Co.
YOUNGSTOWN, O. The G. M. McKelvey Co.

Be sure all the children in your home hear the traditional "HOUR OF CHARM" Christmas radio program at 4:30, E. S. T., Sunday afternoon, Dec. 21.

RKO's PIC-TOUR OF THE WEEK



"I REMEMBER MAMA"

AGILE MINDS at work. IRENE DUNNE, who plays the title role in George Stevens' *I Remember Mama*, and BARBARA BEL GEDDES huddle over Producer Harriet Parsons, in script conference. Film version of Broadway play also co-stars OSCAR HOMOLKA, PHILIP DORN.



"FIGHTING FATHER DUNNE"

SYMPATHETIC understanding of PAT O'BRIEN helps wayward youth, Darryl Hickman over rough spot in this heart-tugging scene from RKO's *Fighting Father Dunne*. Based on life story of a St. Louis priest who founded a newsboys' home, film gives O'Brien his greatest role in years.



"MOURNING BECOMES ELECTRA"

BELOVED of men, hated by her own daughter is KATINA PAXINO, in RKO's *Mourning Becomes Electra*, now at Golden Theatre, New York. ROSALIND RUSSELL portrays daughter. Other stars: MICHAEL REDGRAVE, RAYMOND MASSEY, LEO GENN, KIRK DOUGLAS.



"NIGHT SONG"

DIRECTOR John Cromwell turns actor, to underscore a fine point, during rehearsal of scene for RKO's *Night Song*. Impressed with performance, watching every gesture, are MERLE OBERON, ETHEL BARRYMORE. *Night Song* cast includes DANA ANDREWS, HOAGY GARMICHAEL.

THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE



What a Glorious Gift[☆] for the dog you love!

... GAINES, the food that
nourishes **EVERY INCH**
of a dog!

▲ Could any dog on Christmas Day receive a greater token of his master's love—a greater proof of his master's wisdom—than a gift of GAINES... and all that it means in Happiness, High Spirits, and Health!

▲ The fun of an eager appetite. The blessing of good digestion. The pride in sporting a rich, sleek coat. The joy in possessing strong paws full of play. The gay feel of a tail that just won't stop wagging. These are results of expert care, and of giving your dog a food that nourishes EVERY INCH of him.

▲ But to nourish EVERY INCH of your dog a food must supply so much—so many things that *meat alone* is unable to supply. In GAINES there's every type of nourishment that dogs are known to need.



AND MERRY CHRISTMAS, MASTER!

IT COSTS YOU LESS TO FEED GAINES
THAN ANY OTHER TYPE OF DOG FOOD

GAINES MEAL is a scientifically balanced dog food, with the vitamins, minerals, ALL the food factors that science says dogs should have. Some other types of dog food have as much as 70% water... but not GAINES. Why pay for moisture? You yourself add the liquid to GAINES... at no extra cost.

▼ Buy nourishment! ▼ Buy GAINES! ▼

AMERICA'S LARGEST-SELLING DOG FOOD!

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy, bite-size pellets.

For all dogs

GAINES Complete Meal

"NOURISHES EVERY INCH OF YOUR DOG"

A Product of General Foods
Copyright 1961 by General Foods Corp.



Send for ENLARGEMENT of
this appealing Photograph!

Just cut the colored square from the front of any size bag of Gaines Meal or Krunchon, and attach it to this coupon.

Dept. 61, Gaines Division
General Foods Corporation, Belle Creek, Mich.
(In Canada: General Foods, Ltd., Cobourg, Ont.)

Rush me big 8" x 10" enlargement of the above photograph, stripped of all advertising... all ready for framing.

Name _____

Address _____

City _____ Zone _____ State _____

Cash value 1/10 cent. This coupon sold in any state or municipality where prohibited, taxed, or otherwise restricted.



"PROTECTING THE AMERICAN HOME"



*"To pass Lake Champlain
with safety and dispatch"*

IT WAS NEWS — big news — to Vermont newspaper readers of 1809. "The Vermont Steam Boat" had been "fitted up at great expense," would soon be in service for those who wished "to pass Lake Champlain with safety and dispatch." On July 1, the *Vermont* made its maiden voyage from Burlington to St. Johns, Canada, at the then-remarkable speed of eight miles an hour.

It was typical of the progressiveness of early Vermonters that they should establish the world's second regularly-scheduled steamship service at a time when their infant state was scarcely on its feet. Later on, this same forward-looking spirit led them to found one of the nation's first life insurance companies, to enable themselves and their families safely to pass over the turbulent sea of life.

And because they had proven in their daily living the benefits of common action, it was typical, again, that they should make theirs a mutual company . . . a company in which all the subscribers — the policyholders — shared in its growing fortunes.

All over the country today, wherever you meet them, you will find the courteous, friendly representatives of the National Life imbued with the same spirit of progressive service in the handling of your life insurance problems.

NATIONAL LIFE
Insurance Company
HOME OFFICE — MONTPELIER
VERMONT

SOLID AS THE GRANITE HILLS OF VERMONT

FOUNDED 1859 - A MUTUAL COMPANY - OWNED BY ITS POLICYHOLDERS

LIFE'S REPORTS



WACKY ADVERTISING to draw crowds, tent stores to reduce costs are key to sales success of (from left) George LaMaine, Don Wallace, Buford Seals.

THE 3 GIs

Seattle vets use Army humor to sell surplus

by MILTON MAYER

It was Nov. 25, 1946, a Monday; a dreary, quiet Monday. The Messrs. Seals, Wallace and LaMaine, constituting the entire ownership of the new Veteran's Sales Outlet, sat in their big sales tent just outside the Seattle city limits staring at their \$12,000 inventory of government surplus goods. A few miles away the Messrs. Bob and Jack Keene, constituting the entire ownership of the new Keene & Keene, Advertising, sat in their 2x4 office in downtown Seattle staring at the walls. Ten months before the founders of the two firms had returned from the wars raring to go. On this Black Monday it looked as if they had gone about as far as they could go.

Bud Seals had heard of Bob and Jack Keene, and he drifted disconsolately into their office on that Monday, figuring that he had nothing to lose. Bob and Jack, who had very little to lose themselves, were glad to see him—or anybody. When he asked them if they could help the Veteran's Sales Outlet unload its inventory before the inevitable January slump put them out of business, they said they would consider his proposition and let him know.

Then they locked the office door and extracted their capital asset from the company safe. The asset was a small pamphlet entitled *How Musa-Shiya the Shirtmaker Broke into Print*, dated Honolulu 1922. With a campaign for the Veteran's Sales Outlet in mind, they studied such historic pieces of copy as:

Speaking of sweater in Honolulu may be misconstrued for insult to famous climate, yet not so. Climate at some instance require sweater. Automobile riding not always warm pastime, even for noted climate, and sweater is gratefully considered. When obtaining generous perspirations by long tennis and other muscle excitement, sweater is natural result for protection from sneeze.

OBTAIN SWEATER
Musa-Shiya the Shirtmaker

When Bud Seals returned the next morning, Keene & Keene were ready to adapt the Musa-Shiya technique to the Veteran's Sales Outlet. Musa-Shiya's humor, though unintentional, had been highly successful. Intentional humor, Keene & Keene felt, could accomplish quite as much. "We're going to personalize you," said Jack. "The Veteran's Sales Outlet is a terrible name. From now on you're the 3 GIs. What are your first names?"

"George, Don and Bud," said Bud. "What does Bud stand for?" said Bob. "Just Bud," said Bud, coloring. "Come on now," said

CONTINUED ON PAGE 11

"But whose job is it to discipline the child?"

ASKED ELSIE, THE BORDEN COW



"WHY IN THUNDER should anyone discipline a child who isn't old enough to hold his own bottle?" gasped Elmer, the bull.

"Dear," said Elsie, "it's just that I'm thinking ahead. The baby already looks and acts so much like you, I'm sure it won't be long until somebody will have to do something about keeping him in line."

"It's up to the mother to keep the kids in line," snapped Elmer.

"But, Elmer," persisted Elsie, "if I were to do all the disciplining of our son here, mightn't he grow up thinking his daddy was a bit—softer?"

"If he does, I'll knock his little horns back!" bellowed Elmer. "I'll show him who's boss."

"But you can't be boss once in a while and make it stick," said Elsie. "Discipline is a day-by-day, mother-and-father job. It really takes co-operation to develop anything worth while. Take Borden's Hemo—"



"Go ahead and take it, Daddy!" urged Beulah. "It's really a super chocolaty drink. Simply heavenly smooth—hot or cold."

"Is it good discipline, Elsie," frowned Elmer, "to let your daughter interrupt you?"

"Now, sweet," smiled Elsie, "Beulah was only being enthusiastic. Everyone is—about Hemo. It now comes in two delicious forms, you know—powder and liquid. And just two glasses of luscious



Hemo made with milk supply a full day's needs of Vitamins A, B₁, B₂(G), D, Niacin, and those vital minerals—Iron, Calcium, Phosphorus, Hemo's—"

"Aw, forget Hemo," pleaded Elmer. "Forget the whole subject of discipline, too. Anyhow, let's put it off till after the holidays."

"There's one thing no one should put off, not even a day," chirped Elsie, "and that's trying new Lady Borden Ice Cream. You never tasted ice cream to touch it! Such smoothness! Such creaminess! Such richness! Such captivating flavors!"

"Such a waste of words!" snorted Elmer. "Why

don't you just tell folks it's fit for a golden spoon and let it go at that?"

"I'll do just that," agreed Elsie, "after I point out to you that Lady Borden Ice Cream is a fine example of what America's most accomplished ice cream mak-



ers can produce... sheer, heavenly goodness! Now, if our son is to turn out really good—"

"Good?" exploded Elmer. "With our discipline and his magnificent background, how can he miss?"

"You're so right, dear," laughed Elsie. "He'll follow in the Borden tradition—and, you know, if it's Borden's, it's GOT to be good."



©The Borden Company



- if it's Borden's, it's got to be good!



Seems like ... *Every House Wants Westinghouse* ... this year!

Perfect to give...perfect to get! These wonderful Westinghouse appliances will say "Merry Christmas" from you for years to come. Give a Roaster to your favorite bride-to-be, an Electric Comforter to your pet aunt, a Waffle Baker or Featherweight Iron to your better-half. Give them to everyone on your list who has an instinct for homemaking. Give any one of them

to yourself . . . and be glad the whole year through. Are they useful? That nobody can deny. Glamorous? And how . . . with the gift of less work and more free time thrown in for heaping good measure. See these gifts and many other Westinghouse appliances for happier homemaking at your retailer's store! Then you can toss the gift-giving problem off your mind.

Every house needs Westinghouse

Makes of 30 MILLION Electric Home Appliances

WESTINGHOUSE ELECTRIC CORPORATION

Plants in 25 Cities • Offices Everywhere
Appliance Division • Mansfield, Ohio

TUNE IN TED MALONE
EVERY MORNING
MONDAY THROUGH FRIDAY
ABC NETWORK

Bob, "what were you christened?" "Buford," said Bud, "and I hate it," "BUFORD!" said both Keenes.

"It's wonderful!" said Bob. "Have you got any Army fatigue clothes?" said Bob. "By the gross," said Buford. "Well," said Bob, "wear 'em and get rid of that blue-serge business suit. We'll write all the copy, radio and newspaper, and we won't submit it to you beforehand, and if we get rid of your inventory by Christmas, you stay in business and we stay in business, and it will cost you \$650. Are you on?"

Buford, the most reckless of the 3 GIs, was on, and that was the beginning of an eccentric advertising campaign that in less than a year has built a \$1,250,000-a-year business for the 3 GIs and a \$100,000 profit divided even Stephen between George, Don and Buford. And Keene & Keene (still in their 2x4 office) are probably the fastest-growing advertising agency in America. But Keene and Keene, modestly enough, attribute the success of the 3 GIs to the fact that Buford's name is Buford. The one-minute radio spot that drives everybody in Seattle (and now in Portland too) crazy 17 times a day, begins, in three different voices, "I'm George, I'm Don, I'm Buford," and every second person who comes into the tents asks to see Buford "with 'George' and 'Don'" is one of those things that advertising men dream of.

Here's the way the script sells shovels: "Do you want a shovel? Of course not! Nobody wants a shovel. . . . But if you've gotta buy a shovel, this is your baby for only 89c."

Or shoes: "Don says he thinks that shoes are the best thing to wear on your feet. And here's another thing—if your name happens to be Florsheim or Nunn-Bush or Stetson, you'll be able to buy your shoes with your autograph already on them."

The magic of Buford's name is frequently invoked: "The boys aren't going to let Buford out by himself any more since he bought all those suntan pants and shirts they got. He bought enough suntan pants and shirts to outfit the Brazilian Army. All they can do now is sell them real cheap and get rid of 'em. You can buy 'em for \$2.59 apiece."

If there is anything that is characteristic of GI humor—probably of all soldier humor—it is sly, incisive simple-



The Most Treasured Gift of All

At Christmas, when the heart seeks something precious to bestow, far sweeter, wife or daughter, chase far her the gift to make her Christmas everlasting . . . a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words, "guaranteed registered perfect gem" on the log . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.

- A. HOLLISTER Set 900.00
Engagement Ring 750.00
Also \$450.
- B. BUENA Set 325.00
Engagement Ring 250.00
Also \$150.
- C. HEATHER Set 362.50
Engagement Ring 350.00
Also \$100 to 2475 and
in platinum \$300 to 3450.
- D. DALE Set 212.50
Engagement Ring 150.00
- All rings illustrated available in white as well as natural gold.
Rings subject to stock availability.
Prices include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

KEEPSAKE DIAMOND RINGS, A. H. Ford Co., Inc., 130 E. Washington, Syracuse 3, New York

Please send the useful 30-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name _____

Street and No. _____

City _____

L 13-47



ON A PEDESTAL

she'll put you
on a pedestal, too,
if you give her

Gotham

GOLD STRIPE

Nylons

GOTHAM HOSIERY COMPANY, INC.
220 MADISON AVENUE, NEW YORK 16, N. Y.
Gotham Hosiery Company of Canada, Ltd.
Dominion Square Building, Montreal





End
**on-your-knees
 floor scrubbing
 for only \$1.89***

**Clean, Wax, and Polish Standing Up
 with New Back-Saving Bruce Doozit!**

The Bruce Doozit is a long-handled appliance that makes floor care so much easier than ever before. Used with famous wax-rich Bruce Floor Cleaner, the Doozit whisks away dirt and dullness... leaves wood floors and linoleum spotlessly clean and brightly polished.

Magic Pad Does the Work!



The Doozit's amazing cleaning and polishing power is in the pad. Here is all you do. Just pour a small amount of Bruce Floor Cleaner on your floor. A few easy strokes with the Doozit do the rest. No heavy

pressure necessary. Doozit pads can be used over and over... are easily replaced.

**Bruce Floor Cleaner
 Protects and Beautifies!**

Bruce Floor Cleaner combines safe, dirt-loosening agents with a rich non-slip wax base to give floors a complete beauty treatment in a single application. This famous cleaner contains no water—is ideal for every kind of wood and linoleum floor. It's marvelous for cleaning and polishing woodwork and furniture, too. Try it today and you'll never be without easy-to-use Bruce Floor Cleaner.

*Bruce Doozit \$1.89—Extra Pads 19¢ each—At leading stores everywhere

BRUCE *floor products*

Liquid, Paste, Self-Polishing Waxes, Floor Finish, Linoleum Seal
 E. L. Bruce Co., Memphis, Tenn. • World's Largest Maker of Hardwood Floors

LIFE'S REPORTS CONTINUED

mindedness. "Here's... a gadget that cleans rugs and floors like crazy and it's absolutely guaranteed never to get out of adjustment and it won't use a speck of electricity! It's called a broom—spelled B-R-O-O-M..."

Jack's newspaper ads, embellished with cockeyed sketches of George, Don and Buford, play heavily on the sort of physiological fact that would escape humdrum citizens but amaze any moron. "Pillows for people with one head..."

"Here's a complete pair of pants at a price you'd expect to pay for only one pant..."

"Your feet have been supporting you for a long time, why not do something nice for them for a change?" "We got paint brushes that work good with ANY COLOR PAINT..."

"People who've bought these part-wool drawers like 'em so doggone well they're the FIRST thing they put on in the morning and the LAST thing they take off at night..."

"The brazen shamelessness of the pun reaches new heights in Jack Keene's newspaper ads for his clients. "Hunting knife, 89¢. Is it sharp? Just ask the man who homes one..."

"Mattresses—the ticking won't keep you awake..."

The 3 GIs were made for the parts in which Bob and Jack Keene (with an assist from Musa-Shiya the Shirtmaker) cast them. They are all Seatleites, all of them under 30. Buford Seals Jr., the promoter of the business, is a preacher's son. He had his own grocery store at 19 and was selling furniture for Sears, Roebuck when he entered the Navy as a machinist's mate. Like his pre-war friend Don Wallace, he had had three years of high school. Don was a mechanic before the war and a tank-corporal in Africa and Europe. George LaMaine, whom Buford bumped into in the War Assets Administration, emerged from European combat duty an infantry captain. By virtue of his ex-captaincy he is greeted with "ten-shun" by the other two.

When the boys started in February 1946, in an ordinary 25x50 empty store, they knew little about merchandise and less about prices. Buford got hold of a Sears, Roebuck catalog—which they still under-sell on every item—and the three of them went around the Northwest to surplus-property sales, spending the night on one occasion in their sleeping



**before,
 during and
 after
 holiday
 parties...**

Stale smoke, stale air, stale drinks... don't let unpleasant indoor odors spoil your holiday parties. Simply open several bottles of air-wick before your guests arrive. There's nothing to burn... nothing to spray. At all better stores in the United States and Canada.

*Air-wick deodorizer and household freshener is fully protected by U. S. Patent... a trademark of Sweeney Brothers, Inc., New York 13, N. Y.

Tune in "Monday Morning Headlines" Sunday, coast-to-coast ABC network, 6:15-6:30 P.M. EST, following Drew Pearson, © SWEENEY BROS., INC.

**air-wick
 kills all
 indoor
 odors**



CONTINUED ON PAGE 14

**FREAK STORM SNARLS
ALL HIGHWAY TRAFFIC**

Tow-Car Rescues Three From Snow-
Bound Mountain Road

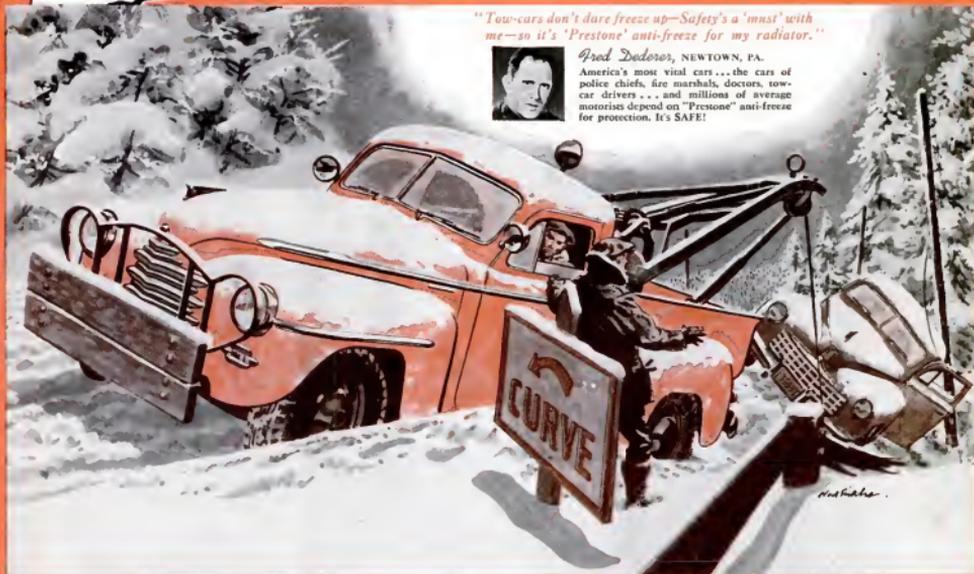
*When safety's a must
... it's "Prestone!"*
ANTI-FREEZE

"Tow-cars don't dare freeze up—Safety's a 'must' with me—so it's 'Prestone' anti-freeze for my radiator."



Fred Dederer, NEWTOWN, PA.

America's most vital cars... the cars of police chiefs, fire marshals, doctors, tow-car drivers... and millions of average motorists depend on "Prestone" anti-freeze for protection. It's SAFE!



*In your
car too!*

**NO RUST...
NO FOAM...
NO FREEZE...
NO FAILURE...**

One shot lasts all winter!

DOWN from the north a blizzard comes howling. Highways look like skating rinks. Cars freeze, stall, get buried door-deep in drifted snow.

But the rescue cars *don't* freeze. They *dare not* freeze! Like an overwhelming number of other emergency cars—doctors', fire marshals', police chiefs'—they are protected with "Prestone" anti-freeze in their radiators.

Doesn't it make sense that your own car deserves this same sure, safe winter protection? You don't have to guess *which* anti-freeze to use. You just look at the record and you *know!*

Put "Prestone" brand anti-freeze in your car now—and forget about freeze-up. One shot lasts all winter! No worry if the weather gets freakish and temperatures change sharply. You're safe!... safe!!... **SAFE!!!**... and you know it!

The registered trade-marks "Eveready" and "Prestone" distinguish products of National Carbon Company, Inc.

SAME PREWAR PRICE

1926... \$6.00	1933... \$2.95
1929... \$5.90	1935... \$2.70
1932... \$4.45	1939... \$2.65

1947... \$2.65 PER GALLON

NATIONAL CARBON
COMPANY, INC.,
30 East 42nd Street,
New York 17, N. Y.
Div. of Union Carbide
and Carbon Corporation
U.S.A.



PRESTONE

TRADE-MARK

Anti-Freeze

are you
up a
Christmas tree?

Don't turn all red and green with
Christmas-gift panic. Turn to Dorsons' Jubilee!
Bright-burning rhinestones, hand-set in Sterling silver,
all copied from authentic pieces.
Enduring... endearing... Jubilee!



TWISTED-BAR PIN \$9

BOW-KNOT PIN \$16.50



CIRCLE PIN \$10



CRESCENT PIN \$6



Also in
gem-colored
stones

Jubilee!
by dorsons

ALL PRICES APPROXIMATE AND PLUS TAX • AT LEADING JEWELRY STORES

DORSONS JEWELRY CO., INC., 119 WEST 24TH STREET, NEW YORK 11, N. Y.

LIFE'S REPORTS CONTINUED

bags in a cemetery in order to be first in line at a sale the following morning. They usually bid exactly 50% of the sales price shown in the Sears catalog on any item.

The 3 GIs have no salesmen. Their company personnel of 32—all of them veterans—engages in every sort of mercantile activity except selling. The customers come in and pick out their own goods and take them to the cashier.

"You'd think," says Buford, "in fact, we thought ourselves, that such items as shoes simply could not be sold that way. You're wrong, and so were we. Most of our customers come in with their wives and families—the kids like the idea of a tent—and the wives are the salesmen. We've sold 45,000 pairs of shoes that way, and we haven't found more than 10 pairs of old shoes left in the store. Out of 45,000 customers, we've had 10 thieves. I'd like to know of a fancy store, complete with house dicks, with a lower shoplifting rate than that."

Burglary is another matter. The three Seattle tents were all broken—or rather, carved—into at one time or another. So the partners simply invested in some more government surplus, this time three war dogs to stand guard at night. "For three months after that," says Don, "we couldn't get into the tents ourselves in the morning. We had to get the dogs' trainer to let us in."

George, Don and Buford are committed to the policy of short rations now and the building of their business. They have bought out the stocks of 16 bankrupt competitors since the first of the year—"the boys that just had to get a Cadillac with their first month's earnings." The 3 GIs' profits have all gone into new tents, including the one just opened in Portland, "with a toilet and everything." But they do not let their business get in the way of their having a good time. "We came in with nothing but our pants," says Buford, "and we're not afraid of going out the same way."



NEWSPAPER ADS personalize the 3 GIs. This was for the July 4 sale.



The south side (the sunny side) is the best place to tap a Vermont sugar maple tree to get the best yield of sap.

Enjoy real maple
sugar flavor

Nothing can match the flavor of real maple sugar. And we make sure you get it in our Vermont Maid Syrup.

First, we choose maple sugar with a good, full flavor. Then, by blending it with cane sugar, we make the maple flavor uniformly rich and delicious.

This blend gives you mouth-watering real maple sugar flavor in every bottle of Vermont Maid Syrup.

Get it at your grocer's.
Penick & Ford, Ltd., Inc.,
Barlington, Vermont.



Vermont Maid
Syrup



MY GOODNESS...
SUCH GOODNESS



Welch
QUALITY CANDIES



Color contrast in Textron's Hostess Pajamas...
about \$20 complete

Highlights for Winter Nights

Now—Aurora Borealis colors in Textron's new Hostess Pajamas to warm her heart at Christmas time... brighten her "at homes" all winter. Of finest rayon satin, with a softly quilted tunic top and sleekly-cut trousers. See the Textron tailoring... the new, naturally rounded shoulders, that generous pocket. Apple Green with Tangerine, Aqua or Cerise with Black.

Sizes 10 to 18 at leading stores throughout the country.

TEXTRON, INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
INC. & REG. OFF.

LINGERIE • BLOUSES • HOME FASHIONS • MENSWEAR • HOSTESS COATS


 They'll be so much happier
 with an **ELGIN**

ONLY AN ELGIN HAS A DURAPOWER MAINSPRING *

LOOK FOR THIS SYMBOL ON THE DIAL

MADE IN AMERICA BY AMERICAN CRAFTSMEN



Lord and Lady Elgins are priced from \$65.00 to \$5000. Elgin De Luxe from \$47.50 to \$100.00. Other Elgins as low as \$29.75. All prices include Federal Tax.

Amazing—this new mainspring made of "Elgiloy" metal. It eliminates 99% of watch repairs due to steel mainspring failures! It completely overcomes the commonest cause of their breaking—rust! And it will retain its "springiness" indefinitely for greater accuracy through the years! Now in all the beautiful new Elgins at no extra cost!

WHAT an assurance of satisfaction in the watch you choose for someone you love! Elgin beauty . . . Elgin timed-to-the-stars accuracy . . . and this new miracle mainspring, the most important watchmaking development since jewel bearings were introduced in 1704. See the beautiful new Elgin Watches at your

jeweler's. They all have the DuraPower Mainspring. And they all have rust-proof Elginite Alloy Hairsprings, too; are factory adjusted to temperatures and positions.

Yes, indeed. The one you want to surprise with a watch will be so much happier with an Elgin . . . an Elgin with "dp" on the dial. SP40001 No. 21140-231

* The
*most important watchmaking
 development in over 200 years!*



Now to Elgin's famous star-timed accuracy the DuraPower Mainspring adds a permanency of timekeeping performance never before possible in any watch. Elgin observatory time from the stars is the official time of United Air Lines.

*Patent Pending

Hear Elgin's "3 HOURS OF STARS" Christmas Day, C. B. S. Network



"I MADE A FOOL OF MYSELF, LAST NIGHT"

SPEAKING OF PICTURES...

... CARTOONIST CREATES A WEIRD AND HAUNTING WORLD

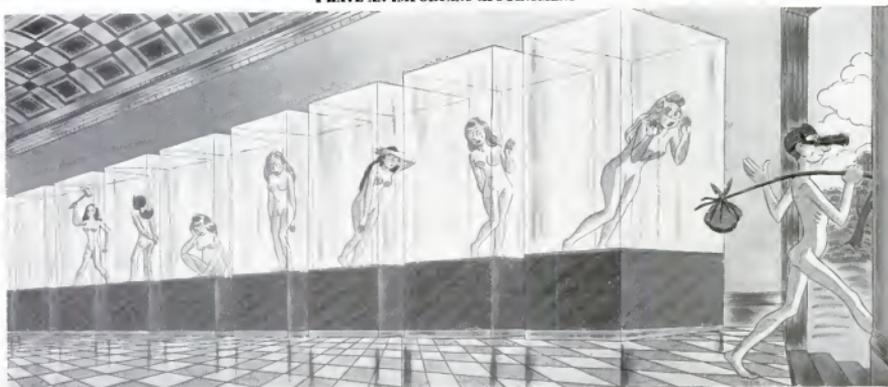
A few years ago Artist Ahmer Dean published an extraordinary collection of cartoons called *It's a long way to heaven* (LIFE, Dec. 10, 1945). In it Dean created a weird and haunting world peopled by naked little men and women who ran around trying desperately to solve its

nightmarish problems. This week Dean's frantic characters appear in a second book, still stripped down to their bare physical essentials. But this time there is a hero—a nameless little man who passes with incurable hopefulness from one frustration to the next. The title of

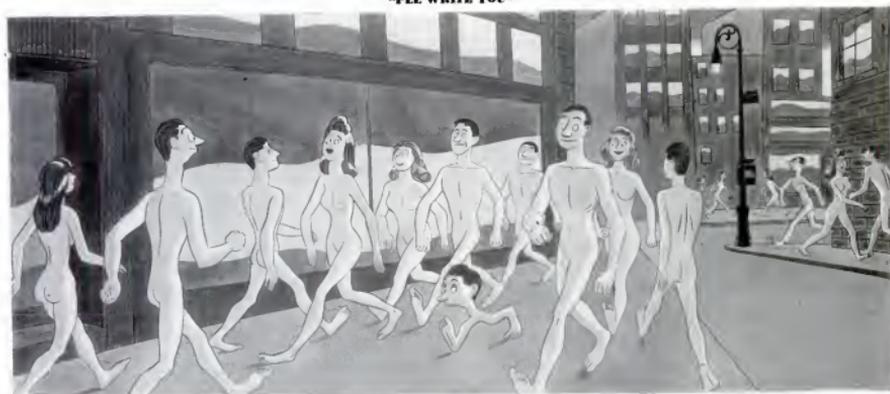
Dean's new book is *What Am I Doing Here?* (Simon & Schuster; \$3). Most people, facing the uncertainties of the 20th Century, sooner or later ask themselves that question. That is why Dean's little man is actually more terrifying than pathetic. In him the reader sees himself.



"I HAVE AN IMPORTANT APPOINTMENT"



"I'LL WRITE YOU"



"SOMETIMES EVERYTHING'S UNREAL"

And My Sister Wants a Mister!



SPEAKING OF PICTURES

CONTINUED

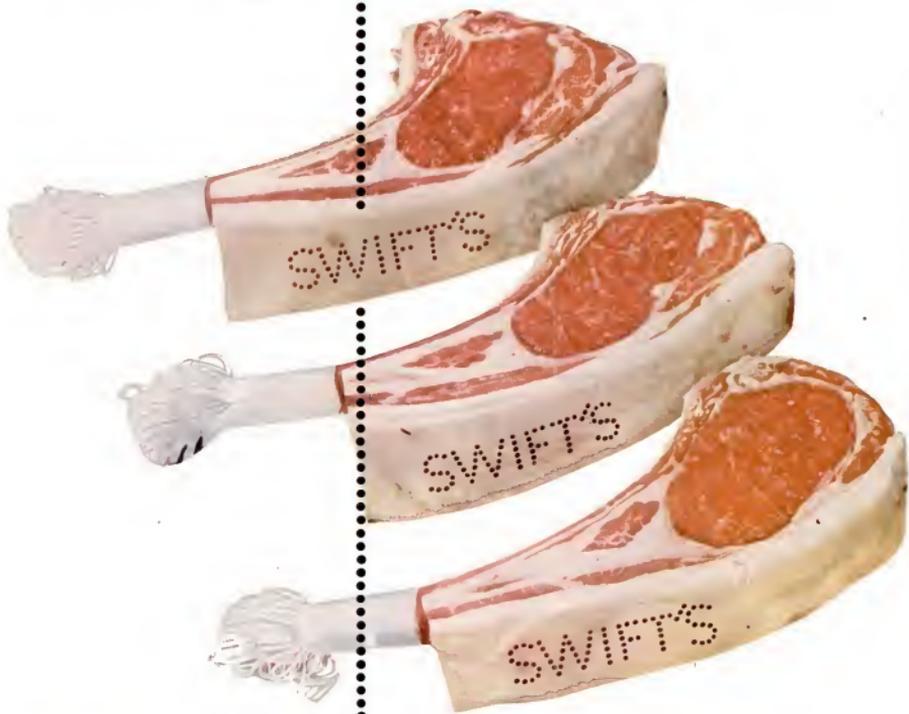


"WHERE TO, BUDDY?"



"GIVE ME ONE MORE CHANCE, PLEASE"

How to get **fine lamb** every time...



Party Fare: Thick lamb chops like these are best broiled; well-browned outside, faintly pink inside. Season with salt, pepper, dash of garlic-salt. Serve sizzling hot on hot plates.

Just look for a Swift brand:
SWIFTS PREMIUM or
SWIFTS SELECT
right on the meat!

ONLY CHOICE LAMB . . . tender, juicy, and flavorful . . . can pass the super-critical eyes of the Swift experts. Only this pick-of-the-flock lamb (lamb that's good to the last delicious morsel) can wear the proud brand name *Swift's Premium* or *Swift's Select*. The name is stamped *right on the meat* so you can easily identify this finer lamb at your market. Never mind whether your budget calls for epicurean chops or thrifty stew. On any cut, the words *Swift's Premium* or *Swift's Select* tell you, "This is lamb that's sure to be delicious!"

4 BRIGHT  WAYS TO SAY

Merry Christmas

More G-E Christmas Tree Lamps will be available this year than ever before. For so great is the demand, you may not be able to buy all you want. Be sure to note suggested retail prices.



Colorful "Multiple" Lamps

When one of these long-burning General Electric Christmas lamps does burn out, the tree stay lit! No hunting around for burned-out lamps. In red, blue, orange, green and white, they'll make every tree sing with the spirit of Yuletide. Condelabro base. For multiple strings.

C-7 1/2 Bulbs
Suggested retail price
each
10¢ plus tax



New! These G-E lamps look like beautiful round colorful ornaments until your Christmas tree is lighted! Then they spring into gorgeous brilliance! Sparkling beauty in all standard colors. Condelabro base. Fit any indoor multiple Christmas tree string.

G-11 Bulbs
Suggested retail price
each
20¢ plus tax



Famous Series "Pine Cone" Lamps

The majority of Christmas tree outfits use these slightly smaller, "pine-cone" shaped G-E lamps. For years their twinkling beauty has graced millions of Christmas trees and lighted decorations. Miniature base; made for "series" wiring only.



C-4 Bulbs
Suggested retail price
each
7¢ plus tax



Outdoors! As beautiful as a technical production of "Merry Christmas" are these General Electric Christmas Tree Lamps for outdoor decoration. Colored on the inside; prevents weather-fading, chipping, scraping. Intermediate base. For multiple outdoor strings.

C-7 1/2 Bulbs
Suggested retail price
each
13¢ plus tax

G-E LAMPS
GENERAL  ELECTRIC

G-E Christmas tree lamps, like all G-E lamps for home, office and factory, are the product of G-E Lamp Research whose constant aim is to make all G-E Lamps...
Stay Brighter Longer!

THE BEST
Chocolate
YOU EVER ATE



Wilbur Buds are a stimulating blend of rich chocolate, pure sugar and vanilla straight from the sweet dark bean. We've been blending them for 55 years—since 1892—and Wilbur Buds make friends for life!

Taste Wilbur Buds for yourself—you'll never find a smoother, better-tasting chocolate.

Wilbur Buds are sold in the bright red box at leading candy departments everywhere.

Rollfast
BICYCLES
styled for beauty



FREE BICYCLE CATALOG with this ad.

D. P. HARRIS BOW & MFG. CO., INC.
Canton Building • New York, N. Y.
BICYCLES • VELOCIPEDS • BOLLER SEATERS

LETTERS TO THE EDITORS

LOVE GODDESS

Sirs:

It has been my impression for some time that your Winthrop Sargeant is a gentleman given to fantastic magnification, but his latest fabrication, "Rita Hayworth, the Love Goddess in America" (LIFE, Nov. 10), is undoubtedly the most outlandish exaggeration in recent periodical literature.

That Miss Hayworth is endowed with obvious charms is common knowledge to American moviegoers. The suggestion that her popularity is based on the idolatrous worship of the enshrouding of sexual passion is probably the grossest insult ever hurled at the American public.

ROBERT L. KRAUSE
New York, N.Y.

Sirs:

... It is the most ridiculous, pestiferous, indecorous and licentious piece of rubbish I have ever had the misfortune of reading. Goddess of Love! That stuff went out with the Greeks.

BERNARD BAUTE
Notre Dame, Ind.

Sirs:

Having finished an intensive study of Greek mythology and sculpture, we are unable to find any comparison between Hayworth and Aphrodite. The fullness of womanhood is definitely lacking in Miss Hayworth. She's skinny, scrawny, scrawny. Aphrodite was sleek, sexy and spirited.

Of course, this has nothing to do with the fact that our Greek sculpture class has elected Miss Hayworth the dubious honor of being Miss Flaster of Paris of '47.

PAUL J. MURRAY
JACK DURBAN
Vermont University
Burlington, Vt.

Sirs:

Congratulations. You finally got a little sex back in your magazine!

MIC REYNOLDS
Duck Wood

Williams College
Williamstown, Mass.

Sirs:

You state that Hayworth's conversation is likely to dwindle into a cautious "yes," "no" and "maybe." What other three words in a woman's vocabulary say more in less time?

B. F. TAYLOR
Arlington, Va.

METHODISTS

Sirs:

Possibly you will be criticized for not devoting your entire issue of LIFE Nov. 10 to serious subject matter, but I think it is realistically appropriate that your excellent article on Methodism appears with news of the world's politics, science, sports, arts, fables and folk.

That was the kind of world John Wesley was born into and in which Francis Ashbury rode circuit. And it is nice to see pictures of pretty girls in the same magazine with that religious matter. The Methodist Church always has had a great many members who are pretty women. I married one of them.

BEVERLY KELLEY
New York, N.Y.

Sirs:

Thanks sincerely for increasing my humble pride in my church, my self-respect as a member thereof and

Known the world
over as the
Gift of Gifts—
The Lighter
That Works

ZIPPO

Be remembered longer
—remembered more
often. Give an ever
faithful Zippo . . .
New models meet
every purse and purpose
— personal, formal, sport,
business, the family,
beau or belle. Packed
in handsome gift boxes.

Signature or three initials
(not included in prices
shown to right)
\$1.00 extra, will
personalize your gift.

Demand the genuine ZIPPO
at your favorite dealer.

ZIPPO MFG. CO.
Dept. L
BRADFORD, PA.

ZIPPO
Windproof LIGHTER

Start them off
right—give ZIPPO
Flints & Fluids,
too.

All Purpose
Table Lighter—
nothing to put
out of order—
big fuel supply
—Lighter for
doors and out-
(Office Desk,
too.) High polished
chrome case \$10.00
(Installed \$11.00.)

No. 350 Engine
Turned High-Polish
Chrome \$4.00.
Stainless Silver Case
\$26.00. Gold Case
\$174.00. See box.

No. 250 Mirror Bright
Chrome Case \$3.50.
Silver \$15, 14K gold
\$165, plus tax.

No. 175 Wide
variety of engraved
Sport Models, See for
prices. \$3.25.

No. 200 The
lighter that
made the
pocket lighter
universally
popular. Brush
Steel, Chrome
Case \$2.50.

No. 280 Fraternal
Insignia Lighters \$3.25.
(Trade marks. Products,
etc. engraved on
special orders.)

© Zippo Mfg. Co. 1947

CONTINUED ON NEXT PAGE

IT HAPPENS IN *TWO* *SECONDS*

Within two seconds after pouncing on a wild steer, an expert bulldogger can wrestle it to the ground!



Test shows how fast Bayer Aspirin disintegrates in your stomach!



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST *PAIN RELIEF*

It's wise to keep Bayer Aspirin handy at all times, to take whenever you have an ordinary headache, neuritic or neuralgic pain. For Bayer Aspirin is one thing that means really quick relief, is actually ready to go to work in two seconds!

Always ask for genuine

BAYER *ASPIRIN*

Remember — this amazing 2-second speed is due to the fact that we take three important steps . . . not just one . . . when Bayer Aspirin is made. And also remember that Bayer Aspirin's single active ingredient is so effective doctors regularly prescribe it for pain relief . . . and so gentle to the system mothers give it even to small children on their doctors' advice.

Get genuine Bayer Aspirin. Of all pain relievers, none can match its record of use by millions of normal people—without ill effect!

LETTERS TO THE EDITORS

CONTINUED

my hope that Americans will at last find the right way out of the maze of problems in which they find themselves. . . .

FRANZ H. PARKS

Philadelphia, Pa.

Sirs:

The Methodists left a mark upon America which you did not mention. Among their former interdictions was one against going to the theater. The result of this was that except in large cities most theaters were not called theaters. The favorite name was grand-opera house. Few of these ever housed a grand opera. Many theaters were called the academy of music. Others were named auditoriums or halls.

Visiting entertainments were not always theatrical. The strict Methodist was therefore free to go to the academy of music to hear a concert or listen to a lecturer. Also many Methodists went regularly to the grand-opera house to see plays or even burlesque shows and could still claim they had never stepped foot inside a theater. There is in this evasion, of course, something that is methodically American.

HOWARD LINDSAY

New York, N.Y.

HIGH PRICES

Sirs:

. . . In your article, "High Prices" (LIFE, Nov. 10), the reader is led to believe that the farmer is nothing short of a profiteer at the expense of the rest of the country. In isolated cases this is true, but in the main farmers are not any better off than anyone else. The points you fail to bring out are: 1) in 1939 the farmer's standard of living was below the national average; 2) if the rest of the workers of the nation put in the farmer's long hours, they would make much more than they do now; 3) in few occupations is so much gambled for so little against such odds; and 4) a large percentage of farmers are just now getting the depression debts and mortgages paid off.

ROBERT E. TOTMAN

Stanford, Calif.

Sirs:

You present the economic facts very well. However the photographic chart tells the story of what has happened to various types of U.S. citizens in the postwar inflation only partially. Taking into consideration the impact of the inflation on the wealth of the four types, the farmer is even more the outstanding gainer than he appears on your chart. Not only has his land, as you yourself mention, tremendously increased in value, but he has also been able to repay his mortgages and other debts in inflated money. On the other hand the white-collar worker's and, to a certain extent, the investor's position, has deteriorated more than your chart shows. Every type of investment or saving that constitutes a dollar claim (as do all types of bonds, mortgages, savings accounts, insurance claims, etc.) has lost about half of its original purchasing power. Probably a greater part of the wealth of the professions, white-collar workers and other members of the middle class consists of such claims than does the wealth of any other group; hence they have suffered more.

We certainly should be aware of the fact that the middle class, culturally

There is always
a RIGHT time. . . .

HARVEL



DATE-O-GRAPH

What better time than the Christmas season to give him a calendar for his wrist! The exclusive Harvel DATE-O-GRAPH tells month, date, day, hour, minute, second! 17 jewel movement, stainless steel case with all the exclusive Harvel Multi-Guard features—anti-magnetic, moisture-, shock-, dust-resistant. \$55.00. Federal Tax included.



RIGHT for accuracy

Harvel Watches are the trustworthy achievement of years of creative watch engineering and precision manufacturing.

RIGHT for beauty

Harvel watch cases are styled by the world's leading designers.

RIGHT for price

Simply compare Harvel Watches for quality with any other watch—dollar for dollar. Harvel means value.

HARVEL WATCHES ARE SOLD EXCLUSIVELY
BY LEADING JEWELERS

HARVEL

One of The World's Fine Watches

Write us for the name of the Harvel dealer in your city, if your own jeweler cannot supply you.
Harvel Watch Company, Department 412
Rockefeller Center, New York 20, N. Y.

CONTINUED ON PAGE 26

"It's easy to type" said the college freshman
 "when you learn
 from Norman Saksvig!"



NORMAN SAKSVIG, authority on speed techniques and former champion, comments on the correct techniques pictured below . . .



FINGERS should curve as shown, with wrists and arms relaxed. Tap keys briskly . . . finger action only.



PIVOT fingers from the "home" positions to strike keys with proper fingers . . . then return "home".



"**HUG THE KEYS,**" says Saksvig—eliminate arm or wrist action, keep the fingers close to the keys.



ALL YOU NEED: Typewriter, instruction book, touch typing chart (with exercise on back)—then go ahead!

POSTURE is important. Sit erect, feet flat, to acquire comfortable balance and avoid fatigue.

Smith-Corona Portables offer you full-size "office typewriter" keyboard

. . . plus features which you must see to appreciate—effortless "Floating Shift" (a Smith-Corona "first"), protective "All-Around Frame," Touch Selector, etc.—plus speed, easy action, and an outstanding name for high quality. Convenient carrying case included.

With reasonably brief practise, according to Norman Saksvig, any beginner or

"occasional" typist can quickly acquire "useful" typing speed—faster, that is, than handwriting, more legible, more business-like. And from that point on, your typewriter becomes a home necessity.

Perhaps your dealer can supply you now. If not, he can show you a Smith-Corona, explain it, and list your order. Production is increasing; it's not too early to order one.

SMITH-CORONA

PORTABLE TYPEWRITERS



L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Visual Duplicators and Typobar Brand Ribbons and Carbons

Give Comfort... Give Safety



Electromode Portable Heater, Model P 700, 100 Volt A.C.

...Give Electromode

THE SAFE ELECTRIC HEATER



It Circulates the Heat! Electromode's quiet fan blows a hot air over a safe wire... causes suspension of the solid room, not just one small spot!



It Can't Start a Fire! Even lay babies are safe from scorching, should they accidentally touch the heater. Only Electromode gives you safety like that!



It's Ideal for Children! Unusual lots of warmth-but the heater could be hot! Usually built to take a beating from youngsters!

HERE'S the ideal Christmas gift for the family... for someone special... for yourself. Give the only portable electric heater that's so safe it can't cause fire—can't give even the baby a shock or burn! Give Electromode!

Electromode has no exposed hot wires or glowing coils. Its patented cast-aluminum Safety-Grid heating element and quiet fan give lots of quick, circulated warmth... and sturdy protection against accidents. This real, attractive heater is an all-year gift; can be used for cooling in summer! Approved by Underwriters' Laboratories. At your dealer's, \$29.50 plus tax.*

ELECTROMODES For Every Home Heating Need... Built-in-Wall Heaters, for rooms small and large, give quick extra warmth in bathroom, nursery and hard-to-heat rooms. Easily installed, without plumbing or ductwork. Can be controlled with thermostat.

GET THIS VALUABLE BOOKLET "Tips for Perfect Heating" thoroughly describes the advantages of electrical home heating with Electromodes. At your dealer's—write us, Dept. L427, enclosing the minimum stamp for postage handling.



ELECTROMODE Room Heaters

*Slightly Higher in West.

ELECTROMODE CORPORATION
48 Crouch St., Rochester 3, N. Y.

World's Leading Exclusive Manufacturer of All-Electric Heaters

LETTERS TO THE EDITORS

CONTINUED

the most valuable part of a nation, is bearing the brunt of the loss. That a disappearance or even only a weakening of the middle class facilitates upheaval of the existing order is obvious to anybody who has any understanding of history.

H. H. BEVY
Associate Professor of Economics
Elmira College
Elmira, N. Y.

HOLLYWOOD

Sirs:

Robert Taylor's statement before the Un-American Activities Committee of the House of Representatives raises an old question: "Should we give the country back to the Indians?" If we take Mr. Taylor's statement that all Communists should be deported to Russia to its logical conclusion, we get something like this:

We should deport the Socialists to Great Britain

- The Fascists to Spain or Argentina
- The Conservatives to Canada
- The Jews to Palestine
- The Negroes to Africa
- The Japanese to Japan
- The Italians to Italy
- The Mexicans to Mexico
- The Policemen to Ireland
- The Utopians to Utopia.

By this time there would be only Mr. Taylor and the Indians left (the only pure 100% Americans), and we suspect that Mr. Taylor would have to use all his charm and sales ability to trade the U.S.A. back to the Indians for \$24 and a bottle of rye.

SNOPY REASONOFF

CLARY MANNERS

University of Toronto
Toronto, Canada

SIRS:

YOUR NOV. 3 ISSUE CARRIED A CAPTION UNDER ONE OF MY PICTURES TAKEN DURING THE CONGRESSIONAL UN-AMERICAN INVESTIGATION STATING I AM PRESIDENT OF THE MOTION PICTURE ALLIANCE FOR THE PRESERVATION OF AMERICAN IDEALS, WHICHEVER ONE OF YOUR REPORTERS MADE THIS STATEMENT IS COMPLETELY MISTAKEN. I AM NOT PRESIDENT OR A MEMBER OF ANYTHING OF THIS TYPE. . . .

JACK L. WARNER

HOLLYWOOD, CALIF.

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LIFE'S COVER

Since the advent of Gary Cooper no screen hero has said "Shucks!" with more conviction than Gregory Peck, who is sometimes called, because of his homespun look, "the Lincoln of Beverly Hills." Eight years ago Peck, at 23, was a barker at the New York World's Fair. Since then he has married the former hairdresser of Actress Katharine Cornell (pp. 76-79), fathered two sons and appeared in some seven highly successful movies (*Spellbound*, *The Yearling*). His choicest role to date, however, is that of the journalist who fights anti-Semitism in *Gentleman's Agreement* (pp. 95-100).



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LEAVING HISTORIC WESTMINSTER ABBEY IN A GLASS-WALLED COACH, PRINCESS ELIZABETH AND PHILIP MAKE THEIR FIRST PUBLIC APPEARANCE AS MAN AND WIFE

A ROYAL WEDDING BRINGS JOY TO BRITAIN

In the ninth winter of Britain's austerity the skies cleared for a brief moment last week. Shining through came a fleeting, nostalgic glimpse of an ancient glory and a little pang of hope for better days to come. The Princess—the heir to the British throne—was taking a husband, and some of the old pomp and pageantry sang out in the land.

True, the route of the wedding party from Buckingham Palace to Westminster Abbey was held to the minimum 1½ miles, a fact which kept many curious Londoners from seeing the royal coaches and the limousines. The menus of the wedding parties showed no trace of luxury, and in the Abbey only

a small array of flowers flanked the altar. Many of the public figures among the 2,500 special guests in Westminster Abbey wore threadbare suits and hats which had seen much better days. Yet the royal Household Cavalry turned out resplendent in their burnished breastplates, riding their sleek, all-alike black horses. Queen Mary rode erect and regal in her old-fashioned, box-shaped limousine, holding her head high so that all might see. Indeed almost all of Europe's vanishing royalty crowded into the Abbey, wearing finery and jewelry which somehow had survived all disaster. It seemed that all of London turned out to see a drama which, if

somewhat anachronistic, was nonetheless inspiring. The people crowded along Whitehall to see the procession to the Abbey (*pp.* 32-33). At the Abbey they cheered the arrival of six kings, seven queens and numerous princes and princesses (*pp.* 34-35). Over loudspeakers they heard Princess Elizabeth say her vows (*pp.* 36-37). For hours they milled around the Palace hoping to see the newlyweds make an appearance on the balcony (*p.* 39). Then, feeling somehow as happy as if it had been their own wedding day, they went home, with the quiet reassurance of goodness, tranquillity and survival that the British throne means to Britain's people.



RARE ILLUMINATION of Buckingham Palace night before wedding contributes to holiday atmosphere which swept all of England as time for the ceremony drew near.



BACHELOR DINNER for Prince Philip is given by his famous uncle, Earl Mountbatten (second from right). Prince drank champagne with Navy pals, went home early.

LONDON AWAITS GREAT PROCESSION

In austere Britain, Englishmen gladly finance their monarchy, but in return they demand a good show. The Attlee government overlooked this fact. King George did not. The royal family did its showmanlike best, and although the resultant panoply was one of pomp and strained circumstance, the British responded with warm delight. On the eve of the wedding all of London reveled. Prince Philip celebrated his last night as a carefree sailor at a bachelor dinner (left, below). Other Londoners danced in the streets, but for the most part people were intent on getting and holding their places along the procession route. Some perched for hours on outdoor telephone booths, some in doorways, many on steps, but the majority jammed together on curbstones and tried to sleep (bottom). At mid-morning an estimated half million spectators were on hand to see the procession of royalty from the Palace to the Abbey. Many saw little. Shortly before the procession was due, bobbies and soldiers formed lines along the street. When the carriage bearing Princess Elizabeth and King George VI passed by (opposite), the soldiers presented arms. This maneuver was a proper salute to royalty. But it also interrupted the view for many a loyal subject.



LESSER CELEBRANTS are less restrained. Traditional British reserve is cast aside by these revelers who dance in streets while others stake out claims for vantage points.



EAGER SPECTATORS begin gathering along the procession route at about 3 p.m. the day before the wedding. They were not dismayed by a dismal early morning drizzle.

Some brought stools, chairs, blankets, even mattresses, but most of them just huddled on the curbs near Westminster Abbey and tried, awake or asleep, to hold their places.



THE GREAT MOMENT for spectators comes next day when bride's coach, drawn by white horses and attended by an escort of the Household Cavalry, enters Trafalgar

Square through the Admiralty Arch. Bride's father, King George, accompanies her. As Princess passes by, thousands of sentimental Londoners greet her with shouts and tears.

THE BRIDE AND HER WEDDING GUESTS ARRIVE AT WESTMINSTER ABBEY



THE COUNTESS EDWINA, WIFE OF EARL MOUNTBATTEN, IS HELPED FROM HER CAR



PREMIER JAN CHRISTIAN SMUTS REPRESENTS THE DOMINION OF SOUTH AFRICA



PRINCESS ELIZABETH, MOVING CAUTIOUSLY BECAUSE OF HER 15-FOOT TRAIN, STEPS FROM THE ROYAL COACH WITH A HAND FROM KING GEORGE (BACK TO CAMERA)



"BEEFEATERS" (GUARDS FROM THE TOWER OF LONDON) ADJUST THEIR UNIFORMS



CHOIR BOYS, WHO CAME BY BUS, FORM A LINE OUTSIDE WESTMINSTER ABBEY



AN ETHIOPIAN REPRESENTATIVE PAUSES BEFORE STARTING INTO THE ABBEY



SERVANTS FROM THE KING'S HOUSEHOLD DON GLOVES BEFORE ENTERING ABBEY



IMMACULATE GENTLEMEN-AT-ARMS CARRY THEIR BRIGHTLY PLUMED HEADGEAR



QUEEN FREDERIKA OF GREECE ARRIVES, ESCORTED BY KING HAAKON OF NORWAY



KING AND QUEEN OF DENMARK (ABOVE) AND ROMANIA'S KING (BELOW) ARRIVE





MARRIAGE VOWS are read by the Archbishop of Canterbury as the bride and groom stand on the steps of

the Westminster Abbey sanctuary, facing the altar. King George stands at Elizabeth's left, waiting to give the bride

away. To the bridegroom's right is the best man, the Marquess of Milford Haven. Queen Elizabeth stands before

IN THE HUSHED ABBEY ELIZABETH SAYS I WILL

The ceremony went off with only minor missteps, as when one of the intent young pages forgot about the grave of the Unknown Warrior in the Westminster Abbey aisle (*bottom*). Otherwise it was in the best British tradition: calm, solemn and humble before God. As the Princess and her groom stood facing the altar (*left*), those who could simultaneously see and hear her noted that, although she sounded like a young girl, she already looked like a queen.



first chair in the front row of seats at upper right which are occupied by bride's family and guests. Directly across

from her, in the section occupied by the groom's family and other royal guests, stands the groom's mother.



IN A FLURRY OF VEILS the bridesmaids adjust the Princess' gown and train as the march up the aisle begins.



IN CHILDLIKE CONFUSION Prince Michael of Kent walks over Unknown Warrior's grave as others sidestep.



SPLENDID PROCESSION from Westminster Abbey is led by King George and Queen Elizabeth. The stately

Dowager Queen Mary is walking behind Queen Elizabeth, with Philip's mother, Princess Andrew, behind the King.

After them come King Michael of Romania, Queen Fredrika of Greece and tall, bald King Haakon of Norway.



WEDDING PARTY answers crowd by coming to the draped balcony of Buckingham Palace. Flanked by her

bridesmaids, Princess Elizabeth waves and Philip beams. The best man, Marquess of Milford Haven, is at Eliza-

beth's right, behind little Prince William of Gloucester, one of the pages, who looks up worshippingly at the bride.

AFTER THE CEREMONY THE LOVERS GO HOME BUT NOBODY ELSE DOES

As the newlyweds left Westminster Abbey, there was a great fanfare of trumpets, then the rich chords of Mendelssohn's wedding march. Behind the couple, in a stately and beautiful procession headed by George VI and Queen Elizabeth (*opposite*), came most of the royalty of Europe.

For the return to Buckingham Palace, through crowds that were shrieking with joy, Elizabeth rode hand-in-hand with Philip. But there was no immediate sanctuary for the lovers. At the Palace they

sat down with 150 guests to a wedding breakfast of fish, partridge, ice cream and cake. And from outside there was a continuous roar as Londoners called for their sovereigns (*below*).

The roar turned to thunder as the Princess and Philip, with the wedding party, emerged on the Palace balcony (*above*). Still the people did not go home. Throughout the afternoon crowds eddied around the Queen Victoria Memorial, waiting for one more glimpse of their Princess and her chosen husband.



IN FRONT OF PALACE immense crowd swirls around Queen Victoria Memorial, cheering and chanting luck to

the royal lovers as they appeared on the balcony above. All day the crowd sang British ballads like *All the Nice*

Girls Love a Sailor, later shifted to American musical-comedy favorites like *You Can't Get a Man with a Gun*.



SHOWER OF ROSE PETALS swirls about the heads of Elizabeth and Philip as they leave Buckingham Palace in an open coach at the beginning of their honeymoon trip.

Smiling on the royal couple is Earl Mountbatten of Burma, governor general of the Dominion of India, who is an uncle of the groom and a distant relative of Princess Elizabeth.



ELIZABETH'S BRIDESMAIDS and her husband's best man, the Marquess of Milford Haven, shout good-bye to the couple who have just hurried through the crowd in the

Palace courtyard. Bridesmaids are (left to right) Miss Diana Bowes-Lyon, Lady Montagu-Douglas-Scott, the Honorable Pamela Mountbatten and Lady Mary Cambridge.



THE KING AND QUEEN, standing alone and quiet near the main gate of Buckingham Palace, watch with parental wistfulness as their daughter and her husband leave.

Soon they could hear the thunderous shouting of the crowd outside reach a crescendo as the bridal carriage moved slowly through the packed streets toward Waterloo Station.



HONORED GUESTS pose with the bridal couple at Buckingham Palace before the reception following the ceremony, thus creating a photograph of European aristocracy such as may never be seen again. From left, front row: the Marchioness of Milford Haven; Princess Andrew of Greece, mother of the groom; Princess Margaret Rose; 5-year-old Prince William of Gloucester; the Marchess of Milford Haven; the bride and groom;

young Prince Michael of Kent; Princess Alexandra of Kent; the King and Queen; the Duke of Gloucester and his son Richard. Behind the Duke is the Duchess of Gloucester. Seated in wheel chair is Princess Helena Victoria and standing behind her is Princess Marie Louise. (Both are granddaughters of Queen Victoria.) The middle row, from left: Prince George of Denmark; Princess George of Greece; Countess Mountbatten;



the Duchess of Kent; Princess Juliana of the Netherlands; Queen Frederika of Greece; Queen Mary; Queen Eugenie of Spain; Queen Ingrid of Denmark; Crown Princess Louise of Sweden; the Duchess of Aosta; Princess Eugenie of Greece; Princess René de Bourbon-Parme, and Crown Prince Gustaf Adolf of Sweden. The rear row, from left: King Peter of Yugoslavia; Queen Alexandra of Yugoslavia (behind Countess

Mountlatten's plume); Earl Mountbatten of Burma; Don Juan, Count of Barcelona; Prince Bernhard of the Netherlands; King Haakon of Norway (behind hat); Prince George of Greece; Prince René de Bourbon-Parme; King Frederik of Denmark; King Michael of Romania; Prince Michel de Bourbon-Parme, and partially obscured behind the Duchess of Aosta, Princess Elizabeth of Luxembourg and her brother Prince John.

ANTI-SEMITISM

IS HOLLYWOOD'S PRAISEWORTHY EFFORT TO COMBAT IT OBSCURING THE CENTRAL POINT?

Hollywood has produced two pictures on the once-taboo subject of anti-Semitism. The first, *Crossfire* (LIFE, June 30) is already a popular success, and the second, *Gentleman's Agreement* (pp. 95-100) is off to a good start as far as critical applause is concerned. Will this reduce anti-Semitism in America? We hope so, for Hollywood's intentions are good and its cause in this case is certainly just. But the accuracy of Hollywood's aim is another matter, for anti-Semitism is a subject on which there is a great deal to be said, even though not on both sides.

The two movies have nothing in common except that they speak out for the Jews. *Crossfire* is a fast, tough murder mystery whose entertainment value (high) owes exactly nothing to the fact that the victim is a Jew and the murderer a demented anti-Semite. Its propaganda value, on the other hand, is at best dubious. The case against it on this score has been well argued in the Jewish monthly *Commentary* by the editor, Elliot Cohen, who points out that murderous race phobia is not a problem in America and "it may be dangerous to present it as such." Dore Schary, head of the studio that produced *Crossfire*, replies that he was trying to "insulate" us against the possibility of that violent disease. But if ordinary civil liberties may also be considered an insulation against race phobia, *Crossfire* shows a strange callousness: the murderer never gets a trial and the net moral impression of the picture is that it is okay for a man wearing what Mr. Schary describes as "the equivalent of a sheriff's badge" to shoot a fleeing anti-Semite on the street.

No such change can be made against *Gentleman's Agreement*. The kind of anti-Semitism it deals with is a widespread feature of the American scene: the clanish snobbery which excludes Jews from certain jobs, country clubs and restricted suburbs and puts them on a quota basis in private and professional schools. Moreover this movie's aim is good: it is designed to make complacent non-Jews feel uncomfortable, and its shafts all land, if not on the bulls-eye, at least on the target. Indeed the overwhelmingly didactic purpose of this talkative film quite smothered its entertainment value for one or two reviewers. It certainly makes its point!

So let us discuss not the movie but the point.

Discrimination

The point is that Jews in America are discriminated against and are thus denied equality of opportunity, one of the four civil rights which the recent report of the President's Committee on Civil Rights considered "basic." In the other three—personal safety, citizenship and its privileges, freedom of conscience and expression—Jews are not at a disadvantage. (The same cannot be said of other minorities, notably Negroes, but that is another story and, one hopes, another movie.)

This discrimination against Jews is not to be confused with modern political anti-Semitism, which stems from the Protocols of the Elders of Zion (a Czarist secret police forgery of 1906), the race theories of Houston Chamberlain and

other antecedents of the Nazi insanity. This political anti-Semitism never got much foothold in the U.S., and its local practitioners—Pelley, Winrod and the rest—while still publishing quantities of slimy periodicals, seem to have lost rather than gained ground since the war. At the same time discrimination against Jews, which dates back to the 17th Century, has shown some current increase. The housing shortage and the overcrowding of professional

"in-group"—that is, to desert their separate faith and culture—it would result in a serious loss to the spiritual and cultural strength of America. Says the above-quoted Elliot Cohen, "We will be a less tolerant and a poorer country unless we learn not only to permit but to prize the variety and values of the kind of American who never appears in advertisements—the Pole, the Italian, the Irishman, the Seventh Avenue dress manufacturer and the bearded orthodox rabbi, the grimy, sweaty workman and the men of other eye-slants and skin colors."

"America, if I read the old documents aright, was not meant to be a country club for people 'just like us.' The 'exclusiveness' of the gentleman's agreement, collusive or legal, was no part of the picture; nor was mere gentility, native or acquired, the prescribed ticket of admission. This was meant to be a free land for all kinds of people."

Like Christianity, the Jewish religion fell deeply into modern secularism and is now seeking the way back to a firmer base. The three sects of Judaism are in creative travail, a travail complicated by the memory of Hitler's mass murders and by the strongest secular temptation ever presented to a religious community: political Zionism. As both Jewish and gentile writers have recently pointed out, modern political Zionism had its origin in modern political anti-Semitism, which the Zionist prophet Theodore Herzl thought would last as long as the Jews. The reciprocal relation between these two mass passions has throbbed for 50 years, its latest manifestation being an upsurge of anti-Semitism in Zion's new enemy, the West's most tolerant country, England.

On the Sidelines

The Jewish soldier in *Gentleman's Agreement*, Dave Goldman, says to the hero, "I'm on the sidelines of anti-Semitism. It's your fight, brother." But that is a half-truth, for the Jewish conscience must do some work too. Anti-Semitism is primarily a problem for the Christian conscience, but it is one which cannot be wholly solved without the Jews' help. The Jew on the sidelines is offering to settle for one more Mediterranean nation in a world surfeited with nationalism or a new level of "social adjustment" in America, the land of perpetual horizons. Can a great people really buy self-respect so cheap?

America is not yet the kind of nation that needs or wants a homogeneous people, accent, culture or religion. We need continuing differences in these in order to continue broadening the definition of our national democratic goal. The only requirement is that each individual American be able to "walk with dignity" (as the Zionists say). But dignity is not merely a product of environment. It is what makes and changes environment and is more likely to change it by individual assertion, as through a work of art, than by group manipulation, as through a Hollywood tract. That kind of dignity rests on the individual's relation to his universe, his God. It reaches from man to man and knows neither nations nor groups.

NEXT WEEK IN LIFE

H. R. H.

The Duke of Windsor begins "A ROYAL BOYHOOD"

His own story, in three parts, of his early training and education as a British Prince. Illustrated from his personal albums.

schools throws a more garish light on the Jews' necessity to fight for equal opportunity in these areas.

Discrimination is a positive evil which can be and is being combated in many ways. The few states which have Fair Employment Practices laws (notably New York) are slowly proving that employers and unions will stop discrimination in response to the right combination of suasion and legal pressure. No doubt race snobbery will also yield to educational treatment, such as *Gentleman's Agreement*. Indeed it is quite possible that this form of snobbery will become universally unfashionable and the Jews in America be treated "like anyone else" in a very short time. Given the rapidly shifting social patterns in America, that happy outcome seems at least as likely as a wave of serious anti-Semitism. And if discrimination were all there is to it, then what Europeans call "the Jewish problem" would be solved. But it isn't.

A few months ago Walter Winchell proposed to "fight race prejudice" by barring all dialect comedy from the radio. This outrageous notion, which would further culturally impoverish a sufficiently barren medium, has a faint echo in *Gentleman's Agreement*, whose hero is elaborately insistent that Jews are just like everybody else. (An old Jewish witticism used to add "only more so.") Well, they are and they aren't, but to insist only on the likeness is to insist that the only solution to the Jewish problem is for Jews to be assimilated into the dominant white Protestant American culture. That is a solution for some Jews but by no means all.

If all Jews chose to merge with the so-called



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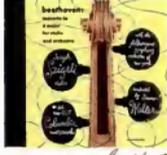
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Tchaikovsky: Concerto No. 1 in B-Flat Minor For Piano and Orchestra, Ezra Fala, Piano, with Walter Goehr conducting the London Philharmonic Orchestra.
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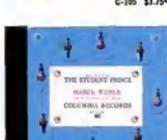
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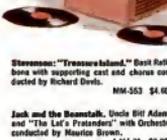
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Recipe for BIRDS EYE SPINACH MOUNDS

1 can (1 pound) corned beef hash	3 tablespoons butter
Flour	1 teaspoon flour
2 tablespoons fat	1 egg yolk, slightly beaten
1 box Birds Eye Spinach	1 cup top milk
1 medium onion, sliced into rings	½ teaspoon salt
Flour	¼ teaspoon pepper

Shape corned beef hash into 5 patties and chill thoroughly. Then coat patties lightly with flour and fry in fat until browned, turning once. Cook clean-as-a-whistle, *farm-fresh* Birds Eye Spinach as directed on package; drain.

Coat onion rings lightly with flour and sauté in butter until golden brown. Remove onion rings and keep warm. Add flour to remaining butter in saucepan; stir until smooth. Combine egg yolk and milk and add gradually, stirring constantly. Then cook and stir over low heat until mixture is thickened. Add salt, and pepper. Combine cooked spinach with half of the sauce.

Arrange patties on hot platter. Mound spinach on patties, pour remaining sauce over top. Garnish with the onion rings. Serves 5.



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TROUBLE

FROM PARIS TO BANGKOK MEN REVOLT AND DIE

While there was joy and laughter in London last week, the dispatches from the rest of the world carried news of riot, revolution and bloodshed. The troubles of Europe were best reflected in the face of France's Paul Ramadier (*right*) as he walked out of the Elysée Palace at the time of his resignation as premier. His exit was forced by French Communists, who had called nearly 700,000 longshoremen, coal miners and metalworkers out on a ruinous strike. On Nov. 22 the National Assembly gave former Finance Minister Robert Schuman a vote of confidence enabling him to form a new government dedicated to "defend the Republic," but the riots and strikes were continuing daily. In Italy (*next page*) Communist Boss Palmiro Togliatti had called for "mobilization" and declared, "It is necessary to liquidate this government of reaction." His well-disciplined followers obeyed the command. Rioters and police exchanged shots in cities of southern Italy. Casualty figures of pro-Communist disorders rose to 19 dead and 154 wounded. In the two countries the Communist pattern was strikingly similar, and the strategy was clear: wreck economic recovery, sabotage the Marshall Plan, test the military defenses of the governments in power. The strategy seemed to include every step short of actual revolution.

Elsewhere in the world the events were just as grim. In Calcutta, India a mob of peasants wearing hammer-and-sickle armbands had to be dispersed with tear gas. In the streets of Bangkok, Siam (*p. 52*) clanked the tanks of a new autocratic government. On the chilly battlefields of north China and in the rugged hills of Greece open warfare went on. More rifles cracked. More men died.



HEAD BOWED, his face lined with fatigue, 59-year-old Paul Ramadier steps down as French premier. For

10 months he had struggled to keep the delicate balance between France's aggressive left and resurgent right.

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BIG BEN Alarm, the most famous alarm clock in the world. Comes in plain dial, or with luminous dial that you can read day and night.



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TRAVALARM An excitingly different gift, this clever little alarm clock has a sliding front shutter. Sets up for immediate duty, home or away.

Trouble CONTINUED



IN MARSEILLE Communists raided municipal council hall. Two of them entered the mayor's office, leaned out of his window (above) and invited their comrades to come up. In riot Communists nearly lynched Marseille's mayor.



IN NAPLES the Communist "activists" looted the headquarters of the monarchists. They wrecked the offices, threw signs and furniture from the windows and then built bonfires all up and down the street, burning monarchist papers.

CONTINUED ON PAGE 52



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Trouble CONTINUED



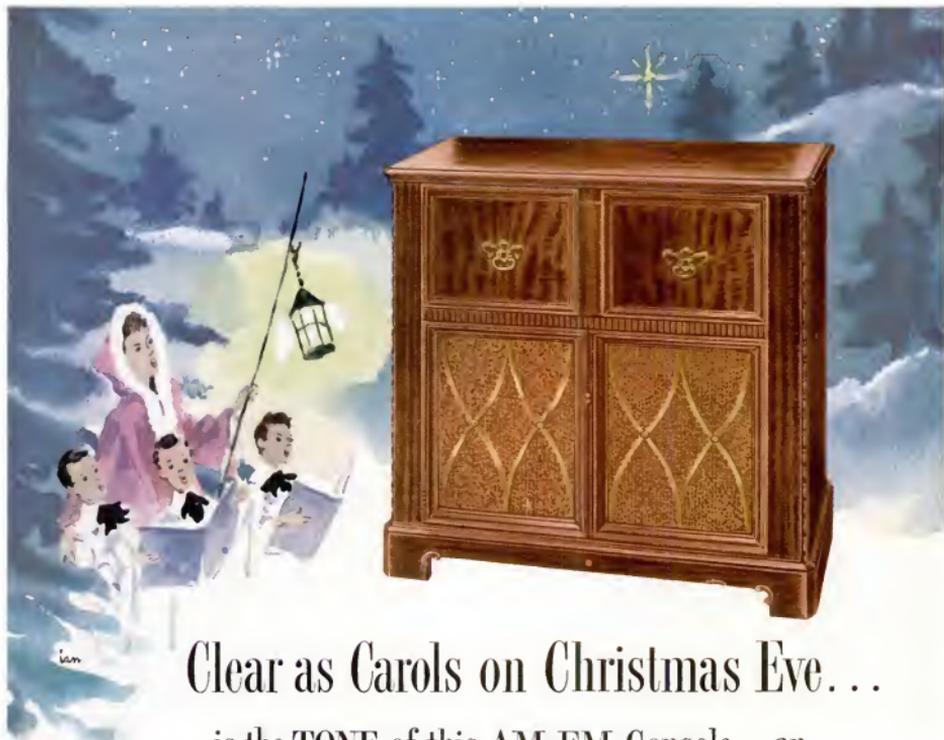
IN BANGKOK a revolutionary coup brought to power Field Marshal Phibun Songkram, the puppet dictator of Siam under Japanese. Now tanks clatter by temple spires (above), stand guard in front of Songkram's headquarters.



IN JERUSALEM there was another night of terror. In this one there were 5 deaths. Twenty-six British soldiers, like the one above, were wounded. Outbreak coincided with British announcement they would leave by Aug. 1, 1948.



IN ATHENS the Greek press ministry said it would investigate an atrocity picture (shown above). It purported to show a Greek soldier paralyzing the severed head of a rebel. Whether real or false, this meant more trouble in Greece.



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 . . . is the TONE of this AM-FM Console, . . . an
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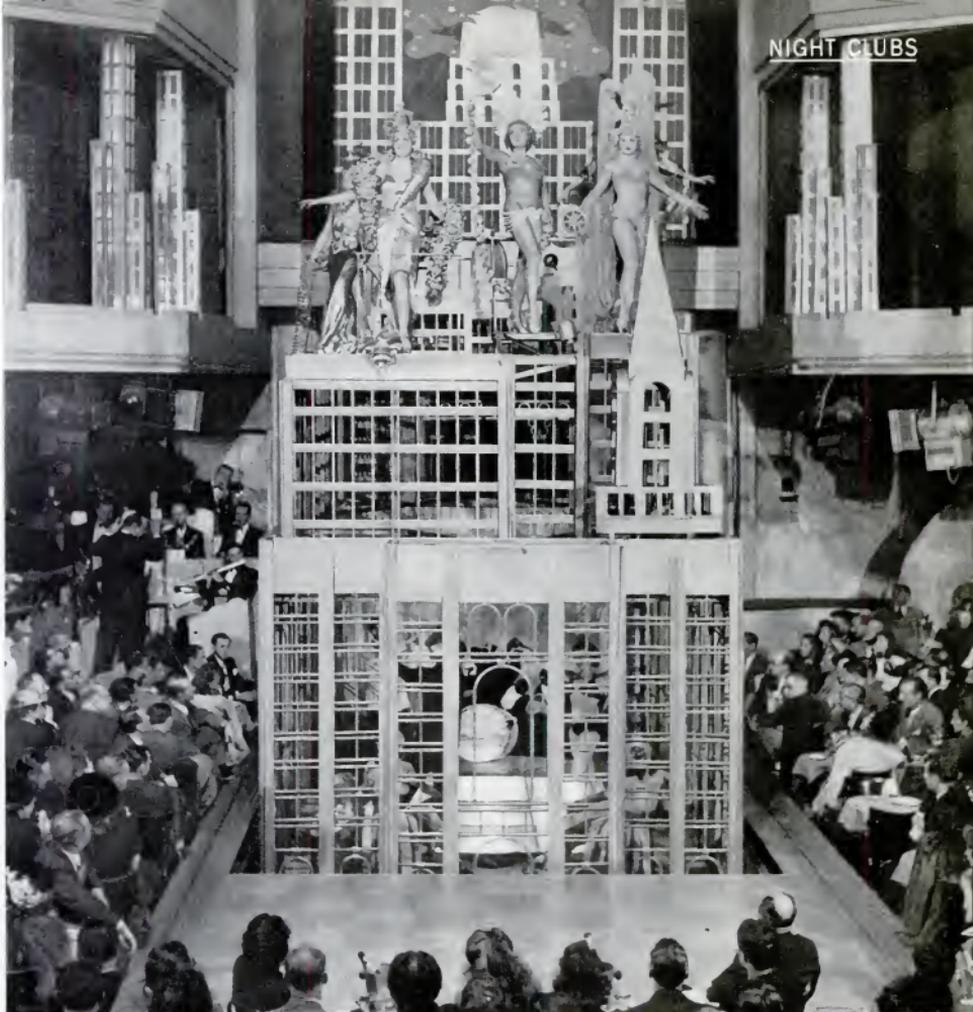
FOR THE CLUBS of Pall Mall, Piccadilly and St. James' Street, the thoughtless and the unprivileged have a standard epithet... dull. They forget that pleasure has more forms than one. A gentleman's club is correct and urbane as a gentleman's glass of White Horse.

In the older clubs of London tradition prints the pattern of life and the honoured past is present. A man likes to know that his White Horse Whisky is identical in bouquet and flavour with the White Horse Whisky his father drank, and before that his grandfather and great-grandfather. He likes the mere fact that it comes to him on the very same Georgian salver. He believes it the business of clubs, friends and drinks to be what they always were. White Horse believes so, too.



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WHITE HORSE
BLENDED SCOTCH WHISKY



HIGH POINT IN "AMERICAN HISTORY," as presented by the Paris U.S.-tourist-packed Bal Tabarin, is the creaking rise of a *gratte-ciel*, or skyscraper, during

what the master of ceremonies calls "The Wall Street Age." The girls, known to the French as "les girls," are apposed to represent (from left) Radio, Gold, Diamonds, Oil.

HISTORY OF AMERICA

Paris nightclub depicts it as an odd series of booms and busts

LIFE's roving correspondent Noel F. Busch has been visiting a number of the better known Paris nightclubs. He sends the following report on one of them:

The real center of the intellectual life of Paris, my investigations of local bars reveal, is a nightclub called Le Bal Tabarin, whose thinkers have figured out a whole new scheme of history (above). Not only have they figured it out but they have also expressed it in a dramatic form which far overshadows the dreary soul-searchings of Jean Paul Sartre's Existentialists. Whereas no one except M. Sartre can understand Existentialism, anyone can understand the Bal Tabarin history, provided he can pay for the champagne. Furthermore, although this center of culture is 3,000 miles from New York, the champagne costs only a few dollars a bottle more than it does on 52nd Street.

The Bal Tabarin theory of history is called "The Birth of a New World."

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"MISS OIL," wearing a derrick and a gusher, represents Heavy Industry.

BAL TABARIN CONTINUED

According to this theory the birth of the New World occurs when the dance floor slides back and a double-jointed gentleman wearing a thick coat of grease paint and some speckled pajama pants appears on a platform that rises up out of the cellar. The double-jointed gentleman represents, naturally, a Red Indian. To prove it he rolls about on his elbows and knees for a while, whereupon the stage is suddenly thronged by a large number of young ladies whose exteriors are even more thoroughly, and far more agreeably, visible than his own. At this point the Red Indian becomes imbued with romantic ideas of some sort and chases the young ladies. It may well be that this part of the show represents a French version of the legend of Pocahontas and John Smith.

There occurs now a digression in the thread of the story, afforded by a pair of dwarfs who wrestle each other violently around the stage. Presently the wrestling match ends with one of the dwarfs flat on his back. It then develops that both dwarfs are merely one acrobat wearing a costume that gives him two heads and an extra set of legs and arms. The acrobat may or may not be an expression of the Kierkegaardian or Freudian theory of man's conflict with himself. In any case he bows and exits, whereupon we return to the main theme, the discovery of gold in the New World, symbolized by a throng of suitably exposed young ladies who gambol about the stage in yellow costumes. Their dance is followed by an intermission, to give the customers a chance

CONTINUED ON PAGE 31



"TOTEM POLE GIRLS," for reasons which may escape anthropologists and Alaskans, are included in the Bal Tabarin version of U.S. colonization.

WHO IS THIS WITCH?

This ugly crone is a famous actress who delights in playing an occasional prank. On Halloween she went to her Hollywood studio, equipped herself with a wrinkled face, a wart on her nose and a broom, and swirled away. A few minutes later she burst into the home of Director Victor Fleming, circled him on her broom and left, trailing a shrill, cackling laugh. A little later she terrified Director Alfred Hitchcock (himself a master at terrifying people) with the same act. Then she whirled back to her studio, shouted "Happy Halloween" and threw a party. After lengthy consideration, she finally allowed LIFE to print this unflattering picture. Her name: Ingrid Bergman.



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Lana Turner

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Screen Play by SAMSON RAPHAELSON * Based on the Novel by ELIZABETH GOUDGE * Directed by Victor SAVILLE * Produced by Carey WILSON * A METRO-GOLDWYN-MAYER PICTURE



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Nothing excites like these La Cross sets. For him, for her, each says affectionately yours. Shown: left, Hostess \$12.50*; right, Skyliner \$7.50*; foreground, Look Twice \$1.00*. Others from \$1.00* to \$30.00*. At fine stores.

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Read how Bernice and Jack Titus, of Los Angeles, (plus 500,000 other pleased users) enjoy the General Electric Automatic Blanket. "Super-cozy, all night long!" they agree!



2 "It's wonderful, being able to slip into a prewarmed bed that stays snug all over. No more chilly, wakeful nights!" Here, Bernice Titus shows off the automatic blanket in their newly decorated guest room. (General Electric is "first" again with this convenient new Twin-Bed size.)



3 Guards your comfort automatically! You set this small, compact Bedside Control just once a season. At bedtime, just turn blanket on. When room temperature drops, Control sends more warmth into blanket. If room temperature rises, less warmth goes into blanket. YOU are kept at always-even sleeping temperature you like best!



4 "Washes like a dream!" says Mrs. Titus. Yes—the General Electric Automatic Blanket is certified washable by the American Institute of Laundering. ONE G-E Automatic Blanket (about 5 pounds) takes the place of THREE ordinary blankets (about 15 pounds). Cuts laundry bills. Saves precious storage space, too.



5 Clip this to your Christmas list! G-E Blankets come in rose, cedar, green, blue. One-Control or Two-Control, 72 x 86 inches (for three-quarter or double beds), \$39.95 and \$49.95, plus tax. Exclusive Twin-Bed size, 66 x 86 inches, \$37.95, plus tax. At department, furniture stores, electric service

companies, G-E Retailers'. General Electric Company, Bridgeport 2, Conn.

Made to rigid General Electric safety standards—and approved by Underwriters' Laboratories, Inc.

GENERAL ELECTRIC

THE
WHOLE EARTH
IS FULL
OF HIS GLORY



FIFTEEN CLERGYMEN, LEADERS OF FIVE PROTESTANT FAITHS, POSE IN MADRAS. THREE DAYS LATER THEY BECAME BISHOPS OF THE NEW SOUTH INDIA CHURCH

CHURCH UNION IN SOUTH INDIA

FIVE PROTESTANT GROUPS MAKE HISTORY BY JOINING TO FORM ONE NEW CHURCH

Over the bowed heads of missionaries and natives in St. George's Cathedral at Madras, India, on Sept. 27, rose the prayer of a minister: "Hasten the time, O God, when throughout the world there shall be one flock." His prayer was that day being answered for one section of the world. Protestant denominations in south India had at last buried their differences and were joining in one new Christian church, the Church of South India. This was one of the largest and the most inclusive Protes-

tant unions in history. It numbered more than a million Indian Christians: Anglicans, Methodists, Congregationalists, Presbyterians and members of the Dutch Reformed Church, all the fruit of 250 years of endeavor by British missionaries to spread the gospel in India.

Despite a healthy growth Protestantism in south India is a tiny religious minority. Its denominations are microscopic among the swirling masses of Hindus and Moslems. By joining them

together into one church, their leaders achieved two things. They made their church more powerful. They also removed a number of theological differences which had confused prospective converts among the Indians. Union did not come all at once but grew out of 28 years of continuous discussion and compromise. When the aloof Anglicans, who were the last to hold out, were finally won over, one joyful clergyman was moved to pronounce the unity "little short of a miracle."



PRESBYTERIAN BISHOP James Edward Leslie Newbiggin, 37, once a high-school principal, is youngest of all the new bishops of the Church of South India.



CONGREGATIONALIST BISHOP Sabapathy Kulandran, 47, was minister of South India United Church, a previous union of Presbyterian, Congregational, Dutch Reformed churches.



ANGLICAN BISHOP Pakenham Walsh, 76, has been a monk most of his life, now holds religious revival meetings in the hills. He was born in Dublin, Ireland.



ANGLICAN BISHOP Yeddu Mutyalu became a Christian with his mother after the death of his father, an Indian soldier. For his beliefs the Hindus persecuted him when he was a boy.

NEW CHURCH'S NEW BISHOPS

Altogether, 15 bishops, of whom 8 are shown here, were consecrated into the new Church of South India. For their troubles in bringing about the union some of them risked expulsion from their mother churches in England, but they took their seats in the huge cathedral in Madras with quiet dignity. To present a united front even the austere Presby-

terians wore the prescribed white cotton robes with saffron stoles (*above*), a color they borrowed from India, where the Hindus regard it as holy. Each bishop was consecrated when nine ministers of the uniting churches laid their hands upon his head. In written statements solemnly placed on the altar of the cathedral, all denominations made concessions.



METHODIST BISHOP Frank Whittaker, 53, is a smart administrator who, as bishop in the large Indian diocese of Medak, will guide the spiritual future of 90,000 native Christians.



METHODIST BISHOP Edgar Bentley Thorp, 42, is son of former missionary. He was a brilliant mathematician at Oxford but gave up science for the church.



ANGLICAN BISHOP Arthur Michael Hollis, former Oxford don, began working for church unity after three Indian he met by roadside failed to understand denominational differences.



ANGLICAN BISHOP Bunyan Joseph is one of six native bishops. His name was anglicized by ancestors who became Christians. He writes hymns in dialect.

The greatest came from the tradition-bound Anglicans. Though they have always believed that their priests can trace an unbroken line of succession from St. Peter, they agreed to recognize the authority of the ministers who have broken away from this line of succession.

The strangest compromises came with the touchy

matters of church government. Before the Calvinists would agree that the church should have any bishops at all, they insisted that there be installed a chief bishop to be known by the familiar Calvinist title of Moderator and to be addressed as "Most Reverend." (Ordinary Anglican bishops are merely known as "Right Reverend.") But each church re-

tained the right to practice its customary forms of worship for a period of 30 years. In this way it is believed that such tedious matters as whether or not all members of the new church shall kneel to pray or only bow their heads will eventually be settled. By that time the few diehards who are to be found even in this compromising group will themselves be dead.



KAYWOODIE REMEMBERS WHEN—

*In our 18th year, we saw
the world's first chilled-iron
self-scouring plow.*

FLAME-GRAIN Kaywoodie \$10
"Oom Paul" Shape No. 49 Rare flame pattern:
briar struggled 200 to 400 years for survival



The Kaywoodie organization was established in 1851. You can depend on Kaywoodie experience when you buy a pipe. Look for the cloverleaf trade mark and the name "Kaywoodie" on the stem of pipe, to be sure of getting the world's best smoking pipe. No pipe smokes sweeter or cooler. No filter is more efficient than Kaywoodie's "drinkless" fitment. It draws free. The Synchro-Stem makes Kaywoodie the easiest pipe to clean. Enjoy the pleasure of smoking a Kaywoodie. Kaywoodie Company, New York and London. Folder on request. 630 Fifth Avenue, New York 20.

FLAME-GRAIN Kaywoodie \$10
Billiard Shape No. 59
Flame-Grains may be had
in other shapes, \$10 each.



How to tell the genuine Kaywoodie:

look for the Cloverleaf and name Kaywoodie
on the stem of the pipe you buy.

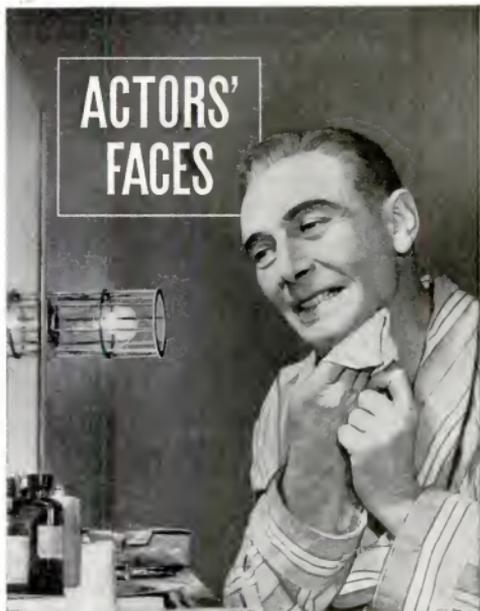


INSTALLATION OF BISHOPS was celebrated in each separate diocese a few days after the uniting ceremony in Madras. In diocese of Madak, Bishop



Frank Whittaker (center) kneels alone while congregation is led in prayer by minister (right). A native orchestra played Oriental music during the service.

CONTINUED ON NEXT PAGE



ACTORS' FACES

PAUL LUKAS, shown here in his dressing room, demonstrates how removing stage make-up can make an actor's face tender, extra-sensitive. That's the reason so many Broadway and Hollywood stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY PAUL LUKAS SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

A favorite star of stage and screen, Paul Lukas says: "Removing the heavy make-up I have to wear while acting makes my face extremely sensitive. But I always can shave as closely as I wish—without soreness or annoying irritation—when I use Williams Shaving Cream."

To be gentle to the skin, a shaving cream must be made of high-quality ingredients, combined in precise amounts. Exactly such a cream is Williams, made with a skill that comes from over one hundred years of experience. Its mild, top-grade in-

gredients are blended with all the care of a doctor's prescription.

Close shaves in comfort

Williams rich, creamy lather soaks wiry whiskers *completely* soft—helps you get close shaves in comfort. It leaves your skin feeling smoother, refreshed. Get a tube of Williams Shaving Cream today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



If you're nervous as a witch...

because the caffeine in coffee
is keeping you up nights...



Switch to rich, delicious caffeine-free

Sanka Coffee
and sleep like this!



Sanka Coffee is superb coffee.

All coffee—real coffee—grand coffee—97% caffeine-free!

Drink it and sleep!

For your convenience, Sanka Coffee now comes in two delicious forms—New Instant Sanka, as well as your favorite grind for percolator or drip method!

A Product of General Foods



CHURCH UNION CONTINUED



THREE KNOCKS at door of his new church are given by Bishop Whittaker as a part of ceremony. Before asking for permission to enter, he took off sandals.



CATHEDRAL CHURCH MEDAK

PRAYERS you are welcome to this House of Prayer

As you enter, please remove either your shoes or hat according to your own custom, as a sign of reverence. Almighty God.

PRAYERS you leave kindly pray for those who minister and worship here.

MAY the Lord bless you and keep you.

మీ ప్రార్థన,

ప్రార్థనలను ముందుకు వచ్చిన మీకు వచ్చిన ప్రార్థనలను ముందుకు వచ్చిన మీకు.

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دو سطر

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IN THREE LANGUAGES, English, Telugu and Urdu, the churchgoers are told to remove either shoes or hat. In India shoe removal is considered holier.



CATHEDRAL AT MEDAK was lighted up at night during period of the ceremony while the Indians performed native paganism celebrating the unity.



The gift of pleasure all will treasure...

Children are such natural home movie "stars"! What more priceless pleasure can you give than a permanent record of their precious talents . . . of all the family-shared fun . . . filmed on happy occasions like Christmas, birthdays, etc. . . . kept "alive" throughout the years. Movie-making with Revere is so easy, a child can do it. So inexpensive, too, on 8mm film. Color movies, per scene, cost scarcely more than snapshots . . . black-and-white, even less. See superb quality Revere Eight cameras and projectors now at your dealer.

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**Revere "85" Projector
Turret Camera**
Theatre-like performance. Complete, with reel, \$120, inc. tax.



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With F 2.8
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coated lens.
\$127.50, inc. tax.



**Revere Curvomatic
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An appreciated gift
for the home movie
fan, \$16.50, inc. tax.



**Revere "99"
Turret Camera**
With F 2.8 Bauch
& Lomb coated lens,
\$110, inc. tax.



**Revere "88"
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With F 2.5 Wollensak
Anastigmat
coated lens, \$77.50
inc. tax.

Revere
EIGHT

In pursuit of happiness Revere adds to your pleasure



Veri-Thin Wand, \$49.75



Veri-Thin Bruce, \$49.75



Veri-Thin Made, \$33.75



Veri-Thin Stanford, \$67.50



Veri-Thin Irene, \$71.50

For cherished gifts, consult your jeweler



GOLD RUSH scene has a girl in gold-lamé dress as early American nugget.



WALL STREET scene is full of buxom gold diggers in skin-tight dresses.

BAL TABARIN CONTINUED

to absorb the lesson, along with anything else that may be handy.

The second volume of U.S. history—for that, we now perceive, is the subject under scrutiny—starts with the growth and development of heavy industry. As portrayed by young ladies suitably exposed to portray such concerns as Rubber, Radio, Steel and Films, it seems that industry is very well developed indeed. It is accompanied by the rise of a skyscraper which, at about this time, emerges from the same basement that previously produced the Red Indian, in the form of a rickety superstructure which soon thereafter gives way to a pair of weight lifters. The discovery of gold is now re-envisioned as an important influence in the birth of the New World, since it gives rise in due course to the arrival of the gold digger. Gold diggers are shown in various stages of dress and undress.

The Bal Tabarin allegory reaches its climax naturally in the appearance—already foreshadowed by what has gone before—of the "Peen-up Girl." It is felt by the Tabarin historians and philosophers that this marks the high point of U.S. culture to date. They consecrate the last part of their study to a thorough exposé of the entire subject. No fewer than two dozen examples of Peen-up Girls are to be observed in great detail while engaged in a variety of activities that include walking upstairs and also walking downstairs. Finally the Red Indian appears again for a few moments, now as a repentant job, and the drama moves on to its final denouement.

This is the season when U.S. nightclub proprietors, musical-comedy producers and Hollywood tycoons are getting ready their new winter shows. At least 90% of these shows will have at least one number purporting to show night life in Dear Old Paris. It should be of interest to their creators to learn that the customers in 1947 Paris nightclubs have discarded the whirling tangos and the Apache catch-as-catch-can in favor of the Gumshoe Rumba, the Stork Club Stumble and the stately and old-fashioned Squirrel. In addition the customers all seem to wear American clothes and speak English with an American accent. U.S. thinkers in the nightclub field may want to borrow a leaf from this book. It should not be a fig leaf, however, as there are none to spare.



WIND-UP of "U.S. history" comes at 1 a.m. in incontestably Parisian cancan.



even when you're all on edge...

1. Nervous? Fidgety? The cool, calm, competent touch of a Gem Razor works wonders! Finds your one best shaving angle *instantly* . . . automatically!
2. Simply shave with Gem's 'Guiding Eye' flat against your face. Blade automatically 'sets' for quickest, cleanest, most comfortable shaves.
3. Blade changing's a cinch, too! Twist, Gem opens! Twist, it closes! Use Gem Singleedge Blades, or . . .
4. Gem 2-Edge Reversibles with 2—yes, two—keen, clean numbered edges! Either style 5 for 25¢.

REMEMBER: Gem must give you the quickest, cleanest, most comfortable shaves you ever had—or MONEY BACK!



AVOID '5 O'CLOCK SHADOW' WITH GEM

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Dependable

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AMERICA'S FAVORITE SPARK PLUG



In cold weather you want your car to start like the proverbial scared rabbit. A new set of dependable Champion Spark Plugs is just the thing to turn the trick and they'll pay for themselves many times over. Quick starts, faster warm-up, and all 'round better engine performance result in substantial gas savings. In addition they'll reduce excessive drain on the battery, and minimize the danger of crankcase dilution due to excessive use of the choke. Now is the time to have your Champion dealer check your spark plugs. Be sure to get dependable Champions if you need new ones—they're America's Favorite.

FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Hit a higher note this Christmas...

give
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GRUEN

Hearts sing in unison when your gift is a cherished Gruen watch. For here is the very special gift that strikes the keynote of your most tender sentiments! Whether you choose a beautiful Curvex™, the only truly curved watch in the world, or the thin, thin Veri-Thin™, you know that the name Gruen means the finest! And you know that the beauty of your gift will touch heartstrings, and make them sing. Your jeweler has a symphony of Gruen watches, especially composed for Christmas giving. See your Gruen jeweler today! Gruen . . . America's Choice since 1874.

Official timepiece of Pan American World Airways.
\$33.75 to \$4,000, federal tax included.



Curvex Executive, diamond dial, \$200



Curvex Princess, \$59.50



Curvex Empress, \$119.50



Curvex Cavalier, \$59.50



Curvex "One Hundred," \$100

Veri-Thin Vassar,
2 diamonds, \$67.50



Veri-Thin Rose Marie,
6 diamonds, \$200



Veri-Thin Dart, \$37.50



Veri-Thin Cannes, 22 diamonds, \$650



Veri-Thin New Yorker, \$59.50

Gruen
the Precision watch

Gifts from your Singer Sewing Center



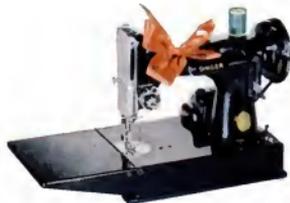
• **Gale Sewing Boxes** with "just-what-I-wanted" charm! Chintz-covered buckets, sewing baskets, darning sets, travel kits, 69¢ to \$12.95. Also: glamour aprons, bright scarves, surprises for her Christmas stocking.



• **Singer Electric Irons** that will win a hug for Santa! Smooth-pressing "home" model with switch for fast, medium, or slow heating, \$10.95. Compact folding iron for fine pieces and travel, \$8.10. Both with Fabric Dial.



• **Singer Vacuum Cleaners**—to lighten a lady's work! Deluxe 2-speed upright model—releases cord as you need it, automatically takes up slack, \$79.95. Portable hand cleaner for above-floor use, \$24.50.



• **Featherweight Singer Portable**—an 11-pound wonder with a pick-up-and-carry case—and all the features of a full-size Singer. Reserve one now! The sooner you order, the sooner your name will lead the delivery list.



• **De Luxe Desk-Model Machine**—aristocrat of all machines! A smooth-stitching Singer, encased in a handsome modern desk. Get your name on the order list early! *Hurry, please note:* We'll do our level best, but if your Singer doesn't arrive in time for Christmas, just tell the wife it's on the way. *She'll* know it's worth waiting for!



For your protection Singer sells its machines only through Singer Sewing Centers, identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phone book, Singer Sewing Machine Company.



• **Handsome Sewing Cabinets** with that "decorator" look. Modern or period styles in a variety of finishes to harmonize with any room. Ample drawer space for every sewing notion a lady could need. Model illustrated, \$35. Others starting at \$21.



• **For Cold-weather, hot-weather comfort!** Singer Room Heater—circulates warm air or cool at the flick of a switch, \$19.75. Singer Ribbonaire Fan—silent, vibrationless, \$12.45.



• **Timesaving Attachments** for the lady who sews. Buttonholer, shown above, turns out perfect, non-fraying buttonholes, \$9.75. Zigzagger, Gatherer, Hemstitcher, many others—priced from 50¢.



• **Singer Sewing Lessons** at the Singer Sewing Center—a welcome gift for mother or daughter! 8 lessons, \$8 for teen-agers, \$10 for adults. Shown above is the Singer Sewing Center at 827 East Lake Street, Minneapolis, Minn. Hundreds more from coast to coast. There's one near you!

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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WEARING HIS SHINING CRASH HELMET AND RACING UNIFORM, DONNY EMORY SKIDS MOTORCYCLE SIDWAYS MAKING IT KICK UP A CLOUD OF DUST AND GRAVEL

YOUNG CYCLIST

Daredevil Donny Emory, aged 6, performs tricks and wins prizes

Two years ago, at the age of 4, little Donny Emory took his first ride on a motorcycle and staked out his claim to be the youngest motorcyclist in the world. Now he is a veteran stunt rider and racing driver who can speed along standing up on the seat, skid-turn, ride sidesaddle and win races with the best of them. Twice, at Glendale Motorcycle Club meets, he has won the speed event for small machines. This year his average was 47.74 mph, a

record for his class. He also holds two trophies for stunt exhibitions.

Donny's father and mother are both motorcycle fans, and they have outfitted him with a complete uniform and padded helmet. His one-cylinder cycle has 4 hp, weighs 150 pounds. With an outfit like this Donny is the envy of all his fellow first-graders. But at 6 he has already lost his title as the world's youngest motorcyclist (next page).



ON TWO WHEELS, Donny whips sidecar around a curve. Sometimes he uses it to carry 4-year-old brother.



RIDING SIDESADDLE is one of Donny's favorite tricks. He also makes motorcycle jump off a small ramp.



ADMIRING FRIENDS gather around Donny after performance. He wears his uniform as much as possible.



No Wonder Fleischmann's makes
America's Finest Holiday Gift



NOT JUST DRY
... IT'S
"DRY" DRY

—without the slightest
trace of Sweetness!



Yes, Fleischmann's Gin is "dry" dry... 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light *tasted*. Reason Three: Fleischmann's is so very, very smooth! Reason Four: Fleischmann's priceless mixability provides the perfect base for Martinis, Tom Collins, all gin drinks!

90 PROOF



FLEISCHMANN'S



America's First Gin

DISTILLED FROM AMERICAN GRAIN, 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

Young Cyclist CONTINUED



ASTRIDE HIS MOTORCYCLE, LEIF EKBERG WAITS FOR STARTING SIGNAL

A SWEDE IS STILL YOUNGER

This summer on a racecourse near Näsjo, Sweden, little Leif Ekberg strapped on a handsome crash helmet with a visor, climbed into the saddle of his tiny motorcycle and made a successful circuit of the dirt track. Leif has just turned 4. So far he has not tried to execute any of Donny's flashy tricks; he sticks to the flat track, and his father runs along behind him for the first turn to see that there are no ruts along the way that Leif might fall into. But by the time he is 6 he may well be as expert as Donny. Leif's father, Stig Ekberg, is a well-known Swedish motorcycle racer. He wanted to be sure that his son got an early start in the business, so he ordered the cycle when Leif was 3.



AT FULL SPEED Leif putt-putts down the dirt track. His cycle is lighter than Donny's, has bigger wheels, smaller tires but slightly less horsepower.



IT'S 26 CANDLES FOR BOB MCGOWAN! AT HIS RIGHT ARE FOUR OF HIS BROTHERS—LYLE, WAYNE, DAVID, DEAN; AT HIS LEFT ARE HIS FATHER AND TWO OTHER BROTHERS—GLEN AND FRANK

STUDEBAKER CRAFTSMAN L.O. MCGOWAN and his seven sons celebrate a birthday

THESSE eight McGowan men spend their working hours building Studebaker automobiles.

They're shown here relaxing at lunch time on the occasion of Bob McGowan's 28th birthday.

Genial "head man" of this father-and-son group is L. O. ("Pappy") McGowan, 54.

He says, "If three of my ten children had not been daughters, we would probably have a full football team of McGowans building Studebakers."

Due largely to South Bend families like the McGowans, there's an unbroken continuity of fine craftsmanship in Studebaker cars and trucks. It gives them a trustworthy quality,

year after year, that's the most envied tradition in the automotive industry.

This quality is safeguarded, not just by father-and-son teams, but by thousands of other earnest, competent Studebaker craftsmen. It pays off for you in top performance and value. You find it at its finest in today's far-advanced postwar Studebakers.



MAJESTIC IN DEATH, Cleopatra still sits on her throne after she has committed suicide by holding a venomous asp to her breast. At her feet lie two serving maids who

preferred to die rather than live without her. Caesar's Roman legions, who had come to conquer Cleopatra, stand back in awe at the sight of Egypt's most illustrious queen.



No Wonder Fleischmann's makes
America's Finest Holiday Gift



NOT JUST DRY
... IT'S
"DRY" DRY

—without the slightest
trace of Sweetness!



Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light taste! Reason Three: Fleischmann's is so very, very smooth! Reason Four: Fleischmann's priceless mixability provides the perfect base for Martinis, Tom Collins, all gin drinks!

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Two years ago, at the age of 4, little Donny Emory took his first ride on a motorcycle and staked out his claim to be the youngest motorcyclist in the world. Now he is a veteran stunt rider and racing driver who can speed along standing up on the seat, skid-turn, ride sidesaddle and win races with the best of them. Twice, at Glendale Motorcycle Club meets, he has won the speed event for small machines. This year his average was 47.74 mph, a

record for his class. He also holds two trophies for stunt exhibitions.

Donny's father and mother are both motorcycle fans, and they have outfitted him with a complete uniform and padded helmet. His one-cylinder cycle has 4 hp, weighs 150 pounds. With an outfit like this Donny is the envy of all his fellow first-graders. But at 6 he has already lost his title as the world's youngest motorcyclist (*next page*).



ON TWO WHEELS, Donny whips sidecar around a curve. Sometimes he uses it to carry 4-year-old brother.



RIDING SIDESADDLE is one of Donny's favorite tricks. He also makes motorcycle jump off a small ramp.



ADMIRING FRIENDS gather around Donny after performance. He wears his uniform as much as possible.

Personal Gifts of Fine Leather by *Enger-Kress*

HE WILL PRIZE THIS
*Gentleman's
Billfold*



Flawless gift... his man's eye will instantly approve the superior quality, sleek styling, superb craftsmanship, the ingenious secret pocket. Fashioned of finest Calfskin and other handsome enduring leathers. \$4 to 8. Plus tax.



SHE WILL LOVE THIS
*Smart
Billfold*

Glamour in leather... the rich, pliant beauty of fine Calfskin, Seal or Ostrich... in a slim, yet spacious billfold that will appeal importantly to her love of elegant accessories. \$5, 7.50, 10. Plus tax.



THE MARK OF
AMERICA'S SMARTEST
LEATHER GOODS



ENGER KRESS, West Bend, Wisconsin

"Antony and Cleopatra" CONTINUED



ON STAGE IN PITTSBURGH, McCLINTIC AND CORNELL DISCUSS CLEOPATRA

NO TIME FOR GLAMOUR

Portraying a queen demands a Spartan routine

Despite her glamorous role and her glamorous position as First Lady of the U.S. stage, Katharine Cornell feels there was no glamour at all in getting *Cleopatra* preened for Broadway. Costing \$125,000 to put on, *Antony and Cleopatra* was by far the most expensive of all 16 plays which Cornell has produced as an actress-manager. Fifty-five percent of this cost was paid by her own producing corporation. The rest was from outside "angels." Consequently both Cornell and her director-husband, Guthrie McClintic, started to work with an acute sense of responsibility for the financial as well as the artistic success of their play.

Instead of opening on Broadway after the usual three-week tryout, Cornell prefers a six-week tour through cities like Buffalo and Cleveland where her public is friendly and she can ease into her part. But these tours are no glamorous caravan. The first job that befalls Cornell and McClintic after they get off the train in a new town is to proceed to a park with their three dachshunds, Ilo, Loony and Cleo. If the dogs were taken directly to a hotel lobby filled with the usual potted palms, disaster would ensue. Since most hotels refuse to allow dogs in the elevator, America's most famous actress-director team habitually ascends to its suite with its pets in the freight elevator.

The next major problem is Miss Cornell's meal schedule, which is arranged by her doughty general manager, Gertrude Macy. A big breakfast must be sent up at 11 a.m. Then, while Cornell and McClintic go to the theater at 1 p.m. for extra rehearsals, dinner is ordered from the hotel chef to be served in Cornell's suite at exactly 5:30. Their diet, says Miss Macy, is practically hospital food: lamb chops, vegetables, salads. No company comes to dine. At exactly 6 o'clock Miss Cornell goes to bed and has trained herself to fall asleep immediately. At exactly 6:50 she is waked. She dresses in 10 minutes and is hurried to the theater by a hired chauffeur in a hired car. In the hour-and-a-half before curtain time, she is helped by her maid, Eveline, to put on her extensive make-up. On matinee days Cornell stays in her dressing room after the matinee, and Miss Macy fetches dinner in a basket from a nearby club or restaurant. The daily nap takes place on the dressing-room couch.

Although on tour the McClintics stick to what seems like a Spartan routine, they are both vigorous, sociable people. They have been forced to such lengths simply to conserve energy for the emotionally and physically exhausting task of putting on their own shows.

After the night performance Cornell wipes off her face make-up but goes home with her arms, legs and torso still stained with the tawny hue of *Cleopatra*. By this time she is relaxed, ravenously and ready for a second supper, often consisting of spaghetti, which she heats up herself on an electric plate. Because she wants to send her maid to bed early, Cornell often conscripts her husband for one job which is not without glamour. He scrubs make-up from her back while she sits in a hot tub.



TALKING ABOUT MEN, Queen Cleopatra snarls when her maid (Lenore Ulric, left) compares Antony to Caesar. When the maid says that Cleopatra herself once loved Caesar, the queen refers to that time as "my salad days, when I was green in judgment; cold in blood."

ANTONY AND CLEOPATRA

**KATHARINE CORNELL IS
THE LUSTY NILE QUEEN**

At the time when the Roman general, Marc Antony, neglected his duties as a soldier to woo Queen Cleopatra he was 56 and she was 39. Their high autumnal passion inspired Shakespeare to write in *Antony and Cleopatra* some of his most magnificent poetry. In her latest Broadway production Katharine Cornell as Cleopatra and Godfrey Tearle as Antony act with warmth and eloquence the tragedy of the great Roman ruler who first becomes enamored of the Egyptian temptress and then tries to put her out of his mind while he returns to Rome on a military mission. Though Antony weds a Roman girl for diplomatic reasons, he is lured again by Cleopatra's charms and is eventually brought to his death by a love that "kiss'd away kingdoms and provinces" but has been celebrated for 20 centuries.



TALKING ABOUT WOMEN, Antony's friend Enobarbus (Kent Smith, center) describes Queen Cleopatra to his cronies. "Age cannot wither her, nor custom stale her infinite variety; other women cloy the appetites they feed; but she makes hungry where most she satisfies."

ANTONY ENJOYS HIS ARMFUL OF QUEEN →



Once upon a Decca Record...



TUBBY THE TUBA. Versatile Danny Kaye tells the tale of a wiseful tuba. A musical fable with full orchestra. Unbreakable. 2 sides. 12 inch. C.U. 106.....\$2.00



THE SMALL ONE. Bing Crosby tells a modern Christmas tale with an athermal theme. Full orchestra. 4 sides. 10 inch. No. DA-593...\$2.75



OUR COMMON HERITAGE. Great historic poems read by Bing Crosby, Brian Donley, Walter Huston, Fredric March, Agnes Moorehead and Pat O'Brien. 16 sides. 10 inch. No. A-536. \$10.00



RIP VAN WINKLE. Walter Huston as rambling, bumping lovable old Rip in the tallest of tales from the legends of our land. 4 sides. 10 inch. No. DA-432\$2.75



CINDERELLA. An enduring myth takes on new magic when told by Edna Best. Full cast. music. 6 sides. 10 inch. No. DA-391. \$3.00



ALICE IN WONDERLAND. Ginger Rogers, as Alice, in largest selling children's dramatic album ever produced. 6 sides. 12 inch. No. DA-376 \$3.85



THE MAN WITHOUT A COUNTRY. Bing Crosby, as orator, in a poetic narrative based on immortal story. Unbreakable. 4 sides. 12 inch. No. DAU-3. \$4.85



GENIE, THE MAGIC RECORD. This record, starring Peter Lind Hayes, turns into all sorts of things. Unbreakable. 2 sides. 12 inch. C.U. 102. \$2.00



MOTHER GOOSE. Frank Luther, with full orchestra, sings children's favorites. Unbreakable. 2 sides. 12 inch. C.U. 100.....\$2.00

BABAR. Frank Luther sings about an elephant you'll never forget. Unbreakable. 2 sides. 12 inch. C.U. 104.....\$2.00

TREASURE ISLAND. Thomas Mitchell in wonderful version of this favorite. 6 sides. 12 inch. No. DA-409\$3.85

SONGS OF SAFETY. Frank Luther. Full orchestra and sound effects. 6 sides. 10 inch. No. A-543.....\$3.00

ONCE upon a Decca Record
 Johnny heard Kris Kringle's sleigh,
 Heard all sorts of wondrous stories
 That belong to Christmas day.
 Mother Goose and all the others
 Whose enchantment never fails,
 Lived again when Decca artists
 Told beloved children's tales.
 This is Decca's gift to children
 And to all who seek good cheer:
 Here's a very merry Christmas
 And good listening through the year.

DECCA RECORDS



Prices do not include Federal, state or local taxes.
 *Decca® Reg. U. S. Pat. Off. ©1957, Decca Records, Inc.



No. 2200—Center of matched American Stump, bordered with Zebra Wood and matched American Walnut. Top borders and base rail of New Guinea and Zebra Wood. Balance of chest American Walnut. Has Lane patented compartment tray.

(Chest of 40)
\$59.95
slightly higher in the West and Canada

Lucky Star



No. 2195—A Colonial chest in Antique Maple with the simple lines and hand-sawed construction found only in chests of authentic design. Has Lane patented automatic tray.



No. 2197—The entire case of this waterfall design is veneered with matched Prima Vera. Equipped with Lane's patented automatic tray. Hand-rubbed and polished finish.



No. 2180—A magnificent chest with front panel of matched American Walnut stump Banded with borders of exotic African Zebra Wood, and A-matched American Walnut. V-matched top and balance of case is American Walnut. Equipped with Lane's patented automatic tray.

49.95

slightly higher in the West and Canada



"A Million Maidens Years for This Romantic Love-Gift!"



Sweethearts!



The Gift That
Starts the Home

Make A LANE Your Christmas Love-Gift



Thrill your sweetheart with a Lane Cedar Hope Chest for Christmas! Dream-come-true, it's the real love-gift that starts the home. It says: "I love you forever."

The only tested AROMA-TIGHT Cedar Chest in the world, with Lane's exclusive Patented Features. Backed by a free moth insurance policy written by one of the world's largest companies, The Lane Company, Inc., Dept. L, Mt. Vista, Va. In Canada, Knechtels, Ltd., Huronv. Ont.

Ideal gift for sweetheart, sister, mother or daughter. Lane Chests are designed in many exquisite styles and woods.



No. 2188—
A modern design, in matched Mahogany's, finished in a soft wheat color. Hand-rubbed and polished finish. Equipped with Lane's patented automatic tray.

No. 2190—
An 18th Century drawer design in rich Honduras Mahogany. Such a gorgeous chest, it makes a beautiful and convenient addition to any room—bedroom, living room, dining room or hallway. Hand-rubbed satin finish.



No. 2202—
Stunning front design of American Black Walnut Stump, precious New Guinea and exotic Zebra wood. Has Lane's patented automatic tray.

\$69.95
slightly higher on the West and Canada (Chest as 1975)

LANE

Cedar Hope Chest



© 1947, THE INTERNATIONAL SILVER CO. WASHINGTON, D.C. MADE BY BEN. GUN

"What a wonderful Christmas this is! Did you guess, my darling, how proud I'd be to own 1847 Rogers Bros. silverware? No other silverplate has such beauty and rich quality. It's as beautifully made as solid silver."

1847 ROGERS BROS.

America's Finest Silverplate

FIRST LOVE AFFECTION REMEMBRANCE ETERNALLY YOURS



100-Piece Centennial Service For Eight

Few possessions can give such pleasure as a complete silverware service for your table.

A special service, commemorating the 100th anniversary of 1847 Rogers Bros., includes every piece for any occasion.

Truly a fine gift for Christmas, to receive or to give! Available in any of the four magnificent patterns with the year-mark "1847." No Federal tax.

100-piece service for eight—including chest, \$117.50
 52-piece service for eight—including chest, \$64.75



IN THE CLUB'S HANDSOME THEATER A SOLOIST TAKES THE SPOTLIGHT AS THE CONDUCTOR DIRECTS UNIFORMED ORCHESTRA AND THE FAMED RED ARMY CHORUS

RED ARMY CLUB

Soviet officers enjoy an old palace, but Russian GIs need not apply

In the 18th Century the magnificent, porticoed structure shown at right was built in Moscow as a palace for the noble Saltykov family. Later the czars made it into an exclusive boarding school. Under the Soviets the palace has a new set of tenants but is just as exclusive as ever.

The palace is now the official Moscow club for officers of the Soviet Red Army. Its clubrooms, auditorium, game rooms, restaurant, concert hall

and library are open to all Red Army officers and their families. It is not open to privates or noncommissioned officers. For two rubles, however, civilians can wander through the adjacent park and look at the building.

The club's activities range from foreign language classes to football to choral singing (above). Its principal objectives are cultural. But it still does not ban a little romance now and then (p. 87).



ENTRANCE TO CLUB has 10 columns. Building is rated one of most beautiful and imposing in Moscow.

VIRGINIA MAYO
Co-starring in the Samuel Goldwyn
Technicolor production
"THE SECRET LIFE
OF WALTER MITTY"



SANGSTER BROS., El Monte, Calif., nationally known show-dog handlers, report: "Friskies is the best food on the market for our needs—one we'd never hesitate to feed completely by itself. It keeps our dogs in wonderful condition."



"Healthy and Frisky... that's Duke" says lovely Virginia Mayo

ONLY THE BEST IS GOOD ENOUGH for dogs owned by famous movie personalities. And only the best is good enough for your own prized dog. So feed him Friskies—proved by years of kennel testing. It supplies vitamins, minerals, protein—*every* element dogs need for vigorous health; and it tempts canine appetites with its hearty, meaty flavor.

FEED YOUR DOG COMPLETELY—SAVE MORE THAN HALF! It's a fact—Friskies costs *less* than half as much to feed as leading brands of canned dog food. For instance, the average Boston Terrier can be fed completely on Friskies for about 46¢ a week—instead of about \$1.09 for most canned foods. That's a saving of \$33 a year . . . and with a *large* dog, Friskies could easily save you \$100 a year—or more!

Friskies is the largest-selling brand of dog food in the West—and is fast winning new friends from coast to coast. Ask for *both* Friskies Meal and Friskies Cubes . . . the same in nourishment, and fine for variety.

Keep your dog frisky with

Friskies
DOG FOOD



A Carnation Quality Product

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CO. 1947

Red Army Club CONTINUED



ACTIVE SPORTS program includes sponsorship of a first-rate soccer-foot-ball team. Ball on table was presented to the club by British Royal Engineers.



PASSIVE SPORTS include chess, at which Russians have always been experts. Chess room is decorated with wall designs resembling giant game boards.



INDOCTRINATION of officers' children is not neglected. Here a number of Red Army boys and girls study books and newspapers in special reading room.

CONTINUED ON PAGE 37

BULOVA

Gift of a Lifetime



ARNOLD
15 jewels, \$39.75

GODDESS OF TIME "A"
17 jewels, \$33.75

SENATOR "A"
17 jewels, \$59.75

GODDESS OF TIME "K"
17 jewels, \$43.50

HIS EXCELLENCY "A"
21 jewels, also available
in white, \$49.50

CLINTON
17 jewels, \$55.00

HIS EXCELLENCY "K"
21 jewels, \$59.50

HIS EXCELLENCY "S"
21 jewels, expansion
brassol, \$71.50

For Her... For Him... Forever

No other gift will be so appreciated, so constant a reminder of your love and affection, so enduring in Beauty and Value!

That's why, year after year, at Christmas time, more Americans give BULOVA than any other fine watch in the world!

This year... for Her—for Him... choose a magnificent, new BULOVA—the "Gift of a Lifetime". At better jewelers' everywhere.

All prices include Federal Tax.

BULOVA

*America's Greatest
Watch Value*

AMERICA RUNS ON BULOVA TIME



After-Shave Lotion
 De Luxe 6-month size \$2.50
 Regular size \$1
 Refill \$1

Shave Bowl
 De Luxe 1-year size \$1.50
 Regular size \$1; Refill 75¢, 50¢

Men's Cologne
 De Luxe 6-month size, 23-carat
 gold-tinted ferguson \$5. Refill \$2.50
 Other sizes (in colors) \$2.50, \$1

Courtley for his Christmas

MAGNIFICENT MEN'S TOILETRIES IN MATCHLESS CONTAINERS

When you give for Christmas, give the finest! That means Courtley—recognized as the best and most handsome products for men... designed to please him every day. Courtley containers last indefinitely... and those superior Courtley toiletries give a man a clean, magnetic, superbly

masculine air! And so this Christmas, give Courtley. He'll be flattered. Look for Courtley products in the finest stores everywhere: combination sets to decorate the bedroom or bathroom... complete line of men's shaving accessories, powder, hair dress, cologne, soap and other toiletry needs.



Lotion, Powder, Cologne, Shave Bowl...\$2.25
 (De Luxe size only)



De Luxe After-Shave Lotion, Powder, Bowl...\$5.75
 (Regular size...\$3)



De Luxe After-Shave Lotion, Powder...\$4.25
 (Regular size...\$2)



De Luxe After-Shave Lotion, Bowl...\$3.75
 (Regular size...\$2)

All sets in magnificent colors... Dubonnet, Irish Moss Green, Ebony, Saddle Tan, Virgin White, Courtley Gold. (Prices plus tax.) COURTLEY, LTD., NEW YORK, LOS ANGELES.



QUIET FRIENDSHIP is encouraged in the club's pleasant social rooms, which afford some privacy and a fine, martial portrait of Stalin as backdrop.



LIVELY LOVEMAKING is not frowned upon. This couple has sought out an appropriate corner in club for a little close talk and a bit of hand-holding.

The best brushes have
**DU PONT NYLON
BRISTLES**



The gift that says "You're beautiful!"

It's a gift that every woman should have to make her hair her crowning glory. It's a nylon-bristled brush... with her handle and back of sparkling Du Pont "Lucite."™ Those lively nylon bristles add luster with every brush stroke... put a gleam in the hair. And Du Pont nylon bristles are ever-so-easy to wash and keep sanitary... will stay fresh and resilient, washing after washing... will last and last. Look for the name *nylon bristles* stamped on brush or package... at brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Arlington, N. J.

* Du Pont's trademark for its acrylic resin

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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

• Tune in Du Pont "Cavalcade of America"—Monda-7, 8 P. M. EST, NBC



HIGH WAIST AND RUFFLES MARK THIS PINAFORE AS A MODERN KATE GREENAWAY DRESS



Kate Greenaway Clothes

Drawings from 60-year-old English picture books still inspire children's styles today



The little-girl frocks shown here stem largely from clothes which appeared more than 60 years ago in a charming series of English picture books for children. They were the work of Kate Greenaway, a plump London artist-authoress.

Because spinster Greenaway had no family of her own she regarded the grave little girls and proper little boys of her drawings almost as if they were her children and designed their clothes with care and taste. By doing this she unwittingly became an extremely successful amateur dress designer, for mothers in England, on the Continent and in the U.S. hastened to copy her styles for their own young children.

Copying Kate Greenaway styles never actually died out, and today there is a strong revival sparked by L. Wohl and Co. of New York, who make nothing but Kate Greenaway clothes in their four factories and have yet to fill all back orders for Christmas.

These present-day copies have been shortened and simplified, but their high waists, yokes and big collars can be traced directly to such Greenaway classics as *A Apple Pie* and *Marigold Garden*, both still in print. On this and the following four pages modern Kate Greenaway dresses are shown against backgrounds of the original drawings which inspired them.



When she drew the title page for Bret Harte's *Queen of the Pirate Isle* (upper left) Greenaway unknowingly designed a print dress with a high yoke, drop shoulders and a dainty white pinafore which would be made and sold 61 years later for \$9.



Two modern Greenaway readers re-enact drawing for "At School" ("For little eyes are given to look-Anywhere else than on their book"), which inspired their dresses; yellow print with eyelet ruffle (\$5.50), solid blue with ruffled lace (\$6).



This simple plaid gingham dress with typical Greenway ruffled yoke came from "S Sang for It," one of the illustrations Greenway drew for her book, *An Apple Pie*, which teaches the alphabet. Girl's shoes are ballet slippers. Dress costs \$6.



The open book above, *Marigold Garden*, is one of Kate Greenaway's most popular books and is still in print. The girl looking at it wears a pink, striped chambray dress with capelet collar similar to those worn by the girls in the book. It costs \$5.



"THERE OUGHT TO BE A LAW!"

REMEMBER THE RECENT FIRE TRAGEDIES? Remember the demand that swept the nation for building codes, laws and law enforcement? An aroused press and citizenry asked for—but didn't get—an end to wholesale death by fire.

What happened in your community to guard your own life and welfare? It's time to take a serious look—in light of these shocking facts:

Of 16,220 municipalities in the nation, less than 2,000 have adopted a building code for the legal protection of the community against known fire hazards. Many of the 2,000 building codes in effect are fifteen to fifty years old—so obsolete as to be practically worthless.

Fire prevention must start with law and law enforcement. It isn't enough to cry

"there ought to be a law," after bodies are taken from smoking ruins.

Action—concerted action must come now through the collective will of every citizen. Action—before disaster strikes! Such action must have the unified support of state and local officials charged with fire safety.

Dangerous buildings must no longer be allowed to escape the regulation which is essential to the safety of human life.

The President of the United States has recognized the need for action now. He has declared all-out war against fire—a serious menace to our national life.

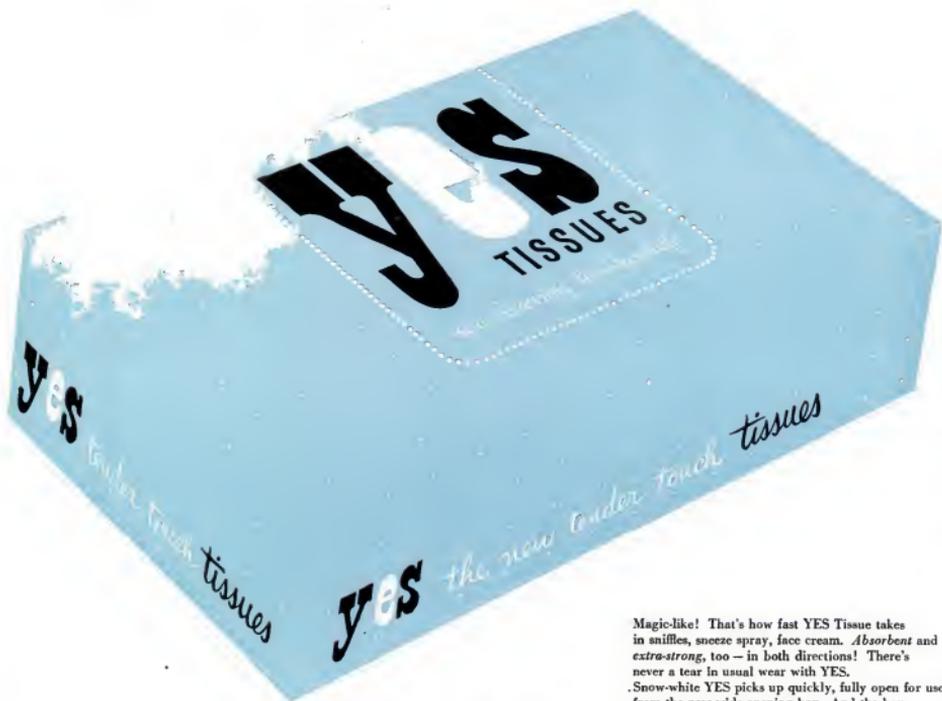
The fire insurance industry has perfected building codes for all communities. Responsibility for their adoption rests with local authorities and you, whose lives are at stake.

TAKE THIS ACTION NOW! Interested local authorities and citizens are invited to write for a copy of "The Report on Laws and Law Enforcement." Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

"The danger that is most threatening to America today is the terror of our lives, the danger of fire. In the entire field of fire prevention, there is no subject that needs attention more than that of statute and ordinance enforcement—"



Magic-like! That's how fast YES Tissue takes in sniffles, sneeze spray, face cream. Absorbent and extra-strong, too — in both directions! There's never a tear in usual wear with YES. Snow-white YES picks up quickly, fully open for use, from the new wide-opening box. And the box is easy to carry and store, thanks to its new flat shape. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.

SEE FOR YOURSELF!

Crumple your favorite tissue into a ball. Do the same with a YES Tissue. Now drop them at the same time into separate glasses of water. See how fast YES drinks up moisture! Sniffles — or cold cream — YES can take it faster!



WRITER PHILIP GREEN (GREGORY PECK), PRETENDING TO BE A JEW, MEETS ANTI-SEMITISM FACE TO FACE WHEN A "RESTRICTED" HOTEL REFUSES HIM A ROOM

MOVIE OF THE WEEK:

Gentleman's Agreement

The subtle anti-Semitism found among the "nice people" of America is the theme of an arresting picture

Before publishing Laura Z. Hobson's novel, *Gentleman's Agreement*, nine months ago, the firm of Simon and Schuster believed it would be a mild commercial success at best. The reason was that in a day of public clamor for escape fiction *Gentleman's Agreement* dealt roughly with the ugly contemporary theme of anti-Semitism. What transpired was astounding. Though written in a banal, often awkward prose that made literary critics wince, the novel was basically powerful and sold like hot cakes. After 920,000 copies it is still going strong.

Gentleman's Agreement studies anti-Semitism in its most widespread form. The novel's villains are not fanatic, organized Jew-baiters but "nice people," the kind who deplore the tactics of Goebbels and Streicher but who—with restricted neighborhoods and hotels (above), discriminatory hiring practices and conversational slurs—are part of a "gentleman's agreement": to "keep Jews in their place." This approach, besides flicking a sizable section of the populace fight on the raw, was worked out in fascinating fictional terms. The hero is a gentile who masquerades as a Jew to find out what it feels like. Nearly every gentile has wondered about that himself.

When Darryl F. Zanuck, chief producer at 20th Century-Fox, bought the movie rights to *Gentleman's Agreement* there was more surprise, for "controversial" movies are supposed to be box-office poison. But

Mr. Zanuck thought differently. Though no crusader, he hoped the picture might convert a few wavering anti-Semites to the side of righteousness and perhaps induce even confirmed participants in the gentleman's agreement to speak sharply when their children refer to a "kike" playmate. A showman, Zanuck also believed the movie would find a tremendous audience. At any rate he gave *Gentleman's Agreement* the full treatment: Gregory Peck (cover),

Dorothy McGuire and John Garfield, with Playwright Moss Hart to adapt it for the screen.

On Nov. 11 the movie opened in New York. As in the case of an earlier film about anti-Semitism, *Crossfire* (LIFE, June 30), critical applause was deafening and so was the clink of coin at the box office. Mr. Hart had improved on the book by removing its dime-novel heroics and substituting occasional wit for Mrs. Hobson's unswerving grimness. Guided by Director Elia Kazan, Mr. Peck and Miss McGuire have made a believable, sometimes moving thing of the love affair between the journalist who turns Semite to investigate anti-Semitism and the "liberal" girl whose liberalism nearly breaks down when people begin to think her fiancé is really a Jew.

To "say" something and still be entertaining is a most difficult accomplishment. *Gentleman's Agreement* runs this tricky course well enough to rate as an adult screen success and also to stand a good chance for the Academy Award which Darryl Zanuck has had his eye on all along.



LAURA Z. HOBSON



DARRYL F. ZANUCK



ELIA KAZAN



MOSS HART



The **GIFT** that gets
BETTER PICTURES
at Christmas

and all the year...

THE FAMOUS



Exposure Meter

"the choice of experts"

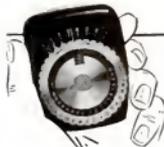


Type DW-58
(FEDERAL TAX INCL.)
Big Value
for
\$19.95*
Federal tax included.

It's a thrill to get and a thrill to give... this General Electric exposure meter! Because it makes better pictures, exciting color so easy and sure. Simple to use. Good for movies or stills. Top quality. And a new low price of only \$19.95!

Saves film and saves pictures with correct exposure. Extremely accurate. Measures reflected and incident light. Quick, one-hand operation. Sturdy. Dependable. And it's 3 meters in one!

Tip to Santa: You can get the Type DW-58 G-E exposure meter at photographic dealers everywhere.



\$ 3250*

* In states where Fair Trade Commissions are in effect.

NEW Deluxe Type PR-1

Completely new. Vest-pocket size. And it remembers the light it sees... pointer lock can't forget! Unusually easy to use. Light. Sturdy. Fast. Many other advantages for better pictures including New TRIDENT analyzer and synchro dial. A superb gift for expert or beginner. Ask your dealer for the NEW General Electric Type PR-1 meter... the meter with a MEMORY! Or write for further information. General Electric, Schenectady 5, New York. Only \$32.50 Federal tax included.

GENERAL ELECTRIC

"Gentleman's Agreement" CONTINUED



PHIL MEETS KATHY (Dorothy McGuire), liberal-minded divorcee and niece of a magazine publisher. She has suggested a series on anti-Semitism for her uncle's magazine and Phil has come from California to New York in order to write it. The two fall in love almost immediately after they are introduced.



AT HOME Phil, a widower, lives with his mother and young son. After hearing of his father's assignment, the boy asks him what, exactly, a Jew is. This helps Phil to hit on the ideal "angle" for his series; he will pretend to be a Jew himself for several weeks and record for publication just what happens to him.



AT THE OFFICE Phil is introduced to the publisher's staff. During lunch he hears a Jew oppose any mention of anti-Semitism, realizes that some Jews are too shy of trouble to fight for their rights. While arguing against this bush-bush policy, he announces that he himself is Jewish and the masquerade is on.



KATHY FALTERS after Phil's proposal of marriage. She wants permission to tell her upper-crust family that Phil is not really a Jew, and he realizes that Kathy, for all her liberal talk, still thinks that there is something disgraceful about being Jewish. Vaguely uneasy, Phil starts writing his magazine series.

CONTINUED ON PAGE 11

"WONDERFUL COFFEE! WHAT KIND IS IT?"



"It's Nescafé, of course!"

When you serve Nescafé, you're serving the most delicious cup of coffee in the world—better coffee than you can make any other way! Guests will sing its praises, your family will want it for their regular every-meal coffee. With Nescafé you get *all* the full, rich flavor, *all* the lift of the finest coffee instantly!

Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffees and to *seal* in the flavor! Yes, in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant you release it in the cup!

No fuss, no wait, no messy grounds, no pots to clean! And there's no waste either, because you make only the number of cups you serve. You just put a teaspoonful of Nescafé in a cup and add hot water. That's all! Instantly you have the most delicious coffee you ever tasted. Economical, too—costs you only about 1¢ a cup!

That's why more people drink **NESCAFÉ** than any other instant coffee!



THE **FLAVOR** CAN'T BE MATCHED BECAUSE
 ONLY NESCAFÉ HAS THE **SECRET**

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30 to 4:30 P. M. Eastern Time



Monday through Friday over your local ABC station.

You can't believe your eyes!

*LOOK!
your
initial!*



*LOOK!
no
holes!*

*Men prefer
SWANK*

Now — SWANK adds to its famous Pin Clips — one that's personalized for you!

Keeps your tie neatly set and centered, doesn't pierce it. Another clever SWANK innovation that makes a natural gift. At better stores — \$2.50.

Always look for the name SWANK on all our products.

"Gentleman's Agreement" CONTINUED



PHIL'S FRIEND Dave Goldman (John Garfield) returns from the army. He is Jewish and tells Phil that anti-Semitism is so prevalent that all Jews expect it and almost become hardened to it. Dave wants to stay in New York to take a job he has been offered but cannot find a decent home for his family to live in.



DAVE IS INSULTED by a drunken veteran who snarls that he doesn't like "Yid officers." Even though he is apathetic to anti-Semitism, this insult direct makes Dave's blood boil. Later he realizes that their different feelings about Jews have come between Phil and Kathy. He helps bring them back together.



NOW ENGAGED, Phil and Kathy visit her relatives at a party in Darien, Conn. Unknown to Phil, Kathy has screened her friends to make sure that no Jew-baiter will even meet Phil. He is furious when he finds out and condemns her as a hypocrite. Kathy replies that he makes too much of the whole problem.



KATHY LEARNS just how close to home anti-Semitism can hit when Phil's son is called a "kike" by playmates who have heard his father is Jewish. Her ultimate response is to let the Jewish Dave rent her house in a "restricted" area of suburban Darien, Conn. This positive action enables her to win Phil back.

CONTINUED ON PAGE 190



Handy new Gift for "Scotch" Tape fans

Wrap any gift easier, more beautifully... do any "Scotch" Taping job faster, neater than ever with the handy, handsome "Scotch" Desk Dispenser. It's weighted to stay put as you pull off tape *with one hand!* Your other hand's free to hold wrappings in place. Just think how your friends

would welcome help like that for all their "Scotch" Tape chores all through the year! Yes, a "Scotch" Desk Dispenser is a grand gift that keeps on giving every day. In a plaid gift box—only \$1.89 with a $\frac{1}{2}$ x 792 inch roll of transparent "Scotch" Cellulose Tape. At your favorite store.



HOMEMAKERS love 'em for sealing lunch packages, fastening shelf paper, mending torn cookbook pages.



HANDYMEN around the house like their own Desk Dispensers in the workshop for all sorts of quick repair jobs.



PRESIDENTS and office boys both welcome Desk Dispensers because they use "Scotch" Tape for scores of office chores.



TEACHERS' favorite helper is a Desk Dispenser with plenty of "Scotch" Tape to put up maps, mend books and so on.



MOTHERS' sewing room needs a Desk Dispenser because "Scotch" Tape mends patterns neatly and holds 'em to fabric.



OUR NEW BOOKLET "Tape It Easy!" gives you dozens of helpful tips you'll find useful the year 'round—how to wrap and glamorize gift packages; what to do about torn window shades; how to mend fishing rods and road maps. Address Dept. L-127 for your free copy.

SCOTCH[®] Cellulose TAPE

BRAND SEALS WITHOUT MOISTENING • TRANSPARENT AS GLASS

ANOTHER **3M** PRODUCT

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 "SCOTCH" is the registered trade-mark for the adhesive tapes made by the 3M Co.
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Gifts of Spruce

... appreciated grooming essentials with their fresh pine-laden fragrance... are preferred by men you respect, approved by women you admire. Shave Bowl, Shave Lotion, Talc, Cologne, Deodorant, Hair Dressing, Soap for Men. Smartly packaged, in sets or singly, one to three dollars.



"Gentleman's Agreement" CONTINUED

VIEWS OF ANTI-SEMITISM

Film's characters express opposing attitudes



PROFESSIONAL SNEERING: A doctor (Nicholas Joy) attending Phil's mother recommends calling in a specialist. Phil mentions a Jewish specialist. "He's not given to overcharging, the way some do," says the doctor. "Do you mean some doctors or some Jewish doctors?" Phil inquires. The doctor laughs.



PHILOSOPHIC SCORN: A prominent Jewish scientist (Sam Jaffe) tells Phil and Kathy that he, as an atheist, is not Jewish by religion and, as a scientist, knows that there is no Jewish race. He concludes that the only reason he thinks he is Jewish is that prejudiced Christians keep on pointing it out to him.



SELF-DECEPTION: Phil's secretary, Miss Wales (June Havoc), is really Jewish but has changed her name in order to get a job more easily. Miss Wales has grown into the disguise so well that she often has anti-Semitic thoughts about other Jews. To Phil she is particularly scornful about "the kike ones."



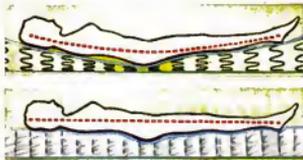
Timely and exciting...
gifts of electric time
by *Telechron*... priced
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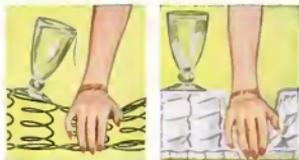
IMAGINE! A LUXURIOUS BEAUTYREST MATTRESS FOR LITTLE MORE THAN 1¢ A NIGHT!

1. When you take your first glorious stretch on your new Beautyrest, every tired muscle in your body will tell you, "This is IT!" Here at last is a mattress that really soothes away fatigue . . . and lulls you gently into a deep, refreshing sleep!



2. Compare! Above, see how an ordinary inner-spring mattress can sag beneath you, make hollows that rob you of rest. But below, see how Beautyrest's 837 coil springs "give" only in the right places. Offer firmer, more natural support to your back!

And what does all this wonderful sleeping comfort cost you? Just about a penny and a half a night—over the next ten years. No other mattress—no, not one—offers you so much lasting comfort—for so little—as your luxurious Beautyrest!



3. The proof! Left, see how wired-together springs in ordinary mattress sag down together under pressure, in water-glass test. But right, see how Beautyrest's individually pocketed coil springs act—without sagging together! No wonder they help you rest better!



Longer lasting! In "torture tests" made in United States Testing Co., Inc., laboratories, Beautyrest lasted far longer than any other mattress tested. Guaranteed for ten years. Beautyrest actually costs only about a penny and a half a night! What a value today!

Hint to housewives: Beautyrest is so well built it needs turning only four or five times a year. Has pre-built borders, no-sag edges, eight side-ventilators to help keep interior fresh.

Shopping suggestion: Get a new Beautyrest Box Spring when you get your new Beautyrest Mattress—and enjoy the world's most comfortable sleeping combination! Hand-tied, matching Beautyrest Box Spring same price as your Beautyrest Mattress. See your dealer today!

Only SIMMONS makes BEAUTYREST*

Makers of the World's Only Electronic Blanket, Famous Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa

*TRADE MARK REG. U. S. PATENT OFFICE
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FLYING AUTOMOBILE MADE BY THE CONSOLIDATED VULTEE CO. SAILS ALONG SMOOTHLY ON ITS FIRST TEST FLIGHT. IT STAYED ALOFT AN HOUR AND 18 MINUTES

STRANGE BIRDS

Epidemic of new flying machines
fills the skies and junk heaps

All over the world this month people were muttering, as they did in a field at Kitty Hawk in 1903, "You'll never get it off the ground." The human urge to fly, which has been somewhat cowed by the gigantic size of modern airplanes, was breaking out in a rash of odd-looking flying automobiles, one-man Hoppi-Copters, a flying motorcycle built by the Air Force (p. 104) and even a set of aluminum wings with which an earnest German priest

hoped to fit about like an outsized bird (p. 106).

Man's invention being what it is, most of the strange devices did get off the ground, at least for a while. The flying automobile, built with a detachable 34-foot wing and 190-hp engine, cruised at 130 mph for 78 minutes (above). On its next flight it suddenly came a cropper (below). But the builders, all undaunted, went right ahead with experiments on the auto which can rise above all traffic problems.

THREE DAYS LATER THE FLYING AUTO LIES WRECKED IN A FIELD NEAR CHULA VISTA, CALIF. THE TEST PILOT RAN OUT OF GASOLINE JUST AS HE WAS LANDING



FOR THAT WONDERFUL BABY OF YOURS

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no finer gift
than
Childcraft."
—Angelo Patri



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guide your child safely
from infancy to adolescence



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To help you solve any unusual or different problem concerning your child's development, Childcraft offers a FREE, confidential Advisory Service of expert personal advice.

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CHILD-
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GUIDANCE
FOR
DEVELOPMENT

QUARRIE



AIR FORCE GETS JET HELICOPTER

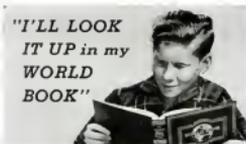
This flimsy little machine, which looks like a throwback to Kitty Hawk days, is actually the Air Force's latest warplane. The first jet-powered helicopter ever built, it is designed as a foolproof flying motorcycle for short-range reconnaissance, communications work and courier service.



ANYBODY CAN GET A HOPPI-COPTER

This simple gadget, which looks something like the futuristic "jumping belt" of the Buck Rogers comic strip, is less an airplane than it is a piece of equipment to be strapped right on the flier's back. Called the Hoppi-Copter it is being put into cheap mass production by a Seattle firm.

CONTINUED ON PAGE 104



Your child can have no gift more precious than the gift of knowing—
for from it grows the habit of success

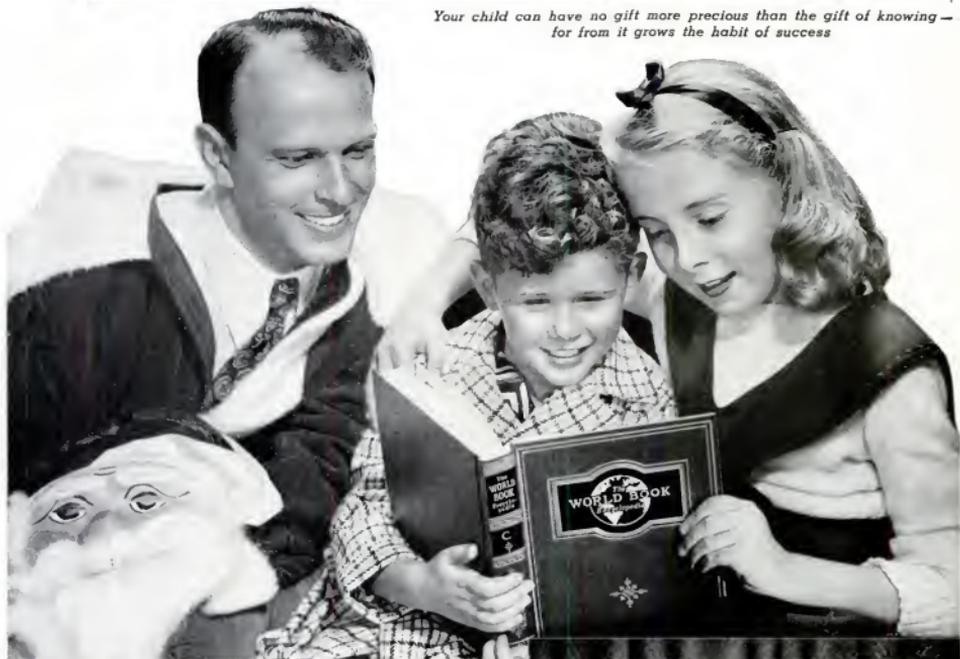


Photo credit by GARRA

9 out of 10 families report their
children advance more rapidly
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What better gift for your son or daughter this Christmas than one that will help them succeed in life? The World Book Encyclopedia, by encouraging the *habit* of knowing, helps form the *habit* of success. That's why World Book has been for 30 years a favorite with parents, teachers, schools and libraries.

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said "Yes!" They reported better grades, eagerness for finding exact information, and a greater interest in school work—all building the habit of *wanting to know*. And in our times, more than ever before, success depends on knowledge.

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BEARDS EASIER TO CUT—Sold 79%
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And this way really works—
 no matter how you shaved before!

THE PROOF! 1207 men tested the new, different Palmolive Brushless Shave Cream. Was, and—no matter how they shaved before—3 out of 4 reported more comfortable, actually smoother shaves! Here's all you do:

1. Wash face with soap and water. Rinse!
 2. Soap face again. Do not rinse!
 3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. This moves you *per the fall*.
- benefits of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave!



Get a Giant Tube or Big 9-oz. Jar Today!

Distinguished for Beauty . . . Famed for Accuracy



From left to right: \$47.50, \$60.00, \$52.50 in Gold Filled, 17 jewels
 Federal Tax Included . . . Also available in 14 K. Gold

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Fine Watches since 1791

Sold by Selected Jewelers . . . Write for Illustrated Booklet
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Strange Birds CONTINUED



THESE WINGS IMITATE THE BIRDS

The queer devices on this page represent the attempts of Father Albert Binsteiuer, a Catholic priest of Berglern, Germany, to fly by emulating the birds. At first Father Binsteiuer built two canvas-covered aluminum wings (above) which he could flap by moving his arms. Unfortunately, the land around Berglern being very flat, he was unable to take off and thus never discovered whether he could fly this way. Now he has added a one-cylinder engine and propeller (below), but he still does not know whether or not he can fly. Reason: the laws of the occupying Allied armies do not permit a German to operate a plane.



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... glowing color tones that brighten your fall suits ...
romantic motifs of the Deep South created by Wembley.

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that **GLOW** with **GOOD CHEER**



JIGGER-TOP DECANTER
 Gracefully proportioned, practical, always popular, a gift that keeps on giving. Perfect for his private bar...
 Kentucky Tavern, Bottled-in-Bond Kentucky Bourbon... 4/5 quart.

EARTHENWARE JUG
 Always good for a surprise and a smile. Comes in colorful holiday box. Perfect for lucky Straight Bourbon friends... Glenmore, Kentucky Straight Bourbon. This whiskey is 7 years old. 90 Proof... 4/5 quart.

OLD ENGLISH LANTERN
 Not only makes an unusual gift, but when the bottle has been removed makes smart holiday decoration for front door, table or mantle. Kentucky Tavern, Bottled-in-Bond Kentucky Bourbon... 4/5 quart.

When remembering friends, give them something they'll remember—something you'd like to receive yourself—give them these attractively packaged fine whiskeys... You have your choice of Kentucky Tavern, Glenmore, or Old Thompson—three traditionally famous whiskeys. Your dealer has these four outstanding gift packages now.

GLENMORE DISTILLERIES COMPANY
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COLORFUL CANDLE
 Gay in appearance to match the mood of the season. A lighter whiskey to lighten your Whiskey, 85.8 Proof. 67½% Grain Neutral Spirits... 4/5 quart.



WHILE AN ASSISTANT TALKS BY TELEPHONE TO AN OBSERVER IN THE STADIUM, MICHIGAN'S COACH "FRITZ" CRISLER (LEFT) RUNS HIS TEAM FROM SIDELINE

PUSH-BUTTON FOOTBALL

New rule makes every coach his own quarterback

Many of the three million fans who watched college football games in the U.S. last Saturday labored under a misapprehension. They thought the quarterbacks were making the decisions. In reality most decisions were made by the coaches. The coaches did this by means of the countless substitute players they sent racing on and off the field after every scrimmage. More often than not these substitutes were messenger boys who carried the coach's instructions to try a specific play. Quarterbacks were deprived of the right to think, and college football became a giant chess game between two highly paid strategists who sat on opposite sidelines and maneuvered their pawns.

This kind of push-button football became possible when, prior to the 1947 season, the Football Rules Committee removed the old rule under which time was taken out while substitutes reported to an official, and there were penalties for too much time out. Now men could move in and out as often as the coach saw fit. This meant an executive like Michigan's H.O. ("Fritz") Crisler could sit on a bench in his chalk-striped suit (above), calling important plays through messenger-boy substitutes. Some coaches argued that this system speeded up the game, but others dissented (p. 112), adding that it only made things confusing. Whether it made the game faster or not, it raised an important question coaches could ponder before next season: was it still football?



MASS SUBSTITUTION by Coach Crisler (left) sends eight players on the field at once. Minnesota has just got the ball and these men are all defensive specialists.

19,293
DENTISTS
ADVISE

Smoke
VICEROYS!



The Nicotine
and Tars Trapped*
by The VICEROY Filter

**CAN NEVER STAIN
YOUR TEETH!**

"YES!" advise 19,293 dentists, "Smoke Viceroy!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No unsightly bits of tobacco can lodge between your teeth, cause more stain.

Smoke Viceroy! No other cigarette gives you such a blend of rich, mild, luxurious tobaccos. No other gives you this exclusive Viceroy Filter.



Only Viceroy...
no other
cigarette... has
this exclusive
Viceroy Filter!

*The filter can remove all nicotine and tar, so does Viceroy make this claim.



REPORT BY TELEPHONE From top of the stadium where observer can see game from different angle comes to an assistant (right), is relayed to Crisler.



A QUARTERBACK GOES IN with fresh instructions from Coach Crisler on what plays to call next. Crisler also uses separate teams for offense and defense.



A HALFBACK COMES OUT. He is Bob Chappuis, an offensive specialist. But when ball changes hands he is quickly replaced by a defensive back.

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A GOOD LIGHT!

WHEN YOU
GIVE A LIGHTER...

GIVE A

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This thoughtful gift holds everything for best service in any lighter, as follows:

RONSONOL FUEL that lasts longer, burns cleaner, lights instantly
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Also a Ronson wick, inserter, cleaning brush and instruction booklet

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RONSON
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Here it is! **WONDERFUL NEW SILEX STEAM IRON**

*that's better
for all your
ironing!*

Speeds through flat-work! You can use either dry or steam at flip of switch!

Special "steaming jet" to "freshen up" velvets, felts, furs!

Steam gives that new look to spun rayons... carduroys... sweater-suckers... without extra dampening.

Does professional pressing! Saves you money on pressing bills!

Dampens as it irons! Most fabrics need no extra sprinkling, no rolling!

Automatic temperature control keeps heat even, keeps fabrics safe.

Exclusive "overroll" steam action allows you to iron forwards or backwards.

Two irons in one! Steam or Dry!

It's the wonder iron you've been hearing about! The sensational new "two-in-one" Silex Steam Iron that irons steam or dry at flip of switch... offers everything the finest dry iron does—plus the wonderful advantages of fast, new, scientific steam ironing! Light, easy to handle, for all fabrics... the Silex Steam Iron whisks you through your weekly ironing quicker, easier, and with better results than you ever dreamed possible.

Visit your favorite dealer for a Silex Steam Iron—today!



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One piece of finest leather streamlined to do away with extra bulk!



Trimmer!
Won't bulge or buckle even when crammed full... always folds flat!



Stronger!
New, improved interlock... one piece of finest leather is now super-locked!

...the new
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*Stitchless
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3-Way in
Hunt Club Saddle,
Black, mahogany,
Havana tan, \$7.50
plus tax

Buxton's famous one-piece construction is now interlocked more firmly than ever before... super-locked to take extra strain. Guaranteed! If any Buxton® Stitchless gives out in normal use before the fine leather itself wears out, we'll replace it free. See the new Super-Locked Stitchless at Personal Leather Goods Counters in your city... a variety of leathers and styles, \$4 to \$15 plus tax.

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BUXTON STITCHLESS



NEW-STYLE COACHES are Notre Dame's Frank Leahy (left) and Army's Earl Blaik. Both are unemotional strategists who took advantage of new rule.



FOR THE NEW RULE, Lou Little of Columbia University, here bawling out one of his players, argues that "It keeps a team's offense at its greatest tempo."



A HOLDOUT is football innovator "Pop" Warner (right), who got Touchdown Club trophy last week. Says he, "It takes the game away from the boys."



Alice Faye and Phil Harris, stars of NBC's Sunday night *Fitch Bandwagon*, 7:30 P.M., E.S.T. and daughter Phyllis are photographed by "Baby Alice" in the parlor of their Encino home with a Whittaker Micro 16 Camera.



Christmas Shopping made simple by Alice Faye

Every woman with children knows what a chore Christmas shopping is. The children and family always come first, which leaves little time to think, let alone shop, for friends and relatives.

The other day when we were posing this picture for our family Christmas card, I got an inspiration which I'm passing along to you.

Baby Alice was so amused by Phil's Santa Claus outfit that she wanted to make a snapshot of her Santa Claus Daddy with our Micro 16. Then it came to me how simple and gracious it would be to give a number of our closest friends one of these amazing cameras for Christmas.

I pass along this shopping tip to you with the thought that it may help you solve your Christmas gift problems too.



This picture of Phil, Alice and Phyllis is actual size of the Whittaker Micro 16 color prints, only 40¢ each, 3 for \$1.00.

Uses Standard DuPont or Ansco 16mm Film.

Universal Achromatic Lens "precision-set" to 1/1000 of an inch. Fixed Focus. Sharp clear images and backgrounds from 3 feet to infinity. Daylight Loading.

Completely "Picture-Tested" with full roll of film before leaving factory.

NEW ECONOMY FILM PLAN

12 exposure roll of DuPont black-and-white film, \$1.00—including developing and twelve 3 1/2" x 3 1/4" prints returned to you.

10 exposure roll of Ansco color film, including developing of positive film transparency returned to you, \$1.00.

(Color Prints 2 1/2" x 3 1/4" each—3 for \$1.00) After taking pictures, simply put exposed film in the container... drop in mail box. Prints come back to you by return mail.



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The Wm. R. Whittaker Co., Ltd., Dept. L-123
915 N. Citrus Ave., Hollywood 38, Calif.

Please send me name of dealer nearest me, and folder completely describing Whittaker Micro 16, and beautiful four black-and-white sample print of picture taken with this revolutionary camera.

My name and address are:

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YOU TOO can have and give... a Merry Christmas and Many Happy Pictures WITH THIS NEW, TINY PRECISION-BUILT CAMERA

IT'S THE PRESENT OF 1947! The Whittaker Micro 16 is *Everybody's Camera*. Even if you have never taken a picture in your life, you can get big-camera results with this tiny precision-built camera. It's so easy to use even a 5 year old child like "Baby" Alice Harris can operate it.

YOU SEE YOUR PICTURE as it actually is in the "true-view" finder. Simply press the "sure-shot" button and the tiny "eagle-eye" lens does the rest. No focusing or fusing. Fixed focus eliminates measuring distances.

CARRY IT WITH YOU EVERYWHERE in your pocket or purse. The Whittaker Micro 16 is actually smaller than a package of cigarettes. So convenient you'll never want to be without it.

MAKE NATURAL COLOR SNAPSHOTS having the same fidelity as black and white with the Whittaker Micro 16. It's precision-built for perfect picture taking.

SEE IT AT YOUR DEALER'S NOW, or mail the coupon for free descriptive folder and an actual Micro 16 black and white print (size 2 1/2" x 3 1/4"), the same as you can take with this camera.

The only REALLY NEW Camera in America

ACTUAL SIZE... actually smaller than a pack of cigarettes.



- POSITIVE ROTARY SHUTTER CONTROL
- THREE-WAY APERTURE ADJUSTMENT
- COLOR CORRECTED ACHROMATIC LENS
- TRUE-VIEW FINDER
- LUSTRE CHROME CASE

FAIR-TRADED AT \$2950
INCLUDES BATTERY TAX

Whittaker

PRECISION BUILT **Micro 16**

MADE BY MAKERS OF PRECISION AIRPLANE VALVES AND CAMERAS

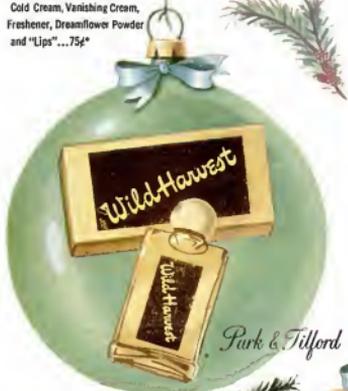
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WILD HARVEST, new Park & Tilford scent, daring as youth... to add sparkling excitement to her Christmas morn, 39¢
Other popular Park & Tilford perfumes: No. 3 Oriental, Desire, Adventure and Sharp! 10¢ and 25¢

Park & Tilford



Williams

His face will be wreathed in smiles when he sees this all-in-one WILLIAMS TRAVEL-SIZE KIT... Williams Luxury Shaving Cream or Gilder Brushless Shave, Blades, Aqua Velva, Talc and Hair Oil 50¢
...Williams Large-Size De Luxe Kit 99¢



Gillette

He'll look grateful, feel grateful, be grateful when he finds this gold-plated GILLETTE TECH RAZOR on his tree... for Gillette's scientific improvements bring him quick, slick shaves... With 5 double-edge Gillette Blue Blades 49¢

For 68 years families have come to Woolworth's to choose holiday decorations, wrappings, greeting cards, candy and gifts. And this year, as in Christmases past, Woolworth's takes special pains to see that its Yuletide merchandise is the finest in quality and value... worthy of your confidence... fully living up to the place this popular Christmas Store holds in the hearts of young and old.

F. W. WOOLWORTH
AMERICA'S CHR
In every principal city



Rubicon

Charming reproductions of Colonial lamps that ACTUALLY LIGHT and mildly perfume the room... decorative accessories she'll adore... assorted fragrances and colors. Quaint hobnail glass NITE-LITE, 39¢. Flower-patterned GLAMOR-LITE, 59¢

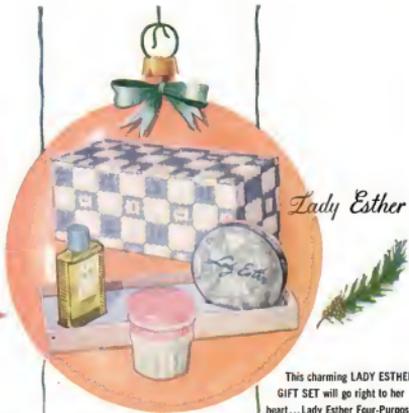
Woolworth's Beauty Gifts



AMERICA'S CHRISTMAS

That is the reason,
each Christmas,
more and more cosmetic gifts are
bought in Woolworth's than in any other
store... why, right now, the cosmetic
counters of your nearest Woolworth
Store are laden with smart and gaily
packaged Christmas cheer...
Yuletide excitement you'll
want to see—and give.

WORTH CO.
ISTMAS STORE
... in every state



Lady Esther

This charming LADY ESTHER
GIFT SET will go right to her
heart... Lady Esther Four-Purpose
Face Cream... smooth, color-true
Face Powder... and the senti-
mental fragrance of Lady Esther
Bridal Bouquet 75¢
Other gift sets at 50¢*



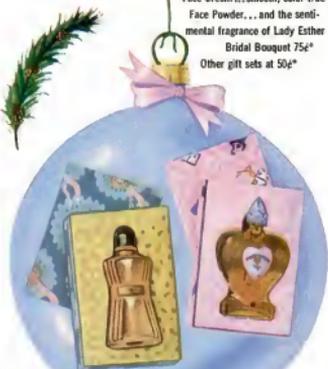
Dura-Gloss

COLOR-CHANGE MANICURE SET... 2 new
fashion-right shades of Dura-Gloss Nail Polish,
Camellia and Tangerine...
protective Dura-Coat... emery board,
orange stick and cotton... in handy
red or black cosmetic kit 59¢*



Tangee

Exquisite 3-piece BEAUTI-SET
to thrill the woman who cares, and make your thoughtfulness remembered
... TANGEE LIPSTICK, ROUGE and FACE POWDER in her favorite
Tangee shade... including Tangee's new brilliant hue, Red Majesty 50¢*



Irresistible Blue Waltz

Gifts she'll find irresistible...
IRRESISTIBLE, long-lasting, flirtatious
fragrance for her unforgettable,
most important moments 25¢...
BLUE WALTZ, thrilling floral scent to put her
in a romantic moonlight-and-roses mood 25¢*



Mennen

Make his Christmas completely
happy with this MENNEN HOLIDAY GIFT SET
... Mennen Shave Cream, Skin Bracer and Talc... plus a convenient bank for used
blades \$1.19* ... Mennen Skin Bracer, popular with men for its tingling, he-man aroma 43¢*

* plus tax
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*** are Gifts of Beauty

Looks like holiday fun, doesn't it?
But it is more than fun.

Nourishing Meat



...a complete protein food

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



This meat, like all meat, is rich in body-building protein—complete, high-quality protein—the kind we all need, holiday and every day—grownups and children alike. Adequate protein in your meals helps keep your body in good repair, and also helps you to be fit and feel fit.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.



TELEVISION-CAMERA VIEW FINDER (UPPER RIGHT) SHOWS HOW AUDIENCE SEES ACTRESS EVA MARIE SAINT. MICROPHONE AND LIGHTS ARE CUT OUT AND THE CHEAP SET LOOKS REAL

TELEVISION

It is a commercial reality but not yet an art

"This time last year," a columnist wrote recently, "I never knew anybody who had seen a televised show. This year, I haven't met anyone who hasn't." He exaggerated but not by much. Today more people want to buy sets than there are sets to buy, the television's audience has soared from 53,000 in 1940 to one million today. After a 20-year infancy radio's baby is beginning to grow up. Commercial television's long period of arrested development was the result of a vicious cycle of hard economic facts. Set prices were too high and the quality of entertainment too low to attract a mass audience. The handful of stations could phys-

ically reach only a minute portion of the U.S. Without a big public, sponsors and set manufacturers had little to encourage them.

Several things have happened to break the cycle. Good sets are selling as cheaply as \$250. An FCC decision against color broadcasting cleared the track for straight black-and-white television for some years to come. Sponsors are beginning to put on shows (*app. 118-121*) and NBC, now the principal television broadcaster, will soon expand its four-city network to six cities (Washington, Baltimore, Philadelphia, New York, Schenectady and Boston). The industry is increasing its com-

mercial of news and sports, the things it does best.

Television is thus a commercial reality, and on the following pages *LIFE* shows what it has to offer the consumer. It could be a lot better. Can one, for instance, tune in a good drama? No. Or a good current movie, like *Gentleman's Agreement*? No. The big movie companies will release only leftovers. Some of the Hollywood companies are toying with television, and Paramount owns two stations. But neither the movies nor radio nor the theater nor any of the arts has as yet developed a technique suitable to this revolutionary new medium, whose possibilities, once they are recognized, will be limitless.



IN STUDIO during the broadcast of an art class, one camera covers the artist (center), another his model. A third prepares to shoot a new angle. The images are transmitted to control room.

PROGRAMS

**Except for news and sports
the fare is mediocre to bad**

U.S. television audiences witnessed some breath-taking scenes in recent months. They saw and heard the United Nations and the President of the U.S. as if personally in Westminster Abbey they watched the marriage of a future Queen of England, televised only 29 hours after the ceremony from newsreels flown across the ocean. Next summer television will bring to millions in their own homes a hard, first-hand look at the presidential conventions. In sports it is almost as good as being at a baseball or football game and in bad weather a lot better.

If all its programs were up to this high standard, then the promise of a wonderful invention would have been realized. They are not. Between them and almost all other programs yawns a fearful gulf. Television, as the sampling of programs below shows, has cruelly disinterested some of the hoariest acts in vaudeville. It has concentrated on its screens some of the worst aspects of radio. For lack of money or know-how it boggles neither at implausible dramas nor sword-swallowers nor witless chit-chat. Only occasionally, as in instructional offerings like NBC's *You Are an Artist*, shown at left and right, does the entertainment seem almost mediocre. As for the commercials which radio's baby broadcasts, they are a maddening chip off the old block.

NEWS AND SPORTS



LIKE NEWSREELS many television stations send movie cameramen to film such news as presidential speeches (top). Telecasts direct from the scene of sports events are the best and the most popular features of television today.

ENTERTAINMENT



LIKE RADIO television offers the same Tex and Jinx (top), the same Theatre Guild (center), same disc jockeys (bottom). The Theatre Guild gave a play called *John Ferguson*. New York Times said that it "fell on its art."

VARIETY



LIKE VAUDEVILLE television shows sword-swallowers (top). It uses chorus girls (center) to spice its variety shows, gags like kiddie-car races and comedians like Lew Lehr (bottom) in audience-participation programs.



IN CONTROL ROOM image on air is at left. It comes from one of the studio cameras (opposite page). On center

screen the program director (second from right) previews image he will transmit next. On small screen one engineer

controls shading of preview picture. Others, wearing ear-phones, direct floor technicians via intra-studio phone.



PRINTED SLIDES, as in oldtime movies, announce coming shows and ask the public's indulgence when errors of timing cause blank intervals (center). Typical slide is the station identification used by Philco's WPTZ (bottom).



SELLING sponsors' goods, televised movies show an actress (top) doing five minutes of magic with sponsor's fabrics. Botany Mill's lamb prancing in with the weather and Sanka coffee cup floating through space to target.



LUCKY STRIKE, always a high-pressure seller, combines a scoreboard with a sales blurb and a pretty girl with a tobacco leaf. Finally animated cigarettes march smartly in a military formation to spell out the company's slogan.



SPUN GLASS CLOUDS SEEM TO MOVE AS ENGINEER BLOWS CHEMICAL FOG OVER MINIATURE SET

BIG SHOW

On one large multiple-set stage cameras roll from scene to scene

The large stage at the right, with its elaborate system of multiple sets, is one of the biggest used in television to date. It was devised by Patrick Cunning, a Hollywood experimenter in preparing commercial programs. The show itself is a fairly silly affair about lovers and a sentimental widow—on about the same artistic level as *Over the Hills to the Poorhouse*—but its technique is interesting. Seven sets can be used for continuous changes of scene. Thus, unlike most television dramas, which resemble static one-set plays, this show seems more like a movie. Yet all the sets together cost only \$602.

Cunning, a former television partner of Edgar Bergen, is building other commercial "packages," i.e., ready-to-deliver shows, all of them "live" instead of on film, ranging from singing commercials to *Tom Sawyer*. His *Paper Moon* experiment recently paid off when a cosmetics manufacturer bought it for future use.



BIG STAGE is small by movie standards but huge for television shows, most of which use only two or three sets. Multiple sets above permit quick changes of scene, starting



MOBILE TITLE is pushed away by a scantily clad actress after she finishes patting her face with her sponsor's powder.

CAMERA TURNS to Man-in-the-Moon who begins to tell stories of young couples who are in love on Earth.

HAPPY LOVERS are shown holding hands in the snow after a sleigh ride. As camera turns to the next set . . .



with title card at left. One camera picks up the title as another is trained on a second scene with Man-in-the-Moon. Then cameras can shift back and forth to various sets to

tell an unbroken story, some of which is shown in the pictures below. In right foreground two floor directors signal to cameramen and players waiting turns on other sets.



MORE LOVERS are shown on a park bench. They are interrupted by a cuckoo bird which cuckles the time.



SAD ROMANCE is acted out on next set where married couple makes snowman. Later the husband dies...



THIRTY-FIVE YEARS LATER the widow's son watches her as she builds another snowman. The show is true soap opera.



WATCHING HER TELEVISED IMAGE in the room-of-tomorrow atmosphere of RCA's exhibit in Rockefeller Center, N.Y., Mrs. Oren A. Finlayson of Charlotte, N.C.

smiles wonderingly up at screen of a television receiver suspended from ceiling. Camera taking her picture is just below receiver. Strangers see her on other screens in room.



BOYS MAKE SOUR GRIMACES AT THEIR TELEVISED SELVES



GIRL GREET'S REFLECTION BY POKING OUT SAUCY TONGUE



CHILD IN FATHER'S ARMS MAKES PRIZEFIGHTER'S GESTURE



VISITOR FROM ARGENTINA FIRST RAISES WARNING FINGER



... THEN HE HAPPILY SWINGS LEFT HOOK AT HIMSELF ...



FINALLY, HE VIEWS HIS FACE WITH UNABASHED APPROVAL



SHEPISH YOUNG MAN CATCHES HIMSELF PATTING HIS HAIR



NEWLYWEDS PECK AS HUSBAND TRIES TO PEEK AT SCREEN



COMMENTATOR HENRY J. TAYLOR PEERS INTO THE FUTURE

STUNT

Public sees its own face on the screen

Television has used many stunts to sell itself. One of the most effective is "self-television," now featured at an RCA exhibit in New York (left), which enables visitors to see themselves being televised. This heavily attended show has not only stimulated interest in television but also has inspired some fine displays of histrionics (above).

Confronted with electronic glimpses of their own familiar faces, the visitors usually break into happy

grins, conduct imaginary orchestras, pitch imaginary baseballs and harangue imaginary audiences. One visitor, a Metropolitan Opera tenor, broke into an anguished aria from *I Pagliacci*.

From RCA's standpoint, stunts like this one, which is estimated to have sold 2,500 sets, are good business. Not so good a stunt, however, was a British test which revealed an audience could be hypnotized by television. The hypnotist was kept off the air.



IN SUMPTUOUS LONG ISLAND HOME OF PERFUME PACKAGER, GUESTS ARE TREATED TO TELEVISION

AUDIENCE

New sets, stations and sponsors have jumped it to one million

Until it began branching out into cheaper sets (p. 126) and neighborhood bars and taverns (opposite page), television was seen mostly in wealthy private homes like that shown at left. In the vast areas outside the black circles in the map below, no television reception is possible. There is still only one network of television (inset map), and although set sales are booming, there are only 122,000 now in use in the U.S., compared to 65 million radio sets. Production costs are high. While an hour's studio time Sunday night on the NBC television network costs apparently little—only \$1,510 compared to \$27,215 on NBC's sister radio network—the television network can reach at most only 99,000 sets against the radio network's maximum of 30 million. Thus the cost of the television show, per person reached, is infinitely higher. To this must be added further expenses for costumes and sets, unnecessary on radio.

But when television projects itself into 1950, it sees a more glowing picture. An estimated two million sets should then be in use, providing a possible audience of several million more. The light-circled areas in the map will then be receiving television broadcasts from stations now building. Even Petrillo may be impressed enough to drop his ban on live music for television (which now must use recordings).

Meanwhile television has proved its advertising power. Although it is as yet no medium for products like soap flakes and breakfast cereal, it does well at selling luxuries. *Television Magazine* reported recently that a Philadelphia furrier who sponsored six 15-minute weekly shows on Station WPTZ attracted 94 people to his store, 38 of whom made purchases totaling \$11,200. The six shows cost him only \$1,500.



U.S. TELEVISION STATIONS in operation number 17, two of them noncommercial. Fifty-five more have construction permits. Inset shows television's first network, which will carry programs to Boston when the city's first station opens early next year.

But even with new stations and networks, areas more than an average of 45 miles from any station will not be able to receive television shows. This is because television waves do not follow the curvature of the earth but go off the horizon in a nearly straight line.

TELEVISION & AIR CONDITIONED



TELEVISION'S BIGGEST SHOW PLACES are bars and taverns. New York City alone has more than 10,000 bars which boast television sets. When big sports events are on the air, many bars keep reserved seats near screens for steady customers while casual

drinkers are banished to the rear. No provision is made for the younger generation. However, many television stations recently have begun to offer more programs aimed directly at children, such as *Junior Jamboree* in Chicago and *Small Fry* in New York.



The care you give your tiny baby's delicate skin can mean a lot to his daily comfort

*His skin
is finer and
thinner than yours*
Handle it with tender care



You're almost afraid to touch his delicate rosebud skin. Certainly it needs your most devoted care. For it *actually is finer and thinner* than a grownup's.

Naturally, you are sure, *sure* that it is kept dry and that his diapers are rinsed free of every smidge of irritating soap.

Another way you can spare him daily discomfort is in the very careful selection of his bathroom tissue. Three very special qualities should govern your choice of baby's tissue.

Check For 3 Qualities In Baby's Tissue

First, powder-puff softness—so it cannot possibly chafe or irritate that thinner skin. *Second*, high—really high—absorbency—to insure immaculate cleansing. *Third*, just enough strength—to prevent tearing and shredding.

More mothers every day are finding this ideal combination of qualities in ScotTissue than in any other brand of tissue. ScotTissue is "old linen" soft, amazingly absorbent, yet firmly strong for thorough cleansing.

You can depend on ScotTissue for giving your baby's thinner skin *gentler*

care now. You will find it invaluable in training your child to proper toilet habits later on.

Reduce Diaper-Laundering This Easy Way

For babies up to six months, try fluffing up twenty or more sheets of soft, absorbent ScotTissue. Then line your baby's diapers with them. With this routine, you'll be happy to find that you will have fewer diapers to wash, and less staining. Just flush away the wet or soiled tissue. It's pleasanter for you and baby, too!

ScotTissue is soft as old linen

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.



"the Pen that never stops writing"

NEW
Action Poised
ROLLIT
CONVERTIBLE

\$100



**NEVER SKIPS!
NEVER OUT OF INK**
Refill • or change color
**THRU THE TIP • without
taking pen apart!**

You can't make the Rollit skip!
When it "skips" it's empty. Just
slide a new refill thru the tip AND
KEEP ON WRITING!

Rollit POCKET REFILLS are full
pen length. They last far longer
but cost only 35¢. Carry a "spare"
—YOU'RE NEVER OUT OF INK.

Rollit is now at your dealer's
in stunning anodized gold and
silver jackets with gold plated
clip and Action Poised retractable
point. Looks like \$5.95,
writes like \$15—It's yours for a
dollar. Any repairs any time, 35¢.
Diversity Machine Works,
Chicago 7.

Never Skips
ROLLIT
Writes Better
—ALWAYS!

POCKET REFILLS
loaded with
ROLLACHROME
world's most
brilliant ball pen
ink • RED, BLUE,
GREEN • 35¢ ea.

TELEVISION CONTINUED

JIBES

Cartoonists kid the industry

Cartoonists have been quick to pounce on the foibles of television and its humorous possibilities. Three examples of their jibes are shown below. They include a fine take-off on the familiar old Victor record trademark, "His Master's Voice" (top), a slug-a-bed taking his early-morning exercise the easy electronic way (center) and a still-fuming televisioner getting first aid from his wife after venting his spleen on his screen.



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The
KELTON
"Dayton"



Yes,
terrific
at \$10

Chrome case, stainless steel
back, radium hands and
numerals, sweep second hand.

*Federal has only 10%, Controlled by
KELTON WATCH CO., DAYTON, OHIO

US
TIME

The Perfect Gift...

DETECTO

New Aluminum Hamper

A hamper made of ALUMINUM—the
lifetime hamper that always stays
beautiful. No more dirt-collecting sur-
faces—it's smooth as porcelain.

Rust proof—sanitary—ventilated,
Oven-baked colors with hand-
painted decorations to match your
home. The world's most beautiful
hamper costs less because it lasts
a lifetime; only \$9.95.
(Slightly higher west of Miss.)
Smaller models—lower prices.

AT BETTER STORES
DETECTO BATHROOM SCALES are now
available in limited quantities.

DETECTO SCALES, INC., 8 W. 11th, N. Y.

**OPEN CANS
LIKE MAGIC!**
Always, don't drop
to find!

Fold away inside, splintered or
mounts on wall • Shears whole
lid from any shape can • Solid
handles slide out unobscured • Freezes
grove chrome steel • No blades
or levers to sharpen or adjust
• \$3.50 at your favorite store
• ROBERT H. CLARK COMPANY
Berkeley 9th., California

Genie THE SANITARY
CAN OPENER

four ways to please any woman...



"**SAY MERRY CHRISTMAS**" with this luxurious Cory Buffet Queen! It presides graciously at any occasion. Brews and serves 16 cups of coffee—keeps it warm, too! Chromed 2-heat electric stove. Cory All-Glass Coffee Brewer. Extra serving decanter. Complete \$27.75
(Prof. Tax Incl.)



SURPRISE HER with a unique and unusual gift—the Cory Electric Coffee Grinder! A coffee-lover's pride and joy, which blends and grinds favorite coffees to bean-fresh perfection. Complete \$19.95
(No Tax)



COMPLIMENT HER with this Cory Tray Set—a charming coffee service. Has sparkling Cory All-Glass Coffee Brewer, matching creamer and sugar set—an exquisite, beautifully engraved tray. Complete \$13.50
(No Tax)

**ONLY CORY
HAS
"FLAME-TESTED"
GLASS**

DELIGHT HER with a new Cory Rubberless coffee brewer. It's the only glass coffee brewer without rubber parts to stick, wear or to taint coffee flavor. Cory 2-heat electric stove brews coffee, keeps it piping hot. Brewer alone, \$5.75
(No Tax)



Complete with stove, \$10.00 (Prof. Tax Incl.)



Give her
CORY
the only All-Glass coffee brewer

CORY PRODUCTS ARE FEATURED AT LEADING STORES EVERYWHERE



BARBER OF SEVILLE



GOLDEN COCKEREL



LA BOHEME



MAGIC FLUTE



LOUISE



BORIS GODUNOFF



FORZA DEL DESTINO



FAUST



MARRIAGE OF FIGARO

EZIO PINZA

A wonderfully versatile basso is the Metropolitan's last link with opera that was once grand

by WINTHROP SARGEANT

OPERA is going to pot. Practically every evening 4,000 people queue up at the Metropolitan's gates, cram every available seat and overflow into the aisles to bravo and clap while Renaissance Italians and primeval Nordics murder each other to the strains of joyous music. Eleven million people listen over the radio every Saturday afternoon to the same musico-dramatic ritual. But opera is going to pot. If you don't believe it ask the connoisseurs. Not the people who put on diamonds and mink and go elegantly tanked on opening night to stand on their heads or thumb their noses at press cameramen. But the people who tonight after night, who seem permanently imbedded in the plush upholstery of the old opera house—people for whom Manhattan without the Metropolitan would become a bleak and uninhabitable desert. Ask the old subscribers in the family circle, the 400-odd standees who hang over the railings at \$2 for a general admission, the monastic gentlemen of the "Penguin Club" who put on their white ties one night a week and occupy a huge grand-tier box where women are permitted only on special guest evenings. Ask the gray-haired ushers who can remember every voice since Mella's. Ask Mr. Bennett, who runs the Metropolitan claque and provides a gang of ham-handed minions who will applaud anybody for a price. They are unanimous about two subjects: that opera is just about the most important thing in the civilized world, and that it is in a state only a few steps short of *rigor mortis*.

These gloomy forebodings do not particularly apply to the ponderous ritual of Wagnerian opera, where loudness is the prime vocal requirement and big-lunged specialists like Helen Traubel still carry on one of opera's exceptional and more muscular traditions. They arise from a cold appraisal of the Italian and French repertoire—the *Tosca*s, *Lucias*, *Faust*s and *Manons* that are the bread-and-butter basis of any representative opera season. The disaster has nothing to do with the Metropolitan's conductors, orchestra and chorus, which are good, or even its old-fashioned scenery, its semaphoric acting and its generally underrehearsed staging, which most operagoers consider adequate. What is dying is opera as a sport. The vocal heavyweights of Caruso's era, the coloraturas of Tetrazzini's and Galli-Curci's, who combined vocal brawn with the agility and accuracy of champion hatchet-throwers, are growing extinct. They have been replaced by a generation of flyweights, dilettantes and one-round flashes. Is Pons a Tetrazzini? Is Stella Roman a Rethberg? Is Jan Peerce a Jean de Reszke? Is Patrice Munsel a Sembrick? Are Warren and Merrill Titta Rufos? The mere suggestion of these comparisons is enough to reduce an oldtime operagoer to tears or apoplexy, depending on his temperament. There is probably only one singer left at the Met who would have ranked as a great artist even in opera's golden age. This great exception to the prevailing state of mediocrity is a brawny, barrel-chested bass named Ezio Pinza.

Pinza is not unknown even to the vast U.S. public that never goes near opera. National polls have ranked him among the 10 best dressed and the



AS DON GIOVANNI, EZIO PINZA IS THE MET'S NO. 1 GLAMOUR BOY

14 most glamorous men in the world. Louella Parsons has somewhat overwhelmingly described him as the Frank Sinatra of opera. The 20 or 30 out-of-town recitals he gives every year are regularly mobbed by a special variety of long-hair bobby-soxer who is capable of swooning over the *Torcedor Song* from *Carmen*. His recordings of *Boris Godunov* and Mozart's operatic arias have become national best-sellers. His recordings of American songs like *Thunderin'* and *Wanderin'* and *Deep River* also sell wildly despite the rich garlic-flavored and very un-American accent in which their words are declaimed. His matrimonial and quasimatrimonial problems have received an amount of national publicity nearly equalling Errol Flynn's.

These manifestations of popular esteem, however, are regarded by the Metropolitan's habitués with fitting disdain. Pinza is their hero not because he is a pleasant fellow with a nice voice, but because he is an example of a phenomenon nearly as rare as a Pleistocene mammoth—an authentic *grand artista* in the great operatic tradition. The distinguishing features of his lofty rank are both personal and technical. He is a great stage personality capable of electrifying an audience with the palatial hair-tearing drama that still survives behind the operatic footlights. He is also a born comedian. His booming bass voice is large enough to fill the biggest opera house without straining or shouting. It is handled, for all its size, with consummate and easy grace. It is capable of an immense variety of emotional inflection and can move its hearers to tears or laughter with the merest flick of the larynx. It is used almost invariably with the mastery of musical emphasis that is the opera singer's equivalent of a great Shakespearean actor's diction, making evident the meaning of each phraseological twist of a score.

Technically this voice, like all voices in Italian opera, occupies a special niche in the hierarchy of vocal classification—a niche which suits it to certain types of roles. The genus soprano, for example, comes in three main species: lyric, coloratura and dramatic. A tenor may be a *tenore leggero* (suitable for Mozart and Rossini), a *tenore robusto* (suitable for *Tosca* or *Aida*) or a *tenore di forza* (suitable for leather-lunged roles like *Otello*). Among basses, Pinza belongs to the species *basso cantante*, or lyric (literally "singing") bass, which is distinguished from the *basso profondo* (profund bass) and the rather specialized *basso buffo* (comic bass) by a light, flexible character that combines the qualities of a bass and a baritone. The possession of this particular hybrid type of voice gives Pinza access to a vast number of roles, some of which (like Don Giovanni) are often sung by baritones, others (like Sarastro in the *Magic Flute*) by *bassi profondi*, still others (like the eadacious Don Basilio in *The Barber of Seville*) by *bassi buffi*. This versatility provides him with a vocal repertoire that is the marvel of connoisseurs and a variety of dramatic impersonations that few Broadway actors have known since the days of the old-fashioned stock company. As Mephistopheles in *Faust* and as the assassin Sparafucile in *Rigoletto*, he is a virile villain. He has a whole gallery of white-bearded oldsters

THE GIFT

that offers
so much more



In Its Colorful Holiday
Case...at no extra cost



Available at most leading
package stores. The
Grand Old Drink of the
South is so much more than
just "a bottle for
a friend". It's a
complete menu of
drinks. Recipes with
every bottle.

100 PROOF
SOUTHERN COMFORT
Liquor

The famous Southern
Comfort Blended Mixture
will be available again
soon, but the offer is
limited. Write and learn
how to obtain this fine
mixture.

SOUTHERN COMFORT CORPORATION, ST. LOUIS 3, MO.



ON TOUR with the Met, Pinza plays bridge almost constantly. Here he glows over a good hand while Sopranos Nadine Connor and Regina Resnik watch.

PINZA CONTINUED

to play, from the Abbot in *La Forza del Destino* to Lothario in *Mignon*. As Don Giovanni he is opera's equivalent of Clark Gable. He does all these roles so well that he has been continually approached with offers from Broadway producers anxious to cast him purely for his ability as an actor. Personally Pinza is inclined to depreciate his acting ability. "I don't mean to take much credit to myself," he says. "I just like to play parts." But New York critics have repeatedly ranked him as the greatest singing actor of his generation. When Ezio Pinza strides across the Metropolitan stage as Mephistopheles, Boris Godunoff or Don Giovanni, the prevailing atmosphere at the Met is like that at Madison Square Garden during a championship bout. The blood pressure of oldtime operaers begins to rise. Mopping their brows with excitement, they check his points much as a fight fan would check the footwork and hitting power of a great heavyweight boxer. As he rounds out the final high notes of an aria, they are beside themselves. They stagger up the aisles, chattering excited comparisons with past champions like Pol Plancon, Marcel Journet, Chaliapin and the great Victor Maurel. Pinza's Don Giovanni is, admittedly, not quite the masterpiece of suave elegance that Maurel's was. He lacks Plancon's phenomenal vocal agility. But these are comparisons with the loftiest attainments within the memories of opera's most venerable aficionados. Pinza is a finer singer, judged purely on vocal points, than the great Chaliapin ever was. An extraordinarily handsome man with the build and bounce of an athlete, he wears beards and carries spears with a natural dignity that recalls the operatic stagecraft of Antonio Scotti, whom he also greatly surpasses as a singer. Though his *basso cantante* repertoire includes few heroes (most operatic heroes are tenors), he is the nearest approach to a matinee idol that the Metropolitan possesses. He has the elusive personal quality that Italians refer to as *grandezza* and Americans describe somewhat more vaguely as "the grand manner."

Roman emperor in tweeds

BACK of this imposing stage presence and rather staggering reputation, people who do not know singers might expect to find a great scholar, a man of subtle, discriminating tastes or at the very least a feverishly dedicated artistic craftsman. But when Ezio Pinza has emerged from behind his heroic wigs and beards, his personality is that of a good-natured, perennially boyish, extremely uncomplicated Italian whose main interests in life appear limited to food and the company of good-looking women. He is 52 years old, though he looks 20 years younger. A big, handsome, 6-foot frame and large, dignified features give him the appearance of a Roman emperor disguised in tweeds and a slouch hat. No very complex idea has ever been known to germinate beneath his curly gray hair. Press agents, who have racked their brains for years trying to invent interesting anecdotes about him, consider him a professional nightmare. He seldom says anything worth quoting. He has few friends, and still fewer of them are celebrities. He almost never appears in public except on the far side of the footlights.

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CONTINUED ON PAGE 125

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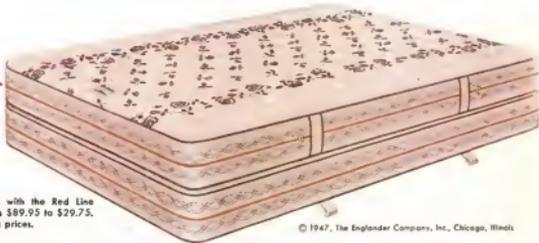
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MRS. PINZA listens with Metropolitan General Manager Edward Johnson. She has rarely missed a performance by Pinza since their marriage in 1940.

PINZA CONTINUED

He prefers obscure Italian restaurants to nightclubs. He regards his flamboyant and somewhat justified reputation as a Casanova with sincere horror. He hates receptions in his honor and will always sneak out of them if he can, usually making straight for a restaurant that has pretty waitresses. He is not even successful as a man of mystery. His daily habits, as his fellow commuters from Rye, N.Y. know, are transparently conventional. The only thing that ever worries him seriously is his job of making a living as a singer.

Even about his job Pinza's worries are rare and intermittent. He has never been known to practice except when learning a new role. He cheerfully admits that he has never had any musical education to speak of. He can barely read music. On a radio date with Bing Crosby where they were scheduled to sing a duet, Crosby arrived 15 minutes before broadcast time without having seen the music, picked up his part, ran through it a couple of times and was ready to go on. Pinza still speaks of Crosby's feat with unconcealed astonishment. When Pinza himself undertakes a new role or a new song, he trots dutifully to the studio of his accompanist, who teaches him the music note by note and largely by ear. What saves Pinza is a remarkable memory and an instinctive sense of musical good taste that has awed every conductor he has worked with from Bruno Walter to Toscanini. Once he has his role down pat, he goes through it as unconsciously as he would wear an old suit. He has never suffered the slightest tremor of stage fright or missed a cue. He is as much at ease on an opera or concert stage as the average man is reading the Sunday paper.

The backstage Pinza

BACKSTAGE at the Metropolitan, Pinza is regarded as a model of even temper and cooperativeness. He has enormous respect for tough conductors and always does what they suggest. He will willingly sing any role assigned to him, even minor ones. And, though he is not a scene stealer like his portly friend Salvatore Baccaloni, he has a way of making minor roles into major ones. The immense variety of these roles has made him one of the Metropolitan's hardest-worked singers. From Don Giovanni to the one-aria part of the philosopher Colline in *La Bohème*, they get the same earnest workmanship and the same good-natured outpouring of fine singing. When rehearsing, Pinza works with untiring patience. While preparing the last act of *Boris Godunoff*, he practiced falling dead with such enthusiasm that his colleagues finally had to lead him off the stage for fear he would permanently injure himself. When a triumphal chariot in *The Golden Cockerel* fell apart during a performance, dumping him and the soprano onto the stage floor, Pinza picked himself up, helped the soprano onto an ambulance and calmly sang his role with another soprano. Even his fits of temperament are placid. Once, at a concert in Corpus Christi, Texas he was slightly disturbed by a little boy who was sitting in the front row wiggling his foot out of time with the music. "Little boy," he requested patiently after motioning his accompanist to stop, "please to stop wiggling your foot. It interferes with my tempo." Only once do Metropolitan singers remember Pinza

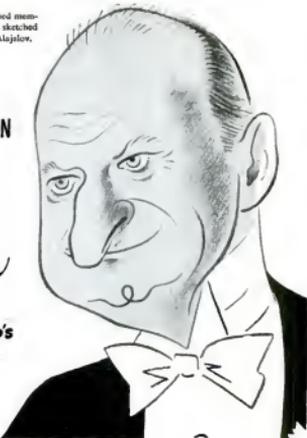
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Brock Pemberton, distinguished member of the After-Shave Club, as sketched by fellow-member Constantine Alaïzov.

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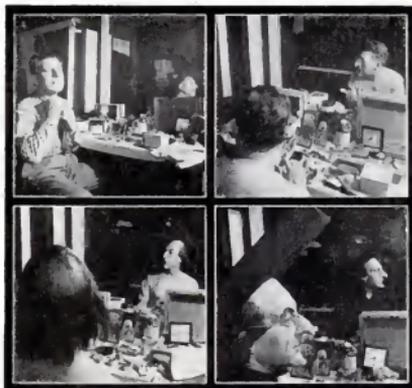
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IN HIS DRESSING ROOM Ezio Pinza methodically makes himself up for his role. These photographs, recaptured at intervals of approximately 15 minutes, show him from the moment he takes off his tie to his final emergence as Don Bartolo, the gaunt, hawk-nosed music master in the *Barber of Seville*.

PINZA CONTINUED

throwing a real tantrum. That was when the awesomely-bearded general manager, Giulio Gatti-Casazza, had the effrontery to walk onto the stage during rehearsal and criticize his singing. Pinza stopped and curtly ordered Gatti-Casazza back to the manager's office where he belonged. The tantrum was so unprecedented that Gatti-Casazza swallowed and meekly obeyed.

There is one feature of Pinza's work to which he devotes the most painstaking attention and from which he apparently derives enormous satisfaction: his costumes and stage make-up. When preparing a new role, he haunts museums and libraries by the hour, studying portraits, reading histories and biographies, getting every detail of period and character firmly etched in his mind. He does not actually design his own costumes but makes suggestions and invariably adds countless little touches to those that are designed for him. He spends hours tracking down earrings, bracelets, fake fingernails and other minute items that the average singer never bothers about. An instinctive man of the theater, he always does his own make-up, and prides himself on its variety and spectacularity. An hour before curtaintime, he is invariably in his dressing room putting the last touches to his visual characterization with the zest of a small boy getting ready for a masquerade. He seldom ends up looking anything like Ezio Pinza, and his various roles are all distinct portraits in grease paint, broadly drawn by the hands of a master craftsman. Because operatic make-up must be visible and graphic to those in the top gallery of an enormous auditorium, Pinza's portraits are coarser and more exaggerated than those used in the movies or in ordinary theaters. Some of them, like Don Basilio (in *The Barber of Seville*) and King Dodon (in *The Golden Cockerel*) are caricatures that might have walked out of the pages of Rabelais. Others, like the French laborer father in *Louise*, are pieces of effective realism. Nearly all of them involve an amount of facial remodeling that adds up to a complete artistic creation. A statistically minded friend once investigated the repertoire of make-up Pinza used in turning himself into a walking portrait gallery. Among other things, Pinza kept the following items in stock: 35 noses, 47 beads, 51 mustaches, 22 pairs of ears, 15 different sets of fingernails and 41 pairs of eyebrows.

But aside from his absorption in theatrical detail, Pinza is simply not an effortful man. He is, in fact, a perfect illustration of the theory that great opera singers are born, not made. His present eminence he owes mainly to a combination of enormous talent and lucky accident. Ezio Pinza was born in Rome and brought up in the medieval town of Ravenna, Italy, a place whose ancient squares and Byzantine churches resemble stage sets ready-made for a lavish historical melodrama. He was the puny seventh child of a poor carpenter but six of those previous offspring had died in infancy. He

CONTINUED ON PAGE 138

PERSONAL: To MRS. SANTA CLAUS

MRS. SANTA CLAUS
NORTH POLE

Main Street
U.S.A.

DEAR MRS. CLAUS:

I am writing this letter to you because I know your husband, Santa, must be a very busy man getting his pack and his reindeer ready for Christmas Eve.

Will you please tell him that we men-folk appreciate all the wonderful gifts he brings us...the socks...the mufflers...the slippers...neckties...and the linen hankies.

But, Mrs. Claus, please tell him that this Christmas it would be sort of nice, if he'd include something of a more personal nature—like, shall we say—a pound or two of my beloved Edgeworth Pipe Tobacco?

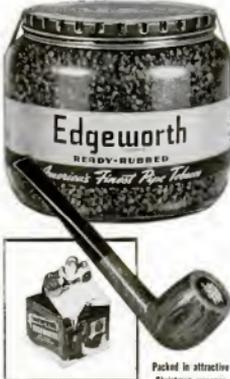
You see, when Junior is playing with his electric trains—and Mother is strutting in front of the mirror, admiring her new mink coat—excuse me—Hudson Seal-well, we Dads like to sit back and relax in complete comfort, reflecting on the joys of Christmas through a haze of that fragrant blue Edgeworth smoke.

Now that isn't too much to ask...is it, Mrs. Claus?
Please understand! We're not suggesting that Santa omit the haberdashery. But merely that he include a pound or two of Edgeworth in that convenient humidor jar.

Why Edgeworth?...Well, my dear lady, you should know by this time that your husband always delivers the very best there is—on Christmas. Edgeworth, you see, is America's Finest Pipe Tobacco.

My best thanks!

Yours very sincerely,
"We Dads"



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When you give a pound of Edgeworth for Christmas, it's a reminder of your thoughtfulness for 118 hours of fragrant smoking. Edgeworth is a gift of perfect taste.

EDGEWORTH

America's Finest Pipe Tobacco

PINZA CONTINUED

was christened Fortunato Pinza partly in the pious hope that he would survive, partly because the church objected to naming him Ezio after a pagan Roman general. But his family and friends stuck to the non-Christian name they had originally intended for him. His childhood was variously occupied in working in his father's carpenter shop and in delivering bread from a local bakery. At a time when most potential opera singers would have been deep in study, he was busy as a brakeman on an Italian railroad and as a hopeful professional bicycle racer. It was while he was riding *O Sole Mio* absent-mindedly in a shower, following a cross-country bicycle race, that the idea occurred to one of his companions that he might have an operatic voice. The idea also occurred to the authorities at the Conservatory of Music at Bologna where he presented himself, somewhat diffidently, for an audition. They gave him a scholarship with \$6 a month living expenses on the side. He filled out his income by working between lessons as a carpenter and handyman. After two years of study, which proved to be the only formal musical education Pinza ever got, he made an unimportant debut with a small opera company in the northern Italian whistle-stop town of Soncino. Then World War I broke out and Pinza was drafted into the army, where his earnest temperament finally earned him the rank of an artillery captain. Mustered out after the war, Pinza naturally turned again to the only thing that offered him the possibility of a decent income, his singing. Nobody was more astonished than Pinza himself at the sudden rise to fame that followed. Within two years (which he spent mostly singing at the Rome Opera) Arturo Toscanini requested his ample voice for a part in a new production of the spectacular opera *Verone* at La Scala, Italy's top-ranking opera house. Pinza was such a hit that a short time later Giulio Gatti-Casazza brought him to the Metropolitan in New York.

New York critics immediately hailed Pinza as a "young Chaliapin," a high and somewhat inaccurate compliment. A few seasons' experience of the Pinza voice taught New Yorkers that he was both a somewhat less sensational personality and a more versatile and cultivated singer than the great Russian basso. He has remained at the Met for 20 years, returning for occasional engagements at La Scala and singing between seasons at virtually every major opera house from Salzburg to Buenos Aires. He still fulfills a traveling schedule that includes approximately 30 concerts, six symphonic dates and 30 or 40 operatic engagements a year outside New York. These appearances plus his Metropolitan dates earn him something in the neighborhood of \$125,000 annually.

The public legend

INEVITABLY, with his rise to eminence as the Met's great *basso cantante*, Ezio Pinza became a public legend, and since his voracious interest in food lacked romantic possibilities, public attention concentrated on his only other equally dominant preoccupation. The results were a little too public for Pinza's rather retiring tastes. Even his dignified and idealistic friend Bruno Walter tells in an autobiography how Pinza came to his apartment to talk over the possibility of singing the role of Don Giovanni at the Salzburg Festival. Walter's maid answered the doorbell and came rushing back into the parlor in a state of fluttering confusion. "Ma'am," she stammered amid a welter of blushes, "There is such a beautiful man outside!" "I knew then," wrote Walter soberly, "that I had found my Don Giovanni." The only quip ever recorded from the Pinza lips (and that by Walter Winchell) bears indirectly on the same facet of his personality. Pinza had paid one of his rare visits to a nightclub, where his companions' attention was attracted by a mutually absorbed couple at another table. "That's not his wife," remarked one of Pinza's companions deliciously. "Oh that's all right," said Pinza tolerantly. "It's probably her understudy." When Pinza is seated in a restaurant with his bosom friend Otello Ceroni, the Metropolitan's Italian prompter, the entrance of a good-looking girl will throw him into a trance-like condition like that of a well-bred hunting dog that has scented a quail. "*Guarda, che bellezza!*" ("What beauty!") he will exclaim, nudging Ceroni with undisguised Old World rapture. It is only with the greatest difficulty that Ceroni, a man of methodical and responsible habits, can lead his friend away before a scene of truly operatic intensity has taken place.

Pinza's frank and open admiration for womanhood is only equaled by womanhood's frank and open admiration for Ezio Pinza. No sooner had he consolidated his American fame than he was faced with a \$250,000 alienation of affections suit involving the famous Wagnerian soprano Elisabeth Reithberg. His wife, Augusta Pinza, whom he had married in Italy at the beginning of his operatic life and from whom he had been estranged for some time, threatened to summon an all-star cast of witnesses including Lily

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CONTINUED ON PAGE 141

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That's him, my son!
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My daughter, Sue!
Pajamas were
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My wife, Marie!
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She gave me!*

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PINZA'S DAUGHTER Claudia gets a snug embrace from her father after her American debut in Washington. She now makes her home with him in Rye.

PINZA CONTINUED

Pons, Lawrence Tibbett, Rosa Ponselle and Gladys Swarthout. Even before he solved this baffling problem with a divorce, 28-year-old Olive Picchioni of San Francisco brought a \$200,000 suit for breach of promise. Pinza fought back and the suit was dropped. In honeyed words Pinza's lawyer explained everything. Said he, "[Pinza] is very careful of his manners and is always a gentleman. If, by being gentlemanly, he overdoes it a bit and appears grandiose, that is too bad. It is just his Italian background. Sometimes people think he is being romantic when he is just being gentlemanly."

His biggest brush with the legal authorities came, however, in 1942 when he was suddenly rushed off to Ellis Island by the FBI for an 11-week incarceration as a suspected enemy alien. The official version of this episode is simple enough. Pinza, who had unwisely let drop a patriotic remark or two about Italy and Mussolini, was held for questioning, finally judged innocent and released with a clean bill of health. The version told around the Metropolitan is considerably more operatic. A rival bass with political connections and predatory designs on Pinza's roles denounced him to the FBI. The day that Pinza was led off to his incarceration ("I learn a lot about life," Pinza muses reminiscently), his rival appeared grinning wickedly, and offered to take his place. The opera was *Faust*, the part, aptly, Mephistopheles. As the rival familiarly assumed Pinza's beard and feathered cap, he was heard to murmur triumphantly "The king is dead; long live the king!" While Pinza languished in his cell, his rival had the pick of the Met's *basso cantante* roles. But Pinza finally came back. And when he did, a curious thing happened. The wicked rival began to lose his voice. He got out onto the stage and waved his arms, but his singing developed an incurable series of sputters and knocks. The rival has since left the Metropolitan. Backstage sages vow that fate punished him. Pinza never felt any particular bitterness toward his rival who, after all, had merely done what almost any other brother artist would have done in his place. Pinza himself loyally refrains from discussing the matter.

Kids and "pastafagioli"

SINCE this episode Pinza's life has settled into a state of domestic and legal placidity that is interrupted only by an occasional arrest for speeding on the Merritt Parkway near his home in Rye. The present Mrs. Pinza, whom he married in 1940, is a blue-eyed American girl named Doris who is the daughter of a Larchmont dentist and used to dance in the Metropolitan ballet. Mrs. Pinza does not speak a word of Italian. She has borne him two diminutive children, Clelia, 6, and Pietro, 3, who clamber happily over the great *basso cantante's* barrel chest while he beams with fatherly devotion. His household also includes a rather unambitious

CONTINUED ON NEXT PAGE

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PINZA CONTINUED

Dalmatian dog named Larch and a cook whose genius at Italian cuisine keeps Pinza in a state bordering on religious awe. "The truth is," Pinza remarks in a deeply confidential tone, "I like soup. People think all Italians eat spaghetti. Bah! I don't care proof about it. I like a good soup. I don't care what comes afterward." The cook's specialty is the classic Italian *pastafagioli* which is made mainly of beans, olive oil and noodles. Pinza, like most singers, eats sparingly before performances, usually contenting himself with tea and toast. By the time the opera is over he has developed the appetite of an athlete. The minute his last lines have been sung he rushes to his dressing room, tears off his costume and make-up and drives his big black Packard home to Rye. His midnight supper, after which he settles down to a round of cigarettes smoked in a long black holder, consists mainly of a massive plate of *pastafagioli*.

The "lyrico spinto"

PINZA seldom talks about his family. But he has a brother who is in business in Bologna and a sister who works in a New York dress shop and makes intermittent appearances in concerts under her maiden name, Beniamina Pinza. Until lately he had given little thought to his eldest daughter Claudia, who had been living for years in Bologna with his former wife. When he learned recently that she had taken up vocal studies, he was filled with forebodings, for nothing disturbs him so much as the idea that another Pinza should become a singer, especially a second-rate one. Last year Claudia arrived in the U.S. Gloomily Ezio prepared for the inevitable audition, but he was surprised. Claudia, a buxom 22-year-old with sultry Latin features somewhat resembling her father's, took off on a couple of arias that showed she had inherited at least a portion of the Pinza family gift. She even had enough of it to be classified immediately by Pinza according to the scientific terminology of opera singing. "A genuine *soprano lyrico spinto*," he murmurs with what is now real paternal pride, "not so bad either. Maybe good for Micaela or even Marguerite." This year, following a father-daughter appearance in *Faust* at the San Francisco Opera, Claudia made the Metropolitan, where she sang Micaela in *Carmen* last week to the moderate enthusiasm of the New York critics. "She has a promising voice and a talent for the stage," admitted the great basso guardedly. "Naturally she is very young."

The simplicity and homeliness of Pinza's present existence is underlined by the fact that he has only two indispensable possessions: his bicycle, which he has kept since his racing days and still occasionally pedals around the streets of Rye, and a little rag doll which he keeps as a mascot in his dressing room. He usually laughs good-naturedly when the doll is mentioned, and he has never explained it to anybody. The present doll, a gift from his wife, is only a few years old. He got it after his previous doll wore out and fell apart after some 20 years of Pinza's companionship. He has

CONTINUED ON PAGE 144

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never been able to bring himself to throw the old doll away. Its remains still repose in a cardboard box in the Pinza attic.

The Pinzas seldom go out and seldom entertain. Their oldest friends are Conductor Bruno Walter, who occasionally visits them for dinner in Rye, and Prompter Ceroni, a gray-haired, round-faced little man who knew Pinza when they were both children in Ravenna. With Ceroni, Pinza spends days tramping Manhattan streets looking for Italian restaurants, where they sit by the hour without discussing anything unless beautiful women suddenly materialize. Twice Pinza ambitiously bought motor boats and took his friend Ceroni boating on Long Island Sound. He also had a vegetable garden where Ceroni looked on admiringly while Pinza picked tomatoes and cucumbers. But these phases of strenuous activity passed. Today Pinza's main daily occupation is resting his vocal cords, which require long hours of methodical silence. "They are not like other muscles," he explains. "The less you use them the stronger they get." Aside from a desultory bellow or two while he is shaving, he never uses them except when he is on the stage.

Only one thing threatens the quiet routine of Pinza's present life, and that is more disturbing to his operatic admirers than to Pinza himself. It is an itch to get into the movies. At 52 he has become rather bored at going through the motions of 15 or 20 operatic roles that he could almost perform in his sleep. As he puts it, "There is nothing to break my neck on any more." He feels a little slighted that such singers as Lauritz Melchior, Rise Stevens and Lawrence Tibbett have beaten him in the race to Hollywood celebrity. Last year he finally got a notch nearer his ambition when Boris Morros signed him for a small part in the movie *Carnegie Hall*. It was a dreadful movie and provided Pinza only with the untaxing opportunity of playing the role of Ezio Pinza—which was not what he had in mind. He would have much preferred being a character actor. He went through his scenes with childlike delight and notable hamminess. The upshot of this modest cinematic triumph, however, was a contract with Morros called for two forthcoming pictures, one a modern version of Victor Herbert's *Babes in Toyland*, the other a musical full of waltzes called *Mr. and Mrs. Strauss*.

To the Met's oldtimers, who regard movie-minded opera singers such as they would unfringed priests, Pinza's yearnings spell an impending cataclysm. Would the vast movie public appreciate the finer points of *La ci darem la mano*? Would Pinza's delicate artistry survive the movie microphones, which destroy the very roots of operatic sport by making the flyweight voices of Crosby and Sinatra equal in volume to those of opera's carefully picked champions? Would Pinza, sated with Hollywood sunshine and a Hollywood income, care enough to go on singing at the Metropolitan for a mere \$750 a night? Look at Lauritz Melchior, Glady Swarthout and the other Metropolitan singers who have crossed the bridge and whose Metropolitan appearances promptly dwindled to two or three prestige performances a season. Step by step the Met is reaching a position where its top-ranking performers are limited to a stalwart group of Wagnerians whose mountainous figures stand securely between them and a Hollywood career. The members of the Met's old guard shrug hopelessly. If Ezio Pinza goes to Hollywood, grand opera will have just one more reason for not being as grand as it used to be.



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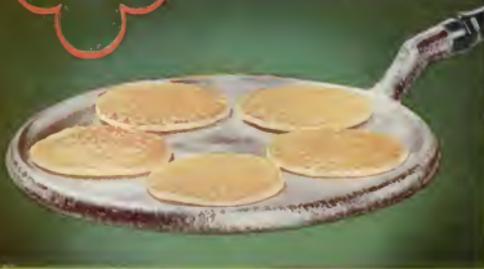
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Pictures on this page can give you an idea of Club beauty but can't hope to tell you how wonderful that Club-cooked food tastes. And there are sixteen pieces to choose from, wherever fine housewares are sold, all at low prewar prices.

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center, he lines up smoke's color with the official printed gradings. If smoke is blacker than the legal limit, he will warn the offender to change fuel or furnace procedure.

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Pittsburgh begins an all-out war on its old enemies, smoke and smog

For more than 100 years the citizens of Pittsburgh have waged a bitter but ineffective campaign against the unbearable clouds of smoke that billow from thousands of stacks and chimneys and then settle down over everything. Under Pittsburgh's newly enforced antismoke ordinance the city is sending out crews of expert smoke detectives (above) to track down the smoke at its source. Slowly, with persuasion and then occasional arrests, the

city has convinced the railroads and factories to change over to less smoky fuels—anthracite coal, oil or gas. Last month the inspectors began to check up on the 125,000 family chimneys as well. Pittsburgh's boosters actually hope to transform their grimy city into one of the nation's cleanest. Last week the official Bureau of Smoke Prevention emphasized this ambition by going so far as to jail one Al Meta for selling soft, "smoky" coal.

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CONTINUED ON PAGE 158

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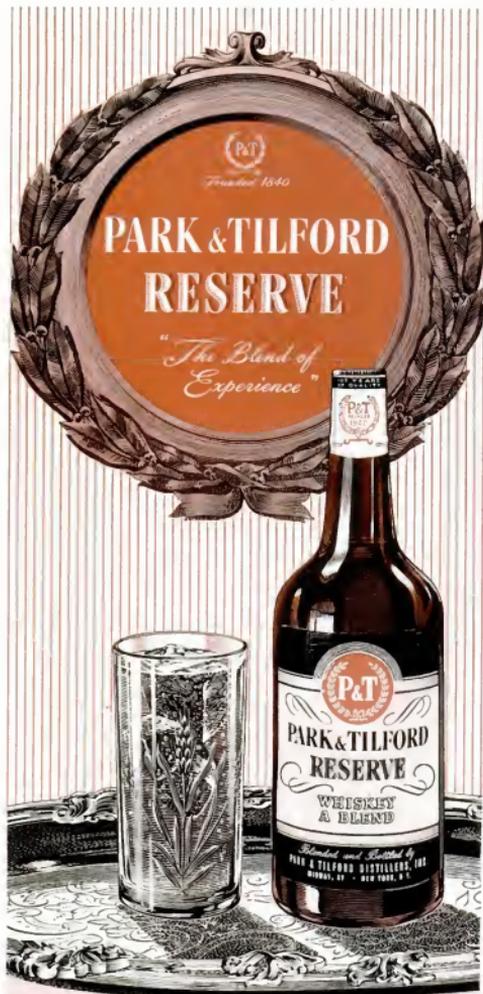
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Today the *Corsair*, like most luxury yachts, is no longer in private use because of high taxes. Refitted and refurbished after service as a wartime British patrol boat, she plies Pacific Coast waters as a commercial cruise liner (above). Her seven spacious suites have been cut up into cabins to accommodate 84 passengers who may make a five-day de luxe trip from San Pedro, Calif. to Acapulco, Mexico, for \$285 a person. Morgan probably be horrified by the number of passengers but would find the accommodations and service satisfactory. When passengers are seated for dinner, the ship's course is altered if necessary to make her ride more smoothly. Below decks is a fully equipped beauty salon where the ladies can be shampooed and freshly coiffed before entering port. A special nurse tours the decks each morning administering advice, seasick pills and hangover remedies (p. 154). The ship itself has the latest radar devices, ship-to-shore phones and a special evaporator which converts 25 tons of sea water to fresh water daily.

The *Corsair's* maiden commercial voyage last month to Acapulco, where the tourists enjoyed a taste of Mexican cockfighting and cafe dancing (p. 159), was marred by only one mishap. The crew, apparently overcome by the festivity and luxury of the *Corsair*, went on a binge ashore. Some of them wound up in Acapulco's poky, where they were left to languish while the ship returned with a skeleton crew.



STEWARD'S STAFF of the *Corsair* stands lined up for inspection. The refitted cruiser is operated by the Pacific Cruise Lines.



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"Corsair" CONTINUED



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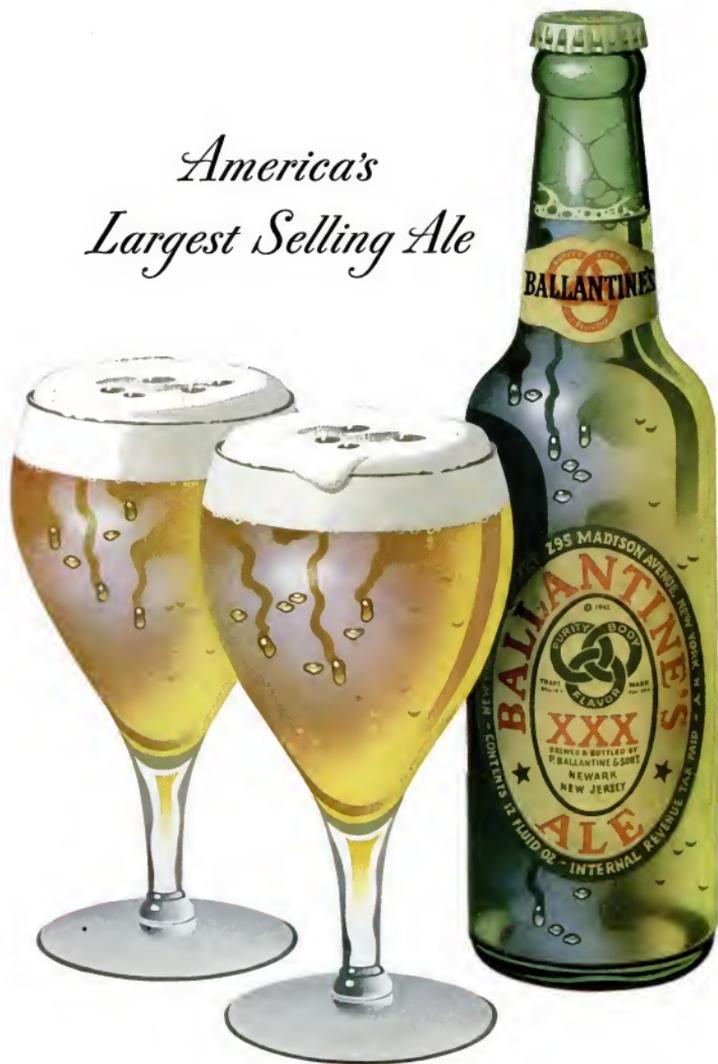
STATEROOMS contain modern maple furniture and Mexican decorations. Suite for two (above) on cabin deck, costs \$1,265 for round trip to Acapulco.



ENGINE ROOM is spotless, houses turboelectric drive with twin motors of 3,000 hp each. Ship carries 650 tons of oil, has 6,000-mile crusing range.

CONTINUED ON PAGE 138

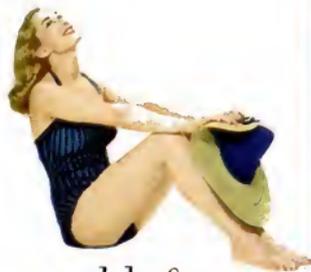
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ESQUIRE SOCKS

—by the world's biggest maker of men's socks.



"Corsair" CONTINUED

PASSENGERS LIKED ACAPULCO'S HOT DANCES AND COCKFIGHTING



CAFE DANCERS in Acapulco drew an appreciative clientele from the *Corsair*. Here a performer displays her fast and faintly ribald choreographic wares.



COCKFIGHTING, a less than admirable sport on which Mexicans like to bet, is a part of a free tourist show which is put on for the visiting Americans.

CONTINUED ON NEXT PAGE

WINGS SHIRTS

NEVER
LET
YOU
DOWN



There's never a let-down with WINGS . . . because Wings Shirts are Tops!
You'll like the clean-cut tailoring . . . the long-wear fabrics, all of them Sanforized*.
And man, how you'll like Wings clean-cut prices! 2.95, 3.50 and 3.95!

*Maximum shrinkage 1%

WINGS

WINGS SHIRT CO., EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

Smart Girl! She helps him...



keep brushless with Barbason

Good Will toward any man is nicely expressed with a gift of smoother, easier shaves. In the Barbason GIFT BOX he gets: 1. The world's most popular shave cream (no brush, no lather, no rub-in);

2. Barbason Skin Refresher (feels fine, smells swell); and 3. Barbason Lotion Deodorant (stops "Athletic Aroma" with no muss, no goo). See how smart you can be—for only a dollar* at any drug store!



● Barbason Products—
Shave Cream, 50¢ tube
Skin Refresher, 50¢ bottle
Lotion Deodorant, 39¢ bottle
Value \$1.39—for \$1.00* plus tax

● A man will be glad to get the things in this box. A woman will be glad he has them.

Use Barbason also for prompt relief of chapped skin, windburn, itching

"Corsair" CONTINUED



CALETA BEACH on the Pacific Ocean at Acapulco was visited by tourists from the Corsair. They took the usual number of souvenir snapshots (above).

Precious pre-war

BOTTLED IN BONDS



from *Schenley*
the House
of
Aged Whiskies

for "Elegance in Taste"

Summer

in a can

*Backward, turn backward,
O Time, in your flight,
Make me a corn-eating boy again
Just for tonight!*



Rub the magic can of Niblets Brand whole kernel corn with a can opener. You'll get your wish, Mister, tonight or any night, any day in the year.

For here is corn-on-the-cob without the cob. The old-time eating thrill with a brand-new delicacy of flavor and a modern convenience of eating.

Just look for the Green Giant on the label and get this exclusive kind of corn, packed at the fleeting moment of perfect flavor.

Niblets

BRAND

WHOLE KERNEL Corn

ALSO PICKERS OF GREEN GIANT BRAND PEAS

Minnesota Valley Canning Company, headquarters, LeSueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.