

LIFE



Lucille Bremer

MARCH 25, 1946 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



*The Studebaker Champion re-fashioned
the molecules of motoring...*

and a new pattern for all cars is born!

A new car for a new world when it first swung upon the motoring scene! A new car for a new world more than ever now!

Still unchallenged in its lowest price field, the daringly different Studebaker Champion couldn't be built until the very molecules of motoring were rearranged!

Surplus weight was successfully banished! Brilliant new performance was achieved! Deep-bedded new comfort principles were perfected! New levels of stability and sure-footedness were attained!

And as crowning consummation of this quest for finer motoring,

a way was found to wring astonishing additional mileage out of every gallon of gasoline and multiply the life of every set of tires!

This pattern, which the Studebaker Champion has clearly outlined for all the world to see, is now the lodestar for many a projected car!

But Studebaker, on the public's wave length ahead of anybody else, continues its pioneering. Studebaker ceaselessly keeps exploring the realms of research with mind and eye alert for still further contributions to the economy and enjoyment of your motoring!

Well! HE ASKED FOR IT!

Sure, he was attractive! Sure, his manners were nice! Sure, he was a grand dancer! But, after all, there's one thing* a girl simply won't put up with.

There's nothing like a case of halitosis* (unpleasant breath) to put you in the social dog-house or to cool off a romance. The worst of it is you, yourself, may not know when your breath is that way. Why risk needless offense when Listerine Antiseptic provides such a quick and wholly delightful precaution?

Simply rinse the mouth with Listerine Antiseptic morning and night, and before any date where you wish to be at your best. How it freshens! . . . what a feeling of assurance it gives!

While some cases of halitosis are of systemic origin, most cases, say a number of authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic halts such fermentation, then overcomes the odors fermentation causes. Almost immediately your breath is fresher, sweeter — less likely to offend.

— Lambert Pharmaceutical Co., St. Louis, Mo.



Before any date . . . LISTERINE ANTISEPTIC for oral hygiene





Problem child!

She doesn't look like a problem to you? . . .

Ah, but you didn't try to take this picture! The baby wanted to play, instead of pose . . . and the photographer had to work quickly, and get the picture the first time.

But the speed and the wide latitude of Anso Superpan Press Film got the picture!

"Latitude" is the expert's word for the margin of safety in exposure. And the "latitude" of Anso Film is such that you get satisfactory pictures even under the most difficult early morning or late afternoon lighting!

Try to get your exposures exactly right—but if your camera's loaded with wide-latitude Anso Film, you'll probably get the picture anyway. And

it makes it easier for your photofinisher to give you the best possible prints. Anso, Binghamton, N. Y., A Division of General Aniline & Film Corporation, General Sales Office, 11 West 42nd St., New York 18, N. Y.

PHOTO TIPS

If you have a movie camera, try the glorious new Anso 16 mm color movie film. Start now to keep your memories in color—true-color—no Anso Color Film!

Pictures of people are better if the subject does not face the camera squarely. Landscapes are improved if you include a figure in the foreground.



The Anso Speedex 45
—available soon.

ASK FOR *Anso* FILMS & CAMERAS

More miles with
B.F. Goodrich
FIRST IN RUBBER



New tube holds air many times longer

THE best prewar inner tubes always lost air. Even with a perfect valve, pressure dropped. Air somehow escaped whether the vehicle was used or stayed parked in the garage. Scientists explain this loss of air pressure by saying that the molecules of oxygen and nitrogen in the air actually pass slowly through rubber. (In fact, the oxygen escapes through ordinary rubber 3 times as fast as nitrogen.) That's one reason why we are told to

check the air pressure every week.

Now B. F. Goodrich is making a new kind of tube—for trucks, cars, and farm equipment. This tube is made of a synthetic rubber that holds air many times better than natural rubber! It is less likely to split, if punctured, than prewar tubes. Less likely to be seriously damaged if punctured. It has greater resistance to chafing than tubes made of other synthetics. And repairing is simple.

Checking air pressure in this tube will be mainly insurance against a leaking valve. You won't have to add air as often as you do now.

With the correct air pressure maintained uniformly in your tubes, you get far greater mileage from your tires, lessen the chances of bruises and breaks. Research work goes on constantly at B. F. Goodrich. Research has improved tires and tubes for trucks, cars, airplanes, farm tractors and imple-

ments, and all types of industrial equipment.

The new tube is now on sale at B. F. Goodrich dealers everywhere. *The B. F. Goodrich Company, Akron, Ohio.*

Tires and Tubes
BY
B.F. Goodrich



Did Your Boy Ever Shoot a Rabbit?

In earlier days in Vermont a boy was mighty proud when he, like his father, became a "provider" by bagging his first game. Then the family began to think of him as "grown-up".

Any boy is proud to feel he is a practical member of the family, and that, like father, he is a "provider" through life insurance. A girl likes that idea, too.

To give your boy or girl a head start in providing for their own needs and for their future security, enroll them early—at birth if you will—as a Juvenile Insurance policyholder in the 96-year-old National Life of Vermont.

The earlier you start them on the road to financial independence the better—and if your own ability to

pay premiums is cut short by your death or permanent disablement, the Company takes care of the premiums until the child reaches 21, under our Juvenile Policy Continuance Contract.

The sickness or accidents of childhood may make a child uninsurable later on—another good reason why you should start insurance in infancy and childhood.

A completed National Life Juvenile Plan will guarantee a fund for your child's education—professional or college—or provide cash capital to start in business, purchase a home or meet emergencies.

Mail the coupon for further information.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—VERMONT
MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

Without obligation, please send me more complete information about National Life's Juvenile Insurance.

My Name..... Age of Children.....

Business or Home Address.....

LETTERS TO THE EDITORS

PALM BEACH

Sirs: Thank you for printing those pictures in your March 4 issue depicting the parasites resting their weary bodies at Palm Beach. They must be so tired from clipping the coupons of their securities and cashing them. But how much more tired must be the laboring man who furnishes them their spending money...

Is it a wonder that labor strikes for a better footing in this slippery society?

DAVID VAN LEER

Halyoke, Mass.

Sirs: Being a native Floridian, I want to thank you for that article on Palm Beach. It was grand!

FRYCEL L. HOWELL
North Camp Road, Texas

Sirs: Palm Beach—the last stronghold of the American way of life. May God preserve our Pierreponts, Van Vlecks and Vanderbilts.

ELLEN BRISTOL
NANCY HALL
SONIA SCHAFF
CAROL WOLLEN

Vassar College
Poughkeepsie, N.Y.

Sirs: You deserve every congratulation for your article on Palm Beach. Thank you for distinguishing between it and Miami and for reminding America that there are still those who bear their wealth graciously. You have done the country a service by showing that all the minks, diamonds and Cadillacs are not owned by the ostentatious group that you showed at Miami several weeks ago.

DYANCA FAINSWORTH
Harvard University
Cambridge, Mass.

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LFZ March 25, 1946 Volume 20 Number 12



His pen purchased BILLIONS for MILLIONS!

People of vast vision saw in Alaska only stark snows, a white wilderness... nicknamed by wits of the day "Wabrazia." But William Seward gazed through the mind's crystal as well as the eyes, with forethought purchased "Seward's Ice-Box" for seven million dollars... by a pen's stroke added billions to our U. S. wealth, and a potential 60th State!

Seward had only primitive pens... To-day everyone can have the finest in writing implements, the Inkograph! Built with the precision of a plane engine, quick-acting, smooth-flowing... on fine or coarse paper, with a 14kt solid gold ball-like point that writes as easily as a soft lead pencil.

Both light and durable, eye-pleasing and attractive to men and women alike, the Inkograph looks expensive... but costs only \$2.

At leading dealers; no mail orders. Inkograph on clip or barrel marks the genuine.

Exclusive features...

Suits any hand or style of writing... Writes smoothly on any quality paper... Withstands child's rougher usage... Unequaled for clear carbon copies with original in ink. Point won't bend or spread... Does lettering or ruling without smudge or blot... Gives years of un-fading service... Fully guaranteed.



INKO-GRAPH \$2
Inkograph Co., Inc., 200 Hudson St., New York City 13



SUSANNA FOSTER
Star of Universal Pictures

Sheer Magic!

THOUSANDS CLAIM

natural color tone... razor sharp selectivity... superb record reproduction... through the magic of war born electronics

It's breath-taking—the natural color tone of these beautiful new General Electric radios. So life-like! The difference between a picture in full color and one in mere black and white.

Breath Taking Realism

"Why! It's like having the artists right here in the room," gasp listeners when they hear the new sets for the first time. "I never knew radio could be so real—so extra thrilling. These postwar radios are even more wonderful than I had dared to hope." You hear full rich bass—every instrument in its original glowing beauty.

New Electronic Developments

More stations are yours at the touch of a finger. Tuning is sharper. Reception is clearer. General Electric war production brought new electronic developments. Now you can hear the result. Radio and phonograph performance finer than you ever knew before.

You can hear and see these amazing new radios at your General Electric dealer's now. Soon he also will feature the revolutionary G-E self-charging portables, radios with General Electric FM (Frequency Modulation) and G-E television receivers for the utmost in electronic home entertainment.



Thrill to records played by the amazing new G-E Electronic Reproducer. Large record storage bins. Plays up to 12 records, automatically, in mahogany or walnut veneer, 18th Century period cabinets. Ask to see Models 326 and 327.

GENERAL ELECTRIC
LEADER IN RADIO, TELEVISION AND ELECTRONICS
RADIOS



Rich tone—accurate tuning—ultra smart modern design with flowing curves in the Contemporary fashion. 3 tubes. AC-DC. Available in mottled brown or ivory plastic. Choose model 100 or model 101.



Exclusive two-door walnut cabinet designed to harmonize with your finest furniture. Natural color tone. Push button tuning. Tone control. Multi-wave grille. 6 tubes. AC-DC. Look for Model 321.

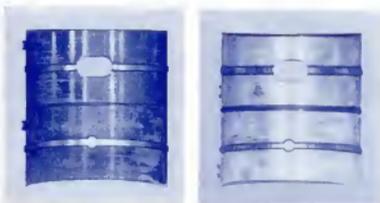


A marvel of compact design and dependable performance. 5 tubes. AC-DC. Modern sculptured styling in the jewel-like plastic cabinet. Available in either brown or ivory. Ask for Models 110 and 111.

She'll Start Easier, Run Better, Last Longer



"Actual Operation" Pictures show it Pays to Keep Your Engine



After exactly similar operation in a popular-make car engine, photo at left shows what happened with "just oil"...Photo at right shows bearing kept Mobiloil Clean!

Mobiloil Clean!

AS YOU CAN SEE—there's now a big difference in motor oils! New Mobiloil—war-proved in combat vehicles and essential bus and truck fleets—makes engines cleaner, perform better, last longer. That's because it offers amazing engine-cleaning properties—instant protection on cold starts—exceptional resistance to

thinning and formation of oil oxidation products—protection against corrosion of hard-alloy bearings. Avoid trouble, wear and repairs—*get money-saving Mobiloil!*

SOCONY-VACUUM OIL COMPANY, INCORPORATED
and Affiliates: Magnolia Petroleum Company, General Petroleum Corporation of Calif.



Don't Just "Change Oil"—Change to
NEW Mobiloil
At the Sign of Friendly Service!



TUNE IN "INFORMATION PLEASE"—MONDAY EVENINGS, 9:30 P.M.—NBC

PARIS



LOOK

for the Kneeling Figure
on the package

In every field of endeavor a leader is established by popular choice.

For example—"Paris"™ Garters have been lifted to the pinnacle of leadership—because All Elastic "Paris" Garters are the best values obtainable, the most comfortable, the most serviceable, the best styled. So—if you can get the best—at the price of the next best—we'll leave it to you—what's best! The same famous "Paris" comfort, quality and price—new styles in all models—narrow and wide—single and double grip, "Paris" All Elastic Garters 55c and \$1—at fine stores everywhere.

Enjoy All Elastic "Paris" Suspenders \$1.50 to \$3.00—suits "Paris" Suits \$1 to \$7.
*Reg. U.S. Pat. Off.—a product of A. S. Sells & Company—Chicago—New York—Los Angeles
LOOK TO "PARIS" TO LOOK YOUR BEST

PARIS GARTERS

NO METAL CAN TOUCH YOU

LETTERS TO THE EDITORS

CONTINUED

ROCKET TO MOON

Sirs:

Chester Benestell's paintings of a trip to the moon (LIFE, March 4) strike me as being among the best works of art yet produced, from both the scientific and picturesque points of view. They certainly have convinced me that life on the moon, though perhaps interesting at first by virtue of its unusualness, would soon become too hazardous and sullen for us to endure.

If we are considering a visit to the moon, we must not forget that its surface is being perpetually bombarded by tiny stones traveling along at several miles a second, which would soon make Swiss cheese out of us. Moreover, anything in direct sunlight would be heated well beyond the boiling point of water and anything in the shade would cool off to a chilly 200° below zero. Hence our space suits would have to be not only airtight but also combinations of superbullet-proof vests and thermos bottles. . . .

J. MURRAY MITCHELL, JR.

Southboro, Mass.

CHESTER BOWLES

Sirs:

Thanks for the admirable picture of Chester Bowles (LIFE, March 4). I have had such false visions of him in my mind's eye.

Since seeing LIFE I have discarded these erroneous appraisals and am sorry I held such opinions.

He strikes me as being very friendly, genuine and kind. . . .

MARY L. ARNOLD

Florence, Ala.



"FRIENDLY, GENUINE AND KIND" NICOLLIS' BABY

Sirs:

In LIFE of Jan. 21, you published the picture of a pregnant young German woman and a French soldier being married by the mayor in a French town.

I became interested in their story, wrote to Mr. and Mrs. Nicollis and was pleased to receive a reply written in French and German. They informed me that they now have a little girl named Sylviane who was born Jan. 7. Also they are rather surprised about the publicity their marriage received in the U. S.

Mrs. FRED STOSSER
Madison, N. J.

"THE" GAME

Sirs:

LIFE's pictures of "The" Game (March 4) were interesting to me for several reasons. I first played it at Gene Lockhart's home in Hollywood

ARE YOUR EYES *Acting Up?*



1. ROMANTIC HAZE? Not telling what your eyes will do when you do them wrong! neglect them, overwork them, subject them to harsh light. Eye examination often reveals a need for several corrections in your glasses. Light absorption may be added to your lens prescription, too—thus bringing you clear vision with glare-free comfort.

2. BIG MOMENT for eyes that stay alert. Take advantage of the skills and services of the Optometrist, Ophthalmologist and Dispensing Optician. Have your eyes examined regularly for top eyesight performance.



Your eyes make the difference . . . have them examined regularly!

Soft-Lite Lenses

IN YOUR GLASSES—for eye-correction PLUS glare-protection: LOOK BETTER on you—slightly flesh-toned. Professionally prescribed when needed to make seeing more comfortable.

There is only one Soft-Lite . . . identified by this certificate



SOFT-LITE LENS COMPANY, INC., NEW YORK • TORONTO • LONDON

CONTINUED ON NEXT PAGE

Wembley

NOR-EAST NON-CRUSH TIES

IN COLORS INSPIRED BY AMERICA'S RIVERS

Rio Grande Brown



Rio Grande Brown is a smooth, rich tone that goes smartly with your spring suits of brown or tan. See Rio Grande Brown—at better stores everywhere—in Wembley Nor-East Non-Crush Ties, first choice favorite of American men. Available also in Murrytown Ties, styled by Wembley—a trustworthy name in men's wear.

Quality—
FAR BEYOND THE PRICE

\$1

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CRUSH IT!...		TWIST IT!...	
KNOT IT!...		NOT A WRINKLE!...	

Wembley
MADE IN
NEW BRUNSWICK, N.J.
NOR-EAST NON-CRUSH
TIES - 1/2" x 4 1/2" x 57"

LETTERS TO THE EDITORS

CONTINUED

a year after Miss McMein claims she invented it and I suggest playing it every time I get to a spot where people are gathered. Only trouble is that once you get started, it's like eating peanuts—you find it hard to stop and, as a result, you stay out too late. A few weeks ago a fellow named Wynn Elliott gathered unto himself Sid Perelman, Ogden Nash, Henry Morgan and myself and we did a radio audition of The Game on records before a large audience inherited from Andre Kostelanetz. . . I heartily recommend The Game as presented that night, whether Stoopnagle is included or not.

COLONEL STOOPNAGLE
South Norwalk, Conn. . .

THRIFTY MARGARET

Sirs:

In the March 4 issue there is a picture of Margaret Truman dressed as a bridesmaid for Jane Welle's wedding. Did the eagle eye of LIFE fail to note that in the picture directly below it, showing Margaret dancing at the French Embassy, she is thriftily wearing the same bridesmaid's dress with only the addition of a new bow?er?

JOAN ARCHER

Mamaroneck, N. Y.



BRIDESMAID'S DRESS



THE SAME

Sirs:

If the President's daughter can wear the same gown at two separate social events, I guess Miss Average Citizen will find that with a few simple changes of accessories she can do the same thing, and still not be an outcast in her own social set.

A good example, Miss Truman.
MARION F. CERONE
Wallingford, Conn.

MYSTERY DOG

Sirs:

I found LIFE's Picture of the Week (March 4) of a dog keeping vigil over

CONTINUED ON PAGE 19

IF DOGS HAD DENTISTS
THEY'D SAY "CHEW!"



Dogs need to chew — for chewing a hard, crunchy food like Milk-Bone develops their teeth and gums, helps keep their mouths clean. That's one reason why more and more folks feed their dogs hearty, wholesome Milk-Bone — the food that exercises mouths while providing dependable nourishment.



Milk-Bone Biscuit contains nutrients your dog needs, Vitamins A, B₂, B₆, D and E. . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk

BAKED BY NATIONAL BISCUIT COMPANY

NO GOO CAN PASS HESSON GUARD
IT'S CRUSHING SEALED

\$1

HANDKERCHIEF TEST

PROVES VITAL ZONE SPOTLESS
AND FREE FROM "GOO"—no matter
how often you smoke it!

W.D. & H.O. WILLS
Wm. DEMUTH & CO. Inc., N. Y. 23

HESSON GUARD
MILANO

NEW!

Your Passport to the **B.D.C.**
(BEST DRESSED CIRCLE)



City Club

Step into the Best Dressed Circle with the CITY CLUB Shoe, made by Peters Shoe Company



What a background for a great shoe! Peters, one of America's oldest shoe firms, is a division of International Shoe Company, the largest shoe-makers in the world.

International has long been a leading shoe supplier to civilians and our Armed Forces!

Back in World War I, the Armed Forces turned to International for huge shipments of shoes. During many years prior to Pearl Harbor, this leading manufacturer made more than 50% of all shoes purchased by the Government.

Since Pearl Harbor, International has built nearly 45,000,000 pairs for the Armed Forces of the United States... shoes for every climate and condition on the earth's surface!

Now, in this new City Club, Peters utilizes the sum total of International's experience to produce a really outstanding shoe. You'll enjoy a new experience in comfort with CITY CLUBS... your passport to the Best Dressed Circle!

\$6.85 to \$9.85

Some Styles Higher

DISTINCTIVE SHOES FOR MEN

City Club

THE CLASTON 1510 to 1610

PETERS SHOE COMPANY, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.



eyes are on
Kayser gloves

FOR
 GOOD
 AND
 FITTING
 REASONS

KAYSER HOSIERY • UNDERTHINGS • GLOVES • LINGERIE

LETTERS TO THE EDITORS

CONTINUED

a sewer highly amusing and thought-provoking.

May I suggest that should water commence bubbling out of the sewer, a canine grotto be constructed at the site. . . .

ARNE B. CHRISTENSEN
 Waukegan, Ill.

Sirs:

. . . Could there be a body underneath that pavement?

NINA McGUINNESS
 New York, N.Y.

Sirs:

. . . I would say the mystery monger just wanted to get his picture in LIFE.

LOBBAN HOLDER
 Cleveland, Ohio

Sirs:

Since the first story which I sent out from the news-service office of North Texas State College on Feb. 8, the dog Spots, who has watched a sewer hole on the campus, has been the subject of more than 50 letters, telephone calls and telegrams from interested readers throughout the U.S.

This week, following your Picture of the Week, this office has had a full-time job just reading the fan mail on the faithful little mongrel. I felt you might be interested in some of the theories given by readers concerning Spots's vigilance at the sewer hole.

Mrs. C. R. Sebastian, state comptroller of New Mexico, "cannot sleep at night," as she feels the dog has lost a companion down the hole. Mrs. Sebastian suggests a good sewer flushing.

Mrs. A. C. Sturm of Houston, Texas suspects foul play and wrote that Spots's pal or master or some body "may be down that hole."

Little Mabel Lewis, 13-year-old Newburgh, N.Y. high-school girl, wanted the dog and promised a good home if Spots were sent to her, "freight collect."

The N.T.S.C. news service provided Spots with a little green doghouse and pledges of Beta Alpha Rho



Beta fraternity took over some of his watches. As this picture shows, Beta pledges did watch shifts and stared down into the hole while the dog took time off to sleep, visit about the campus, eat and return . . . to stare down the hole.

Meanwhile, to ease the worry of a nation of dog lovers, we had the sewer flushed out. There was nothing down the hole. This apparently convinced Spots and, after 41 days of watching, he gave up. He is now the adopted mascot of the college, which makes it convenient for him to return now and then to his sewer hole. He never stays very long, however, and is content to go back to his new home after a quick, casual peck.

Mrs. DUDE NEVILLE McCLOUD
 Denton, Texas

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Nothing but
 the Best in

U-ALL-NO

Richardson's
 AFTER DINNER MINT



Pure CANE Sugar plus
 Natural MINT for Flavor
 No Artificial Flavoring



Richardson's Quality Remains the Finest
 FRED. D. RICHARDSON CO., Philadelphia 34, U. S. A.

get on
 and go!



with a new

Columbia

Since 1877
 America's FIRST Bicycle

See the new models at your bicycle dealers' . . . or write for information. The Westfield Manufacturing Company, Westfield, Mass.



"But, dear, everyone knows who wears the nose ring in our house!" cried Elsie

"Oh, they do, do they?" mimicked Elmer, the bull. "Then, why do folks point at me and say, 'There goes Elsie's husband?'"

"But, angel," protested Elsie, the Borden Cow, "everyone knows you're the head of the house, and a wonderful one, too."

"Oh, I am, am I?" snorted Elmer. "Then, what's BORDEN'S FINE CHEESES ARE FLAVOR-RICH, PROTEIN-RICH!"



your picture doing on all those packages Borden puts out? Why isn't mine there? Why are people always writing you, and not me? Why do they sing about you on the radio—?"

"Now, calm down, darling," soothed Elsie. "After all, Borden's makes foods. And who knows most about foods? . . . Why, the housewives! So, it's only natural that when they put a face on a package, they put my face on. And even when they don't put my picture on the package, they always put on that good, old Borden name. And folks really look for that name when they want foods they can depend on to be top quality, al-

ways the same. Take the name Borden's on those grand foods, Borden's Fine Cheeses—"

"You take the name," haw-hawed Elmer. "I'll take the cheese. And make mine Borden's Chateau. There's

MAKE GLORIOUS CREAM SAUCES WITH BORDEN'S EVAPORATED MILK!



cheese food with real he-man flavor. Ought to have a he-man's picture on it—mine, for instance."

"That's a fine idea, Elmer," said Elsie, "but it's a

GET YOUR VITAMINS IN THE NEW "MILK-CHOCOLATE" HEMO!



little late to change things. And, anyhow, I think you'll agree with me that a cow's picture is more appropriate on a product like Borden's Evaporated Milk. That's

the milk so many doctors approve for infants. It's now richer than ever in Vitamin D—300 units to the pint."

"Aw, go peddle your vitamins some place else," mumbled Elmer. "I'm not having any."

"But, dear," cried Elsie, "everybody needs lots of vitamins every day. And the very nicest way to get them is in Borden's Hemo. It's a glorious, milk-chocolate flavored drink that just teems with vitamins and nut-



erals . . . food elements 3 out of 4 of us may not get enough of in our daily diet."

"Who's talking about diet?" exploded Elmer. "I'm hungry. I want to eat."

"Yes, Mr. Boss," smiled Elsie, "I'll bring you a snack and with a good name on it, too. You see, I feel the way most women do: a maker's name is a sort of shopping guide. Without it, we'd be buying a pig in a poke."

"How in thunderation did pigs get mixed up in this?" stormed Elmer. "One minute you're telling me you don't want to run things, and the next, you're running away with the conversation. And you're always heading in one direction—Borden's."

"That's the very best direction to take," said Elsie, "when you're looking for really good coffee. For the new Borden's Instant Coffee is coffee as coffee should taste! It's rich and full-bodied. You make it in an in-



stant. And no grounds for complaint, if you know what I mean!"

"Grounds," warned Elmer. "I'll have grounds for divorce if you don't turn off that Borden record."

"But, Borden's has a wonderful record," said Elsie. "When people see Borden's on a bottle, or a jar, or a package, they know they're in for the finest eating. For instance, Borden's on Ice Cream stands for grand, nourishing refreshment. Real food, too."

"Lay off, woman!" ordered Elmer. "If I'm the head of the house, I ask you—I command you—to get me something to eat, pronto! And make it good!"

"Certainly, darling," fluttered Elsie. "And it will be good—if it's Borden's, it's GOT to be good!"



©The Borden Company

IMAGINATION IS THE DIRECTING FORCE AT CHRYSLER CORPORATION

IMAGINATION IN CAR DESIGN

HOW IT BENEFITS YOU



By studying the human body, our engineers learn how to design better cars for you

Imagination looks at a person and sees how to make a car easier to drive; it watches arms and legs, eyes and muscles, and sees how to build better cars for you.

Imagination at Chrysler Corporation designs cars to fit the needs and habits of the people who will drive them.

Your body is one thing even the best engineers can't change.

That's why our engineers start with the natural needs and limitations of the human body when designing Plymouth, Dodge, DeSoto and Chrysler cars.

Spurred on by creative imagination, they were the first to think of designing a car to ride with a motion natural and restful to your body. This revolutionized automobile design and made even long drives comfortable.

The same idea of design led to other pioneering improvements on our cars . . . Floating Power that forms a cradle of rubber in which

the engine is balanced—New-Type Hydraulic Brakes and gýrol Fluid Drive that reduce driving effort to the natural human comfort range. It redesigned our cars to eliminate eye-strain, to reduce fatiguing noises, to seat you in a naturally restful position.

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INSIDE ★ Paramount

Published Here Every 4 Weeks



"When You Call Me That, Smile!"

There is no story better loved, nor more widely read by millions and millions of Americans than Owen Wister's magnificent classic of our great outdoors.

★ ★ ★

Now, at last, Paramount has filmed its thrilling romance, sweeping adventure and unrelenting suspense in Technicolor... so that even more millions will know why

'The VIRGINIAN'

is the Western Novel that will never die.

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All those tremendous scenes... the banging of the three rustlers at dawn, the midnight cattle stampede, the desperate manhunt at sundown... are given dramatic punch beyond compare by the Technicolor camera.

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And Owen Wister, himself, couldn't have chosen an all-star cast more ideally suited to the unforgettable characters he created. JOEL McCREA is the soft-spoken, fast acting *Virginian*... BRIAN DONLEVY is virile, villainous *Trampas*... and as happy-go-lucky *Steve*, SONNY TUFTS gives his best in an entirely different role.

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Plus Beautiful Barbara Britton, Fay Bainter and a full roster of excellent supporting players under Stuart Gilmore's direction.

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"THE VIRGINIAN" in Technicolor is one of the fine film treats of the year for every member of the family.

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And this is all the space needed to tell you that BING CROSBY, BOB HOPE and DOROTHY LAMOUR are heading your way in the latest, the greatest and funniest of all their "Road" shows. It's

"ROAD TO UTOPIA"

'Nuff said!

Paramount Pictures

LETTERS TO THE EDITORS

CONTINUED

DARK BREAD

Sirs:

This is not the first time the West has been forced to change from white to bread of darker hue (LIFE, March 4). In a letter to his brother William, Heber C. Kimball (Brigham Young's right-hand man in the Mormon settlement) expressed the problem of feeding his 40 wives and 60 children with the new dark bread. The letter was written Feb. 29, 1856, after a season in which crickets, grasshoppers and locusts had consumed nearly all the Mormons' grain in Utah.

"I have been under the necessity of rationing my family," wrote Kimball, "to two thirds of a pound of breadstuff per day each. . . . Brother Brigham told me today he had put his family on half a pound each, for there is scarcely any grain in the country, and there are thousands who have scarcely any at all. . . ."

"We shall be under the necessity of eating the bran along with the flour. My family at this time consists of about 100 souls."

ANNIE PLEK GREENWOOD

Ogden, Utah

TYPICAL INFANTRYMAN

Sirs:

After reading about the Frenchman who painted Tom Hernandez' portrait (Letters to the Editors, LIFE, Feb. 4), I couldn't resist sending you this picture of Tom taken when I knew him before the war. You might be interested to know that he was a professional dancer before the Army called him.

DOROTHY DICKINSON

Rochester, N.Y.



AMERICAN SOLDIER—
FRENCHMAN'S VIEW



AMERICAN BOY—
AMERICAN VIEW

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4. Helpful Baby Shopping List.
5. Generous sample bottle of Mennen Antiseptic Baby Oil, best for baby.

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ARTIST BOYER uses one of his finely cut brushes to finish an oil painting. He once did an oil portrait of a dollar bill that fooled everybody, but he has not elaborated on this trick since.



MONUMENT TO A TURTLE, here enlarged six times, is only half an inch tall. Mr. Boyer engraved it with a special needle in memory of his mother's pet.

SPEAKING OF PICTURES . . .

. . . RAILROAD-CAR INSPECTOR DOES MINIATURE ART WORK



A MINIATURE PAINTING, here normal size, is tiny in Boyer's hand. It is called *Inter Scene*, is a copy of a large painting that Boyer once admired.



PINHEAD is favorite medium for miniaturists. Above, stuck in a cork, is regular pinhead (background). Next to it is Boyer's pinhead, with table sculptured on it (see right).



THE SCULPTURED PINHEAD is here enlarged 100 times to show the details of Boyer's work. The table is set for ten, complete with chairs, dinner china and a turkey.

When Adelbert Boyer was 30 years old a jeweler in his home town of Reading, Pa., offered a gold pen to the person who could write the most about the jeweler on a postcard. Mr. Boyer wrote everything he could think of, found he used only three fourths of the card, won the prize anyway. Encouraged, Mr. Boyer began making miniature works of art, a hobby which has engrossed him ever since.

These pictures by Photographer Eric Schaal, many of them taken with a microscopic lens, show the fantastically fine detail of Boyer's miniature art works. For his engraving Mr. Boyer uses a needle

sharpened on an oilstone. For his painting he uses one human hair, which he splits into fourths (see next page).

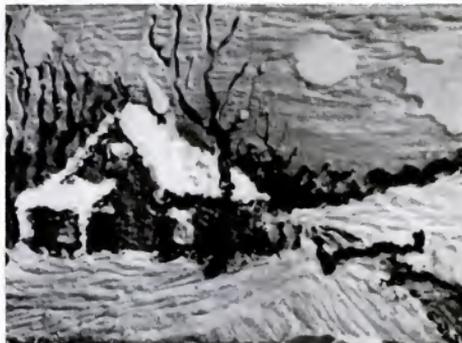
Now 62, Mr. Boyer works as a car inspector for the Reading Railroad, for whom he once made a locomotive in miniature. The locomotive caused a bad moment on the radio show *Hobby Lobby* when it disappeared during the broadcast. Later, however, Mr. Boyer found that it had slipped through a minute hole in his vest pocket. In comparison with standard works, prices for this kind of art are miniature, too. Mr. Boyer sells some of them and

gets an average of \$75 apiece. His entire collection is worth \$5,000 and can be packed in a shoe box.

Mr. Boyer's wife has always encouraged him in this work, which entails keeping perfectly still. While engraving the turtle monument (opposite page), Mr. Boyer literally had to hold his breath for fear of making a slip of the needle. He keeps trying to make things smaller and is modest about his accomplishments. Says he, "My work is nothing. There's a fellow who can write 14,000 letters on a grain of rice. There's another man who paints miniature pictures using the dust from butterfly wings."



THE PAINTING *Winter Scene*, here slightly enlarged, is given finishing touches with brush. He sometimes uses magnifying glass to inspect details but prefers naked eye.



MICROSCOPIC PHOTOGRAPH of painting, enlarged 28½ times, shows detail. House has snow on roof, the moon moves behind a cloud and a road runs by the cottage.



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ORIGINATES IN THE MOUTH!



Use
COLGATE DENTAL CREAM
Twice a Day—and Before Every Date

SPEAKING OF PICTURES

CONTINUED



BOYER'S BRUSH is prepared by sticking a human hair into a toothpick, then carefully slicing it into fourths. Often one fourth of hair makes a brush.



PINHEAD is sometimes engraved, then painted (above). In painting Boyer has to let each color dry before applying the next, to keep them from running.



ENGRAVING TOOLS, all in Boyer's hand, are a tiny knife for cutting, fine needles for small work, large needle points stuck in matches for heavy work.



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LIFE'S REPORTS



EDMONDSON writes backward and upside down, from left to right. Then he turns slate upside down to show radio-studio audience what he has done.

PROFESSOR BACKWARDS

Jimmie Edmondson thinks and talks in reverse

by ROBERT SELLMER

"Gnrh keah, gnirh keah

Ho, gnirh keah ym Einnob ot em, ot em. . ."

The radio audience, which once thought it had heard about everything, is now faced with the prospect of making sense once a week out of ballads and limerick like the above little couplet. This plaintive little ditty, which is just an ordinary song sung backward, is part of the stock in trade of Jimmie Edmondson, new radio comedian known as Professor Backwards, who confuses the NBC listening public on Saturday nights from 7:30 to 8 (EST).

This backward business is not so simple as it sounds; you can go into reverse in a lot of different ways. Jimmie, however, sticks pretty closely to one system. When he sings backward he doesn't start at the end of a song and work his way to the beginning. He mercifully keeps the music and word order running in the proper direction and merely pronounces the individual words backward. Just why this should be so scaramingly funny is something of a mystery, but there seems to be an element of sheer outrageous shock that sets audiences laughing far harder than they do at the carefully tailored gags that appear on the same program.

It's the same when Jimmie tackles long words and names shouted out by the audience. He repeats the word, tells how many letters are in it, spells it backward faster than you could spell it forward and then winds up by pronouncing it hind-to-fore in a weird, explosive sort of sing song. He is helped considerably by being a spelling fool with an enormous vocabulary. Antidistestablishmentarianism is the old classic with which many people try to catch him, but he can tear it off backward in a matter of seconds. Even pneumonoultramicroscopicsilicovolcanokoniosis—which, for Jimmie's money, is the longest word he's ever heard of—is reeled off in reverse without a tremor. Jimmie is so far unspooned; nobody knows what the Seratan people are waiting for.

The writing side of Jimmie's twisted talent is so far only used to warm up the studio audience before the regular show goes on the air, but if and when television ever gets going, he will add it to his repertoire. Jimmie goes up to a blackboard, asks the audience for a name, word or sentence and then scribbles away furiously in the proper, left to right, direction. The result, however, is just a meaningless scrawl until he turns the blackboard upside down; all the time he has been writing backward and bottomsides up (see picture above). He can also, if the mood seizes him, write backward from right to left, starting with the last letter and ending with the first, so that the words look as though they were written forward. Or, if he feels even more perverse, he will reverse the actual letters so that the message can only be read by holding the blackboard up to a mirror.

Strangely enough, what is for Jimmie an accomplishment that pays off handsomely is for many children—almost one out of ten—a serious handicap. These children, labeled strephosymbolics by

CONTINUED ON NEXT PAGE

Falling in Love

You, too,
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psychiatrists, have a distortion of memory that leaves them perfectly normal in every way except that they confuse the direction in assembling words. This causes them sometimes to tend to read and write backward when they first learn those difficult arts.

Jimmie, though, insists with great indignation that he is not a strephosymbolic (he only learned a few weeks ago that there was such a thing) and swears that the whole thing started with a dream. Born 35 years ago in Atlanta, Ga., he moved when very young to Jacksonville, Fla. and there, until the age of 12, led an uneventful life except for the presence of July Canova in his grade-school class. At this delicate age Jimmie was struck by an epic nightmare in which everything happened hindside to. He awoke with a very vivid memory of the dream's every detail and, during the day that followed, found that he could spell and read and speak and write backward and that he was ambidextrous to boot.

This startled him and his friends no end but proved of very little use until he had left school and gone to work on the Jacksonville *Journal*. The *Journal*, like many small papers, never bothered to print proofs for the use of its proofreaders. They were expected to make corrections through reading the type as it lay in the galleys. Type is set so that the letters are a mirror image of what comes out on the printed page. Part of Jimmie's duties involved reading type, and his gift of wrong-way reading enabled him to get through six hours' work in two hours. This was for him the first intimation that something of value might be made of his curious twist.

When Robert Ripley arrived in Jacksonville, Jimmie was sent by his paper to get a story about him. But the interview ended up with Ripley interviewing Edmondson, who found himself immortalized from coast to coast in "Believe It or Not." On the strength of his new fame, Jimmie was asked to entertain friends with his tricks. Then he got a job in a nightclub where NBC found him last year. Today he confines his talents chiefly to the stage and radio, but his quirk does occasionally come in handy in his daily life. He married an Atlanta girl eight years ago and she has, by hearing him backpedal his way through life for so long, become fairly adept herself at speaking and understanding his particular brand of the Hsllgnc egaugnal. They use it for private conversations in public places and they expect it to be invaluable for concealing grim truths from their infant son until he, in the course of time, learns to talk backward himself.

The Edmondsons have for years been doing Western Union out of odd nickels and dimes when they telegraph each other. They take every two words in a message and interlace them, one forward and one back, so that when Jimmie wants to say, "ARRIVING ATLANTA TOMORROW MORNING," he writes, "AARTRNIV-LITNAG TGOONMIONRRROOMW." On a long telegram this saves money. If the clerk gets stuffy, Jimmy reminds her sternly that he is permitted to write in Welsh and stalks out of the office.

"Saxet si elhbirret," he says

Edmondson, like other comedians, has a pet hate which he will air over NBC and which has a very genuine basis. Jimmy was traveling through Texas several years ago and picked up an acutely painful case of food poisoning in Dallas. A great lover of comfort and well-being, Edmondson left Texas with a bitter residue that has colored all his shows ever since. Whenever he gets half a chance he will make acid allusions to the Lone Star Boys and their bleak habitat. Even his everyday conversation is spotted with sneers. "Texas!" he will say. "It's th' only place Ah know wheah you c'n have a good time 'thout enjoyin' y'self," and then make a mental note to slip this into his next show. If he dislikes anything else, he shows his contempt by comparing it to the despised state. "The Pentagon!" he once snorted after a rough session with the War Department. "Texas with washrooms!" (or, as he usually puts it, "Saxet htw smoorhsaw!")

Jimmie claims that his greatest ambition, aside from forcing Mexico to take back Texas, is to climax his reversible career by flying backward across the Atlantic. He points out that planes are being built today with the tail out front and the propeller behind. Since he holds a pilot's license the scheme isn't quite as farfetched as it might seem. When he told the NBC publicity people about this, they assured him "We'll play it up big if you do it, Jimmie. We'll announce your position over the air every hour."

A vaudevillian to his aching toes, Jimmie could not miss his chance. "Thanks. Nobuddy'll want to know moah th'n Ah will," he said.

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LIFE'S COVER
Lucille Bremer, who in Fred Astaire's dancing partner in the *Ziegfeld Follies* (pp. 30-32), was born in Amsterdam, N.Y., and has spent most of her post-actress life in show business. She began in the famous top-dressing hot-dog stand in New York's Radio City Music Hall and went from there to work nightclubs as the *Copacabana* and the *Veronique*. She was hired by Walter Goddard-Mayer and has appeared in *Meet Me in St. Louis* and, with Astaire, in *Yolande and the Thief*. Lucille is unmarried.

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IN YOUR FUTURE

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LIFE'S PICTURES

To 36-year-old Staff Photographer George Lacks, whose pictures of Mukden are on pages 27 to 33, the Far East is a familiar land. A native of Newark, N. J. he went to Shanghai, spent a number of years there as a news photographer, then became official photographer for the Chinese government, covered the war, toured the world with China's former Vice Premier Dr. H. H. Kung, returned to the U.S., joined LIFE last June.



The following list, page by page, shows the source from which each picture in this issue was gathered. (If on a single page it is isolated in several sources, credit is recorded picture by picture.) (If on two pages, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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- ✓ 1 Guards against flat feet.
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PORTRAIT BY HANSH—OTTAWA

Dorothy Maynor

reveals for you the glorious beauty of her soprano voice in a deeply felt recording of "Sacred Songs"

With the Victor Orchestra, conducted by Sybran Levin. Three Red Seal Records in Album M-1043. \$3.50, exclusive of taxes. Available in April.



THE WORLD'S GREATEST ARTISTS ARE ON **RCA VICTOR RECORDS**





MUKDEN COMMANDER, MAJOR GENERAL KOVTOUN-STANKEVITCH, ADMITTED TAKING MACHINERY. HE WEARS U.S. LEGION OF MERIT AND BRONZE STAR (LOWER RIGHT)

RUSSIANS STRIP MANCHURIAN INDUSTRY

When U.S. correspondents finally were allowed into Manchuria last month they found that the Russians—untroubled by the difference between loot and war booty—had helped themselves to a rich slice of Manchurian industry. In Mukden, where the Japanese for decades had built up a modern industrial empire, they saw mile after mile of gutted, roofless factories from which every movable machine had been hauled away. The Russians seemed to be keeping their promise to get out but they were not leaving much behind.

Unlike most Red Army commanders, the sturdy, smiling commandant of Mukden, Major General Andrei Kovtoun-Stankevitch (*above*), received U.S. correspondents cordially. LIFE and Time Correspondent William Gray reported, "The Americans liked the general though his interpreted answers were often vague and forgetful. Who stripped the big Kosaku Kaisha machine-tool plant? The general does not remember the factory you mention just now because he does not take any interest in the factories that are being . . ." the interpreter

paused. "that are in Mukden." Has machinery been taken from Mukden and shipped to Russia? Perhaps, but the general cannot confirm this."

Genially the general allowed inspection of the yawning factories which China, regaining Manchuria after 14 years, had hoped to make use of in rebuilding her own battered economy. Sadly, in Chungking the Chinese reported that 70% of Manchuria's machine-tool plants had been ruined. 50% of the steel and textile plants, 25% of all food-processing plants, 16% of the coal mines.



COGWHEEL IN THIS EMPTY JAP RUBBER FACTORY STANDS AS A USELESS RELIC



TA LA ALUMINUM FACTORY WAS STRIPPED SYSTEMATICALLY BY RUSSIANS,

A TRAIL OF INDUSTRIAL DESTRUCTION WAS LEFT BY RUSSIANS IN MANCHURIA

In stripping Manchuria the Russians went far beyond their usual practice of taking things which could be useful in rebuilding the Soviet Union. In Manchuria what they could not carry away with them was destroyed. Factory after factory, from which all the machinery had been removed, was then burned. The stripping process, residents said, started last September, immediately after



CHINESE MANAGER of aluminum works displays scribbled receipt given by Russians who took 2,000 pairs.



GHOST TOWN was left by Russians in western suburbs where most of Mukden's sprawling factories were lo-

ated. The streets in this section formerly were thronged with workers and industrial traffic. Now they are empty.



WHO TOOK AWAY MACHINERY AND STOCKS, LEAVING ONLY A LITTER OF SCRAP



RUBBER PLANT WAS BURNED AFTER RUSSIANS HAD REMOVED USABLE MACHINERY

the Red Army swept down from Siberia, and went on systematically through the fall and winter.

For the Russians, Manchuria was second only to eastern Germany as an industrial prize of war. The Japanese had used Manchuria as an arsenal, drawing on Chinese coal, iron and labor to build war weapons. Russian claims to indus-

trial resources in eastern Germany had been agreed upon by the Big Three at Potsdam. But the Chinese, who said that for six months the Russians had pressed for booty and economic concessions, never had agreed that all Japanese assets in Manchuria should pass into Russian hands. Nor, said Secretary of State James Byrnes, had the U.S. But the Russians took what they wanted.

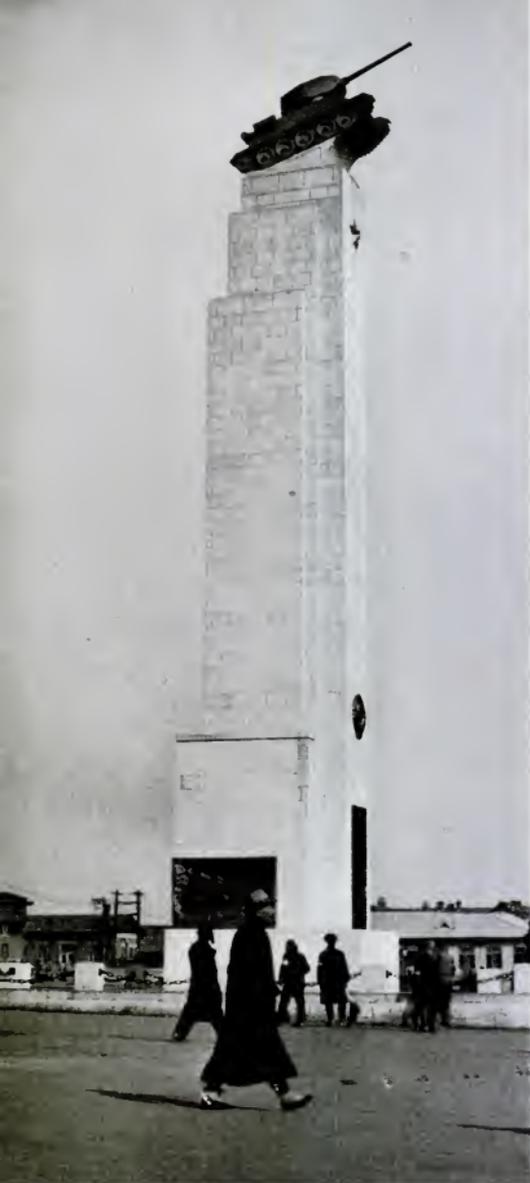


BAKERY IS USELESS because Russians took away the temperature-control equipment and other machinery.

Here an American inspects cake ovens in debris-littered plant. The Russians concentrated on heavier industries.



THOROUGHLY GUTTED was Teh Ho weaving and dyeing plant. Only pipes remain to indicate plant's job.



RUSSIAN MONUMENT, 60-foot shaft surmounted by bronze tank, commemorates ten Russian tankmen killed last August. It stands in front of Mukden railway station.



COVERED TANK stands ominously at Mukden corner. On guard is a Russian soldier with his finger on trigger of Tommy gun. With Russians gone, Chinese now patrol city.



STALIN'S PICTURE decks many shop windows such as this. Mukden took on a Russianized look although Harbin previously had been Manchuria's most Russian city.



B-29 MOTOR mounted on platform was displayed in Mukden park by Japanese as anti-American propaganda after U.S. raids. Only two of propeller's four blades remain.



CHINESE-RUSSIAN FRIENDSHIP is touted by gaudy posters and slogans, in Chinese and Russian lettering, plastered across façade of Imperial Hotel. Portraits are

(left to right) Stalin, Lenin, Sun Yat-sen and Chiang Kai-shek. Russian and Chinese flags are crossed over entrance. In Mukden, portraits of Stalin outnumbered those of Chiang.



RUSSO-CHINESE TOAST is exchanged at banquet by General Kovtoun-Stankovitch (left), his wife and General Peng Shung, Chinese commander, host to Russians.



JAP HOSTESSES sit with these young Russian officers. Most Chinese girls were afraid to come so host depended on Japs who have not yet been repatriated to Japan.

CHINESE STRUGGLE TO KEEP UP FRONT OF GOOD RELATIONS WITH THE RUSSIANS

To help smooth relations with Russia, the Chinese, who are taking over Manchuria, threw a party for the Russians on Feb. 23, the night after Red Army Day. But paradoxically the Chinese had to depend on their defeated enemies to provide most of the entertainment. The girls, the 13-piece band and part of the floor show were Japanese.

The party was given at Mukden's second-best hotel, the Imperial, since Russians still occupied the best one. The tables were laden with an array of hams, roast beef, salads, Japanese beer, wines

and assorted stronger drinks including sake, vodka and brandy. Nobody got drunk, however, which was fortunate since virtually every Russian officer carried a pistol and sentries with Tommy guns roamed the hotel corridors. When the band played the Chinese and Russian anthems, the Japanese girls stood in respectful silence.

Though angered by finding Manchuria stripped of its finest industrial plants, the Chinese Nationalists had ample reasons for trying to keep a good face in their relations with Russia. First,

they were anxious for the withdrawing Russians to turn over complete control to them instead of Chinese Communists who have infiltrated into Manchuria in great force. Secondly, the Chinese were happy to get rich, fertile Manchuria back under almost any conditions after a 14-year Japanese occupation which had been so harsh that all Chinese who could had fled. Now trains heading toward Manchuria were jammed inside and out with Chinese braving sub-zero cold and an explosive political situation to get back to Manchuria.



THE CHORUS was a mixture of Japanese and Chinese girls. Floor show also included acrobat and Chinese opera.



LILY CHANG, solo dancer, did an ancient number, also appeared in top hat and tails.



TIRED DANCERS rest between acts. Despite strenuous efforts the party failed to click. The Russians never relaxed.

DESPITE THE RUSSIANS, CHINESE WHO FLED MANCHURIA
DURING JAP OCCUPATION JAM TRAINS BACK TO MUKDEN



RESURGENT FRANCE

A NATION WHOSE FUTURE, NO LESS THAN ITS PAST, IS LINKED WITH OUR OWN, NEEDS SUPPORT

Léon Blum has come to ask the U.S. to help save France. This raises a challenging question: is France worth saving? Did the Nazis succeed in their evil purpose of turning France into "a bordello and a kitchen garden" or is the land of Lafayette still a living fount of liberal individualism, reason and democracy? Reading the papers in recent weeks an American might understandably be left in some doubt. France has been pictured as a carousing spot for our soldiers. French "athletes" have postured around in pink tights in a male bathing-beauty contest. The French contribution to postwar philosophy and ethics has been Jean-Paul Sartre's "existentialism," a long word which one skeptic defined as "eat, drink and be merry for long-hairs."

However, beneath these trivia, France is only now being finally freed after six consecutive years of occupation by foes and friends and is showing heartening, even remarkable, signs of bounce. These signs have followed close on the heels of two important departures: that of the U.S. Army and that of General de Gaulle.

De Gaulle

De Gaulle was and is a great symbol for the French. In the hour of French shame and despair he supplied two incalculably necessary things, hope and pride. But when he assumed the provisional presidency he became absorbed in providing a rather expensive kind of glory. Armies are not cheap. Moreover, he tried to divert people's thoughts from domestic to foreign affairs, a difficult thing to do when food is scarce, fuel running low, factories idle, millions unemployed and inflation rampant.

Such was the dismal picture of France under de Gaulle, from liberation almost up to his resignation on Jan. 20. These physical shocks came on top of the mental shock that France had already suffered. Once the vibrant sounding board for liberty, fraternity, equality among men, France became a place of subdued moans and even whimpers that "things were better under the Germans." A France feeling internally licked and unsure of her soul tried to put on a brave external front. There was something weird and wrong about the postliberation France of de Gaulle, preening her sparse and tawdry military feathers in the pathetic delusion she had a nationalistic mission in the world.

That is all vanishing now like a bad dream. For the first time in this decade, France is free of a visiting army and is on her own. The preliminary results are pretty good.

One of the first evidences of this came last December and was little noticed in the U.S., though it was in some respects a crisis for Western civilization. The French government, which has many faults, at least regained the power to turn a cold back on wishful thinking. A majority of its members clearly saw that the time had come for France to make a choice. She could go on in the prewar pattern of striving for self-sufficiency, as apparently favored

by de Gaulle, though that policy played an incalculable part in France's prewar weakness and dissolution. She could turn to communism, which in practical effect meant integrating her deficient economy with that of Russia. Or she could reintegrate with the West.

Happily this third alternative was chosen. Proof of this was given the day after Christmas when the French Assembly ratified the Bretton Woods agreement. This signified French desire to help eliminate the barbarous economic warfare that had led to the shooting war. Simultaneously France showed she meant business by readjusting the exchange value of the franc so that outsiders could afford to buy French goods.

And having done this, it became apparent that France, if she would reconstruct the pattern of importing foods and other essentials, must first rehabilitate her own exporting industries and modernize them into competitive efficiency. Then General de Gaulle resigned. He was under the combined, though not parallel, pressures of the Communists who wanted more power and the Socialists who wanted more bread. Nobody, it seemed, wanted glory, except de Gaulle. Realizing that it was only a matter of time before his popularity would be chipped away, he sensibly stood aside. But he stands in the wings should the Socialists fail.

The Loan

No sooner was a new government under Félix Guoin (*see pp. 43-46*) installed than it became clear to the French that there would be only very slow improvement until there was capital to put the general economy in motion once more.

That, in short, meant a loan from the U.S. Having arrived at this conclusion, the French set about seeking it with cheerful vitality. They called into service the aging but still able Léon Blum, journalist, lawyer, politician and, as elder statesman for the Socialists, a power behind the Guoin government. Blum, a Jew not long out of a Nazi concentration camp, was briefed for his mission to Washington in quest of a loan of upward of \$2 billion.

This obviously was the moment for the U.S. to cheer. Not, certainly, at the prospect of having to lend money but because an old friend and ally was resuming business. Even if we decided to keep the rubber bands around our wallet, we should have rejoiced at these signs of life. For the American interest in France as a going concern has been clear since Franklin so largely financed our Revolution from there and Jefferson heard his slogans resounding in the streets of Paris. Twice in this generation we have chosen to fight for our interests on the soil of France. The reintegration of France as well as Britain with the system of multilateral trade should be a chief aim of U.S. foreign policy.

But instead of the welcome mat all sorts of signal flags were hung out in Washington, waving the French away. The British loan was

before Congress and the Administration apparently persisted in the delusion that Congress must be protected from the facts of life and not told that there must be other loans. So Léon Blum obligingly came down with the gripe and the French government was left in some confusion. Moscow alertly told the French they could have 250,000 tons of wheat if they would come and get it at the Black Sea. The U.S. State Department, which can still take a hint, promptly gave way and sent for Blum.

Welcome, M. Blum

So what sort of welcome shall we give this indestructible old man? First, let those who dislike him because he led the French "New Deal," and among other things instituted the 40-hour week on the eve of disaster, remember that he is today France's leading protagonist for reintegration with the West. We might have liked it better if the strength and leadership for this cause had come through one of the younger Frenchmen of the resistance. But that is not the way it worked out.

Insofar as the sort of France we want depends upon economic health, the issue is now put in our hands by M. Blum. The responsibility cannot be discharged by bemoaning our own shortages, tiredness or other troubles, or by pretending M. Blum is not here.

The importance of a healthy France to America and to the world is greater than any price tag that can be put upon it. The great gift of France to civilization is the fearless clarity with which Frenchmen—in letters, arts, politics and morals—have pursued the use of human reason to its outer limits. This gift is embedded in history and has cost the French much. Yet never has France allowed rationalism to undermine her deeper faith in liberty and in the sanctity of the human spirit. It is a good bet that she never will.

What happens in France these next few years is therefore likely to be a key event in the history of modern civilization. If America deserves the role of a great power, she will wish to play a part in that event, to fight for the soul of France. France, long the headquarters of Western civilization, is awakening to rejoin the community of nations. It is the most hopeful event since the end of the war.

PICTURE OF THE WEEK: →

Last week a part-time magician named Claude Noble made his eighth annual attempt to call up the spirit of Clarence Darrow. Before he died in 1938, Darrow, a confirmed agnostic, had agreed to try to knock an object from Noble's hand to prove Noble's belief in immortality. But when Noble, holding a picture of the magician Blackstone, crouched down on a bridge over Chicago's Jackson Park Lagoon, into which Darrow's ashes were thrown, nothing happened. Said Noble, who has already used a wand, a hymnbook, a picture of Darrow and a Hamilton wrist watch, "I wish it would happen soon—I'm running out of ammunition."



CLAUDE NOBLE KNEELS BEHIND CHICAGO'S MUSEUM OF SCIENCE AND INDUSTRY IN ANNUAL EFFORT TO ROUSE THE SPIRIT OF CLARENCE DARROW



DRIVEN BY A MARCH GALE, PACK ICE ON SAGINAW BAY REARS UP AND PLUNGES ASHORE, SMASHING INTO SUMMER COTTAGES FIVE MILES NORTHWEST OF BAY CITY.

TERROR ON THE BAY

Weird Michigan ice mass runs amok

At 2 a.m. March 9 an enormous mass of Michigan's Saginaw Bay ice groaned, shuddered and rumbled ashore along a two-mile stretch of beach near Bay City. In the chilly darkness summer policemen hammered on the doors of swank summer homes where people had been living all winter because of the housing

shortage. One sleeper suddenly lurched from bed when his porch splintered and collapsed under the crushing pressure of ice. Another, awakened by the angry crackle and pop outside, groggily poked his head out the window into a solid wall of ice.

First warning came just before midnight when a



TOWERING ICE SLABS pile up on the shore, completely hiding a beach cottage and dwarfing the man at right. In some places the cakes reared 60 feet. Old-timers on

the bay say that 25 years ago, when few houses lined shore, a similar ice pack traveled inland an eighth of a mile, swept across railroad tracks and derailed a freight train.



MICH. MOST OF THE WRECKED HOMES BELONG TO WEALTHY BAY CITY BUSINESSMEN. SAGINAW BAY IS A HUGE ARM OF LAKE HURON ON EASTERN SIDE OF MICHIGAN

blizzard roaring across the state shifted from west to north and began to drive huge ice floes in the bay toward shore. Within four hours slabs of ice two feet thick were tearing off porches, grinding through cottage walls and crazily twisting houses 45° off their bases. Frightened, half-clad families

tumbled from their homes to stand shivering in the snow. Unwarned by police, Mrs. William Collins and her two sons leaped from their cottage window seconds before the glacierlike ice pack crunched through the front room, smashed an oil stove which set fire to the house and burned it to the ground.

By Saturday afternoon 58 houses had been partially or completely wrecked, electricity throughout the section had been cut off and property damage was almost \$500,000. No one was hurt. But like millions of others across U. S. the colony's displaced families wondered where they would live now.



ICE CRUSHED THE COTTAGES like matchwood, made a sound like thunder as it crushed through walls and roofs and filled interiors with ice. Residents think the lash-

ing wind whipped under thick ice which had recently been cut by Coast Guard ice-breaker, heaved it up and skidded it like a regiment of iceboats across bay into cottages.



DELEGATES RELAXED along the edge of the hotel's large tiled pool between meetings, which usually lasted

less than two hours and were well spaced out. There were 287 accredited delegates, representing 36 countries,

in addition to scores of pretty girl-secretaries, assistants and interpreters. These aides found relatively little to do.

MONETARY PARLEY

World Bank and Fund delegates mix business and pleasure in Savannah

In July 1944, 44 of the nations of the world met at a handsome Bretton Woods hotel in the heart of New Hampshire's lush vacationland to plan financing the peacetime repair of war's damage, then still mounting. They agreed to set up an \$8.8 billion dollar World Fund to stabilize the world's currencies and a \$9.1 billion dollar World Bank to arrange loans that would pay for the reconstruction of ravaged countries and spur trade in the postwar era.

Last fortnight the World Bank and Fund met to begin translating the Bretton Woods plans into actuality. As usual, the monetary experts picked a very comfortable place in which to perform their labors. It was the swank General Ogdenhorpe Hotel on Wilmington Island in the Savannah River, ten miles from Savannah, Ga. The weather was wonderfully mild and sunny. Georgia azaleas had just burst into riotous red, white and purple bloom.

PRETTIEST GIRL at the conference was Mlle. Christiane Barral, 20, a French-delegation secretary.

COSTA RICAN DELEGATE Arturo Flores swam daily. South American delegates were most diligent users of pool.

TREASURY SECRETARY Vinson sings *My Old Kentucky Home* with entertainer. He angered newsmen by mak-





DELEGATES MEET in the Oglethorpe's Crystal Room, decorated by their countries' flags. This is a joint session

Savannah, freshly scrubbed and primed for the occasion, was so profuse in its hospitality that even some lifelong Savannah residents found themselves being "welcomed" to the city by overenthusiastic official greeters at the railroad station. There were dinners, cocktail parties, an oyster roast, exhibition golf, tennis, major-league baseball, a street dance, historic-home and garden tours. In addition there were swimming, sunbathing, golf, shopping

ing himself conference spokesman, holding uninformative press conferences, clamping censorship gag on others,

of the boards of governors of both Fund and Bank. Russian group, affable and sphinxlike, attended, but only as

and nightclubbing to occupy the visitors. Newspapers covering the conference estimated that it managed to accomplish in ten days what might ordinarily have taken three.

There was some reason for this leisurely pace. The purpose of the meeting was to give the conference a chance to make or renew acquaintanceships and exchange views. Besides, with the wealthy U.S. holding the purse strings and many of the nations

observers since Russia was not a participating nation. Russians indicated the U.S.S.R. might soon join the Bank.

represented almost desperately eager to arrange loans, the conference was a sort of rubber stamp, willing or otherwise going along with the U.S. proposals. Thus, with a minimum of open friction, Washington was recommended as the World Bank and Fund headquarters, bylaws were adopted, directors elected, salaries set, a way was left open for Russia and others to join, and all general preparations were made for loan making to start by fall.

HARRY WHITE, Assistant Treasury Secretary, plays game of volley ball. Volleoyer White worked hard to drum up games.

LADY KEYNES, veteran of many such conferences as the British chairman's wife, reads by pool.





AFTER "LOST WEEKEND'S" TRIUMPH, CHARLES BRACKETT (LEFT), RAY MILLAND AND BILLY WILDER FIND BOTTLES OVER BRACKETT'S AND WILDER'S WINDOW

RAY MILLAND WINS

"Lost Weekend" takes four Oscars
and a ribbing the morning after

The waggish scene above will make sense instantly to the millions who have seen 1945's best movie, *The Lost Weekend*, and remember how its alcoholic protagonist, played by Ray Milland, used to hide his whisky bottles by hanging them out of the window. Last week after Paramount's superb study of dipsomania had won a landslide in the ceremonious Academy Awards, studio wits could not resist having their own private joke. Morning after the award, continuing a special trend in

The Lost Weekend humor (LIFE, March 11), they hung every bottle they could find outside the office of the fabulous producing, writing and directing team of Charles Brackett and Billy Wilder. The team's handiwork had gained four Oscars—to the film itself for being the best movie, to Milland for acting, to Wilder for directing, to Brackett and Wilder for writing the best screen play. This year, after having been made of plaster for four war years, the Oscars are again gold plated.

IN EVERY SPOONFUL good taste - good nourishment

HERE are three soups to serve you well on any day that brings the family home hungry! All three are delicious and all are soundly nourishing. Each one can be a happy choice for either lunch or supper.

● Campbell's Bean with Bacon Soup has a magical way with appetites! Old-fashioned bean soup filled with the tempting taste of bacon, and plenty of plump beans.

● Campbell's Tomato Soup is America's favorite—and with good reason! Luscious tomatoes are blended with golden table butter, according to Campbell's exclusive recipe. It's extra-delicious when you serve it as cream of tomato, by adding milk.

● Campbell's Beef Noodle Soup is beef straight through—rich, slow-simmered beef stock, egg noodles and tender pieces of beef. Let the family have it often.

LOOK FOR THE RED-AND-WHITE LABEL

Campbell's
BEAN with BACON
SOUP

Campbell's
TOMATO SOUP

Campbell's
BEEF NOODLE
SOUP



"They also serve," the saying goes,
"Who only stand and wait."
So I deserve, as Mother knows,
Good soup, a brimming plate!



How to "Coddle" a Birds Eye Cod by Dinah Shore

- 2 packages Birds Eye Fillet of Cod
- 1/2 cup water
- 4 tablespoons melted fat
- 4 tablespoons finely chopped onion
- 2 1/2 cups soft bread crumbs
- 1 tablespoon chopped pimiento
- 1 tablespoon chopped parsley
- 1/2 teaspoon salt
- Dash of pepper
- 6 onions, boiled

Place tender, ocean-fresh-flavored Birds Eye Cod Fillets (frozen or thawed) in baking dish. Sprinkle with salt and pepper; add water. Sauté onion in fat until lightly browned. Mix crumbs, pimiento, parsley, salt, and pepper. Add fat, tossing lightly to mix. Spread over fish, reserving 1/2 cup crumbs. Bake in moderate oven (375° F.) 25 minutes.

Remove centers of boiled onions; chop centers and mix with reserved crumbs. Use for stuffing onions. Arrange onions around fish in casserole and bake 15 minutes longer. Serve with Birds Eye Peas and Carrots. 6 servings.



If you like fish—the deep-sea tang and the delightful “meatiness” of Birds Eye Cod Fillets will take you right back to the Shore.

If you're so-so about fish—the first flavorful mouthful of tender-sweet Birds Eye Fillets, “coddled” as Dinah loves 'em, will make you a fish fan!

For Birds Eye Fillets have that rare something everyone hopes to find in fish—ocean-fresh flavor. Here's the “why”—as soon as the fish are taken from the deep Atlantic, they're

rushed to port, cleaned, boned, and filleted within 4 hours of docking time.

You get all the deep-sea goodness. And none of the work or fuss. Every smitch of Birds Eye Fish Fillets is delicious eating. *No waste!*

So hic yourself off to your Birds Eye Store-keeper's, and get the makings for Dinah's grand recipe. And be sure to look over the other Birds Eye Foods while you're there—the vegetables, fruits, poultry. They're all *super*.

Keep your eyes open for the words *Birds Eye* on every package of quick-frozen foods you buy. You just don't get Birds Eye quality unless the package is plainly marked *Birds Eye*.

★ ★ ★

Hear Dinah Shore, singing star of “Birds Eye Open House” and her famous guests

Thursday evenings, NBC, at 8:30 P. M.





FRANCE'S NEW PRESIDENT, FELIX GOUIN, 61, RELAXES FOR MOMENT WITH HIS CHIC WIFE, LAURE, 42, IN THE PRESIDENTIAL APARTMENT IN PETIT-LUXEMBOURG

FRENCH PRESIDENT

A political unknown takes over after de Gaulle's resignation

When proud, sensitive General Charles de Gaulle resigned Jan. 20 as president of the provisional French government (*see Editorial, p. 37*), the Assembly chose as his successor rotund, smiling Félix Gouin. Despite 20 years as a deputy, Gouin was relatively unknown compared with old wheel horses such as Blum, Herriot and Daladier. A Socialist, he was one of 80 deputies and senators brave enough to vote against Pétain in Vichy in 1940.

He escaped from France with the help of his wife, who covered his absence by complaining publicly that her husband had run off with another woman. Now he has the delicate task of heading an uneasy coalition of Communists, Socialists and Popular Republicans. He works a tight schedule. When LIFE's photographer visited him, Gouin allowed him exactly 20 minutes, during which time 17 pictures were taken in three different rooms.

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- 3. NEW BEAUTY:** Advance, fit-the-hand design, interpreted in distinctive pearly stripes. In maroon, golden brown, green and black; with matching pencil. Made by David Kahn, Inc., North Bergen, N. J. (Est. 1896)

Other selections: Wearever DeLuxe Pen \$1.00, set \$1.80;
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FOR RELIABLE WRITING CHOOSE WEAREVER REFILL LEADS

French President CONTINUED



MADAME GOUIN, standing in the palace's grand salon, is an attractive young brunette who is considered one of France's best furniture designers.



PRESIDENTIAL POODLE, named Jim, obeys his master for precious lump of sugar Gouin sacrificed for picture. Jim had refused chicken bones.

CONTINUED ON PAGE 48



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French President CONTINUED



PICTURE COLLECTING is Guoin's hobby. A choice position is accorded this Kissing view of the harbor at Marseilles where Guoin lived for many years.



WINTER LANDSCAPE is by Maurice de Vlaminck, one of France's best contemporaries. Guoin's collection is splendid, includes Renoir and Pissarro.



ANOTHER KISSING, this one a view of Amsterdam harbor, helps brighten austere presidential chambers which Mme Guoin found too stiff and formal.



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This symbolizes the new "Golden Throat," our exclusive 3-Way Acoustical System. This thrilling development is explained technically in a booklet attached to every RCA Victor instrument.

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It's an RCA Victor radio... with an exciting new TONE system!

It's a phonograph... plays up to twelve records automatically!

It's compact, beautifully styled... ceiling price only \$79.95!

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... Or do you prefer settling down to a good radio program?

Whatever's your choice, this new table-model Victrola* (made only by RCA Victor) will bring it to you more faithfully than ever! It has everything—including the exclusive RCA Victor "Golden Throat"! You get a superheterodyne radio with built-in Magic Loop Antenna! You get a new type record changer and a new improved tone arm which reduces surface noise and "needle chatter." You get all these and *many more* features for only \$79.95. Hear the new Victrola* at your RCA Victor Dealer's today!



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*"Victrola"—T. M. Reg. U.S. Pat. Off.

"Attracting a man
is a cinch!"
says **Joan Davis**
Laff-lovely CBS Radio Star heard Monday Nights



1. One good way is to lasso any man, drag him within easy reach, and put your foot on the back of his Adam's apple.

Of course after two or three days your foot may get tired.

So you'll probably prefer the *mild* technique I've worked out with that wonderful, new, white floating Swan Soap. There's nothing like Swan to help you get along with men. For instance ...



2. Take my grocer. (Is he a dream!) The other day I told him, "Shopping's tough but I can get along without lots of different soaps—long as I've got Swan! Swan's my One-and-Only for complexion, bath, dishes, laundry!"

"You're pretty smart!" he says. Hear that? Right away he's telling me I'm *pretty!*



3. Then last night my boy friend phoned. "Joanie," he says, "I can't go through with our date!"

"Mac!" I cried. "I've been Swanning my complexion just for you! Mild Swan helps babies' skin stay beautiful—so imagine what Swan's done for me! I'm a dream! ... *This* I have got to see," says Mac. Isn't it wonderful how Swan saved my romance?



4. Swan helps me give wonderful parties. While I relax in the living room, the boys just flock to the kitchen to Swan the dishes.

If I get lonely, I go in and tell 'em how Swan wishes into dishpan suds faster than other floating soaps. I show 'em how soft 'n white Swan helps keep my hands. Then they show me snapshots of their girl friends. We have a beautiful understanding!



5. I can't promise that Swan'll help you get along with men as well as I do. But you'll adore Swan 'cause it's *four swell soaps in one!* Simply stupendous for complexion, bath, dishes, and laundry! Switch to Swan ... and switch your radio dial my way, too.

I play Joan Davis on THE JOAN DAVIS SHOW (Imagine!), featuring Andy Russell, CBS, Monday Nights. Tune in!



BUTCH SHAKES PAWS HAUGHTILY WITH OWNER, ANNE MILLER. WHILE FRIENDLY, THEY ARE SELDOM TOGETHER, BUTCH PREFERRED COMPANY OF TOWN IDLERS

THE TOWN BUM

Glen Cove's favorite beggar is a huge St. Bernard named Butch

Like all communities everywhere, Glen Cove, N.Y., has a town bum—a favored character of no ambition and no worries, a sidewalk sleeper, a cadger of free meals, a free loader on buses, railroads and in theaters. In Glen Cove, wealthy and aristocratic, the town bum is not human but canine. He is Butch, the hulking 240-pound St. Bernard shown above.

"Butch is a most unusual dog," says Mayor Arthur Aitkenhead of Glen Cove. He has a good

home with his owner but he seldom stays there. Instead he prefers a vagrant life in town, making his own living from his regular round of meat markets, grocery stores and bars. He sleeps at the town's main intersection when he is tired, goes to the movies when he wants darkness and quiet. Once police thought burglars were locked in the women's room at the station. They surrounded the depot with guns, broke down the door, shouted, "Come out or we'll shoot." Out came Butch.

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The precision of the watchmaker's art, the skill of the master mechanic go into the *unfailing* convenience of the famous, patented Ronson one-finger, one-motion action—"Press, it's lit. Release, it's out!" Into every sturdy Ronson go the pride and experience of half a century in metalcraft. These

many years of consistent leadership are your assurance of enduring satisfaction with any Ronson product.

FOR CIGARETTES, CIGARS, PIPES... a variety of handsome Ronson Lighters for pocket and purse, also exquisite table lighters, in gleaming silver plate and other finishes, for every room in the home. Prices from \$5.50 to \$200. See them at your favorite dealer. Please—individual orders cannot be filled direct.

FIFTIETH YEAR OF LEADERSHIP



The Town Bum CONTINUED



BUTCH PADS OFF in search of adventure. Contrary to law, he wears no collar or license. The mayor explains, "He has the keys to the city. He has been our town character for some years now. He is very gentle and is loved by everybody."



HIS FIRST STOP is Big Ben Market, where he gets a meat handout. Another source of nourishment is O'Rourke's Diner across the street. At the Blue Ribbon Restaurant he parks in the middle of passageway to the kitchen.



HIS FAVORITE RESTING PLACE, where he can be found almost every day, is at the busy intersection of Glen and School Streets. There everybody has to walk around him. He spends his nights at the Western Union office.

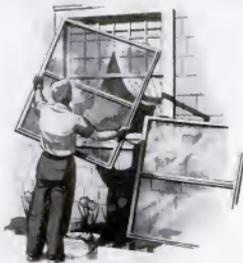
CONTINUED ON PAGE 32

Springtime

TIME FOR THIS . . .



AND TIME FOR THIS . . .



AND TIME FOR YOUR FORD'S SPRING TUNE-UP AT THE HOME OF AUTHORIZED SERVICE, GENUINE FORD PARTS



Springtime . . . or *any* time . . . the best place for Ford service is your Ford dealer's service department. The mechanics there *know* your car, for they've been trained in Ford service methods by the Ford Motor Company itself. They employ special tools, analyzing instruments and service techniques developed by Ford for Ford cars. They can do the job quicker, better. And they use Genuine Ford Parts . . . parts identical with those used to build your Ford car. Genuine Ford Parts are made right . . . fit right . . . last longer.

So for this spring's tune-up, bring your Ford "back home" to the service department that knows it best. Then you'll get the kind of service your car deserves.



F O R D M O T O R C O M P A N Y

WORRY?-BUT WHY?

Get Modess with the triple-proved deodorant!

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My doctor says any girl may offend on those "certain days."



MIDGE:

That's why I switched to Modess with the triple-proved deodorant! Why don't you?



FREEDOM FROM WORRY? Garden-fresh daintiness every day of the month! Every girl wants it—and that's why so many girls are switching to Modess with the triple-proved deodorant.

TRIPLE-PROVED? Yes! Proved effective by Modess chemists; proved superior in 26 tests by impartial laboratories; proved a favorite way to guard daintiness by thousands of girls who've tried the New Modess!

NO SEPARATE POWDER? No! No aprin-

gling, spilling, or nuisance of any kind!

IS MODESS SOFTER? "Yes!" say 3 out of 4 women in a nationwide poll. They found Modess softer to the touch.

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COSTS NO MORE! So, always ask for luxurious New Modess with the triple-proved deodorant. Box of 12 is only 22¢.

MODESS COMES TWO WAYS. Full-size and Junior. If you prefer a slightly narrower napkin, get Modess Junior.



FREE! Send now for "Growing Up and Liking It," a bright modern booklet on the how and why of menstruation. Write Martha Steele, Personal Products Corp., Box 335-P, Milltown, N. J.

The Town Bum CONTINUED



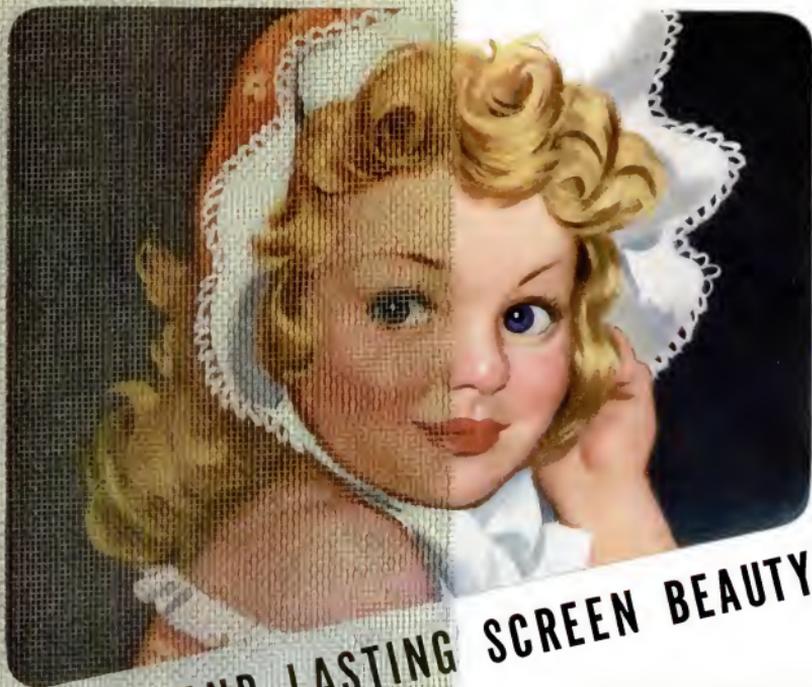
KIDS LOVE TO RIDE on Butch's broad back. Here a child named Buster climbs aboard. Butch frequents the Village Tavern for beer and sometimes prevents closing up of the 10¢ store by sleeping in the middle of the doors.



AT THE RAILROAD STATION he stretches out in front of women's room. Another sleeping spot is the Cove Theater lobby. He sometimes enters the theater but this is discouraged because patrons trip over him in the dark.



HE TAKES A TRAIN for nearly Oyster Bay when bored with Glen Cove. His admirers say that when he gets there, he sometimes takes next train back, sometimes stays over. When he gets off, he gets into the bus meeting the train.



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Velon

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TRADE MARK

• Goodbye ordinary window screens as a necessary evil—welcome *Velon screens* as a beautiful accessory to your home!

Firestone presents another triumph of research—screens made of *Velon*, the versatile material of a hundred forms and uses—tested in twenty thousand homes before the war, proved in long years of punishing exposure in steaming tropic jungles, during the war.

Velon screening is impervious to sun, heat, moisture, salt air, acids or alkalis. It cannot discolor, rust or corrode to deface the outside of your house. No babying *Velon screens* with periodic repainting or revarnishing, special handling or care. A flick of a damp cloth or brush restores its original fresh beauty.

With an impact of strength up to six times greater than metal screening of the same gauge—*Velon* has the power to resist denting, bulging or puncturing, to an extraordinarily high degree. It is four-fifths lighter in weight, and therefore much more manageable.

Velon makes screens a part of the color scheme. This amazingly durable screening is tinted to blend nicely with the interior and exterior of your home. Screens virtually disappear through color harmony.

Watch for *Velon screens*—ask for them—plan on them now. Consult your architect, builder, hardware or Firestone dealer or write Firestone, Akron. Then see the beauty of *Velon screening* for yourself. You can put it in your doors or windows—and forget about screens entirely.

Listen to the Voice of Firestone Monday Evenings Over NBC





SPRUILLE BRADEN, former U.S. Ambassador to Colombia, Cuba and Argentina, now Assistant Secre-

tary of State for American Republic Affairs, is a bulky, ruddy man who weighs 230 pounds. He would like to

trim off about 30 pounds, but finds little time for exercise. In 1914 he was the best water-polo player at Yale.

Spruille Braden

Our battling Assistant Secretary of State has lost round one to Argentina's Perón, but he and his cause have staying power

by JOHN K. JESSUP

THE U.S. has just suffered a sharp diplomatic setback in the Argentine elections. They were primarily a contest between Juan Perón, the rising young dictator, and Spruille Braden, our Assistant Secretary of State. At least Perón sought to persuade the voters that that was the issue. "The elections offer a choice—Perón or Braden," he kept saying, ignoring his nominal opponent (one Tamborini). And on that issue Perón appears to have won.

It is too bad Perón won, for Spruille Braden is much the nicer man. But should an American have been running in an Argentine election at all? This is not an easy question to answer. It is also more important than most Latin-American questions, for it raises issues about U. S. foreign policy which will apply in other parts of the world.

To Braden himself the answer is simple. He is proud that he did what he did. An American official has been roundly rebuked by the people of the Argentine; our national face should be a delicate shade of pink. But Spruille Braden's face is no whit pinker or less pink than it is all the time. He has lost a battle but he expects to win the war.

Win, lose or draw, Spruille Braden is one of the most refreshing characters to blow through our timid old State Department since the days of James G. Blaine. When he was appointed Assistant Secretary last August, it was becoming all too obvious that if the U. S. really had a foreign policy, something was missing from it. There was a growing demand for more clarity, confidence, guts. In his own hailwick of Latin-American relations, Spruille Braden arose like the answer to this prayer. Nobody had to ask twice where he stood. No Hullahish circumlocutions, no Byrnesian juggling for him.

As Ambassador to the Argentine last year, he had come right out and called the government to which he was accredited a "Fascist regime." Moreover he had made it clear that as far as he was concerned the U.S. preferred to deal with democracies rather than dictatorships, whatever impression to the contrary our wartime policy of expediency may have given. He has undertaken to "erase from this New World every remaining vestige of National Socialist ideology."

As the seeming result of such speeches, our Good Neighbor policy is in serious trouble. A big Pan-American conference was scheduled to be held in Rio about now, but because Braden refuses to discuss a treaty with Perón, it cannot be held. To many Latin Americans, it appears that the whole structure of Pan-American diplomatic machinery, so carefully built up piece by piece over the last 56 years, is now destined to rust until either Braden or Perón is removed from office.

Batista, the former dictator of Cuba, once called Spruille Braden "more of a man than a diplomat." That raises another nice question: are a man and a diplomat two different things? Or rather, has manliness no place in diplomacy? If Spruille Braden was wrong to pick a fight with Perón and loses his job as a result, the striped-pants element in our own diplomacy will be greatly strengthened. The willowy prudence exemplified by Braden's chief critic, Sumner Welles, will look better than Braden's "barroom stuff" (as one Latin-American diplomat calls it). And those Americans who wish that our foreign policy could be simple and muscular all the time will have to give up wishing or hope for a luckier exponent of these qualities than Spruille Braden.

"We want sons by Perón!" cried the Argentine women. The electoral rite in Latin countries often seems to have sexual overtones. Yet the U.S. has no alibi there. Not only was this a free election but our entrant was almost perfectly equipped to represent the best *Yanqui* qualities to a Latin electorate, even to Latin women. Braden is a big, handsome, muscular, gasty fellow who obviously enjoys life and likes people. He likes Martinis and grouse and he dances the best samba in our whole diplomatic corps. He is what they call *muy hombre*—quite a guy. His

Spanish is excellent, his wife (they have five children) is a Chilean, and he knows Latin America as well as he knows the U. S.

Although he weighs more than 200 pounds and looks like a fat man, Braden's build is really that of a water-polo player—he was an All-American goalie at Yale in 1914—and there is something almost seal-like in his general cupeness and boundless energy. Even his words and opinions, which are clear, confident and fluent, seem to be manufactured by some healthy gland rather than by the misty tortures of thought. His appetite for work is prodigious, especially in contrast to other denizens of our leisurely State Department. In Argentina, where he erased half the staff holidays from the Embassy calendar, he averaged around 75 hours a week. Nearly every night his lights in Washington burn until midnight. He wears out assistants and secretaries in relays and has been doing so for years.

He first showed his natural bossiness at the age of 8 when his father was running a mine in Ontario. Spruille organized the village boys into a team to dig a hole in the ground. He kept them at work every day at this "mine" until 1 p.m., which was lunchtime at the Bradens'. But most village families ate at 12. To get their boys fed, the village mothers finally had to direct Mrs. Braden's attention to his tyranny in a formal petition.

Spruille spent most of his early life around mines. He was born in Elkhorn, Mont. on March 13, 1894, with a copper spurs in his mouth. His father, William Braden, founded copper companies in Chile (later sold to Kennecott and Anaconda), including the fabulous Sewell mine. After Spruille got out of Yale he went to work as a mucker in the Sewell, 9,000 feet above the sea. Five years later he struck out on his own with some Chilean associates as a development engineer. He first made a name and some money for himself by winning for his client, Westinghouse, the prize job of electrifying the Chilean State Railways. Back in the States in 1926, he went into a variety of business promotions from real estate to oil. He lived in a castle overlooking the Hudson at Riverdale, N. Y. with a slot machine in the dining room and a gymnasium over the garage. The gymnasium was fitted out with a regulation boxing ring, punching bags and dummies, a massage table, a lockerful of 14-ounce gloves and beds for professional pugs, especially South American pugs, who happened to need a stake. Braden used to work out with them between coming home from the office and taking a preprandial dip in his pool. One afternoon he emerged from the garage with his forehead streaming blood. He and his wife were dining out that night, and they were late already. While dressing he ruined eight boiled shirts. Instead of giving up, he dammed the cut with a towel, phoned his doctor to meet him at the dinner party and there had enough stitches to get him through the evening. Recollection of this incident gives solace to those friends who hope he outlasts his current difficulties. However bloody, his head is still unbowed.

Peace, friends and war

Having contributed to Roosevelt's first campaign fund, Braden turned to Latin-American diplomacy, first getting rid of all his remaining Latin-American investments except a \$70 deposit in a Chilean bank. But the depression had already done most of this disinvesting for him. Although Braden retains the rich man's habit of being a hard man with a dime, he is not rich today. His diplomatic career can be divided into three phases: making peace, making friends and making war. Even the peacemaking phase was conducted like a military campaign, which is the way Braden does everything. In 1935, having previously made himself useful by Cordell Hull in the early Good Neighbor conferences, he was given the very important job (he was then 39) of U. S. delegate to the Chaco Peace Conference. The Chaco war came very close to involving all the major countries



AS AMBASSADOR TO CUBA Braden is warmly greeted by its liberal president, Dr. Grau San Martín.

• LORETTA YOUNG, feminine star of
 "THE STRANGER," an International Picture.



"Between 'takes,' Lipton's brisk flavor
 is tops," says Loretta Young



"I agree with the tea experts," she continues, "whose own word 'brisk' describes Lipton's fresh, spirited flavor.

"Besides," Loretta goes on, "Lipton's is unlike ordinary teas. It's never flat or dull in taste. It's never wishy-washy. But rich and full-bodied."

Right, Loretta! And you show good judgment in taking time out on the set for a refreshing cup of Lipton's. Its brisk flavor is friendly... cheering... makes you feel ready to go.

Lipton's is the favorite of millions. Get a package at your grocer's today. Try it.



BUY THE LARGER
 MORE ECONOMICAL
 SIZE PACKAGES

LIPTON TEA
Brisk flavor
 — never flat

BRADEN CONTINUES

of South America. It was Braden's job to prevent the conference from breaking up and to extend a 90-day truce into a permanent settlement. He did so by a combination of tireless optimism and brute force. He would not let the conferees adjourn even for dinner until this or that point had been settled. Said Brazil's delegate, "When Braden can't convince people, he wears them out."

Throughout this conference Braden says he "felt the efforts of Nazi and Fascist diplomats to ridicule our negotiations." By 1938 he was convinced that a world war was coming and that this hemisphere was getting its internal house in order none too soon. He had already started his personal war with Germany by sending warnings to the State Department about the growing Nazi beachhead in Argentina.

As Ambassador to Colombia, which he became in 1939, Braden continued this war. The Germans had founded an airline, Scadta, whose German pilots were probably training for an attack on the nearby Panama Canal. In the delicate negotiations which led to Pan American Airway's taking over Scadta and replacing its German personnel, Braden played the part of an alarm clock, ringing insistently for more than a year. He did hasten the take-over and thinks he may have prevented another Pearl Harbor. Pan American, whom he accuses of being dilatory, merely concluded that Braden was "not the wildest diplomat in the world."

As Ambassador to Cuba, where he went in 1941, Braden continued his war with Germany but also enjoyed an interlude of making friends with the Cuban people.

It was in Havana that Spruille Braden first tasted that headiest of wines, the cheers of crowds.

Braden had brought to Cuba a wholly unorthodox policy; he forbade U. S. corporations to make political contributions or pay bribes. He had to get one American manager removed by his New York bosses before this deeply entrenched custom was rooted out. By rooting it out, Braden played a part in the Cuban election of 1944. The outcome of this election surprised everyone, including the winner, Dr. Grau San Martín, and the retiring dictator, Batista, whose candidate Grau was not. Braden's purity policy not only deprived Grau's opposition of some easy funds but also raised the whole moral tone of the election, which helped Grau win. Nobody questions that Grau was the people's choice—at least of all Braden, who heard the people cheer. But ever since then, Braden has been called an "interventionist." That is a very dirty word, especially in Latin America, and at this point a little background on its meaning will be useful.



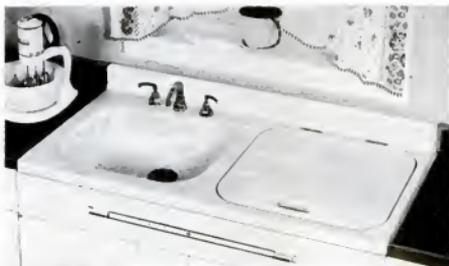
HE WAS YALE WATER-POLO STAR

The Good Neighbor Policy

The Good Neighbor policy, which is only 13 years old, was an attempt to offset half a century of U.S. "intervention" in Latin-American affairs. In practice the new nonintervention meant a generally easier life for small dictators like the Dominican Republic's Trujillo and a harder life for some U.S. corporations below the border, the protection of "dollar diplomacy" being withdrawn. The Latin Americans liked this very much. They also liked the zeal with which Cordell Hull and Sumner Welles joined them in building up the consultative machinery of the Pan-American Union. For nine years, beginning with the Montevideo Conference of 1933, this excellent machinery was gradually lubricated to the point where it was almost a collective security pact of 21 nations, sworn to defend each other against any attack. At the Rio conference of 1942, six weeks after Pearl Harbor, this machinery—indeed the whole Good Neighbor policy—was put to its first pragmatic test. What the U.S. wanted, of course, was a unanimous declaration of war.

Argentina has always been our chief rival for leadership of Latin America. Argentina even resented the Monroe Doctrine in its time and has been our chief antagonist in every diplomatic duel. At the Rio conference the Argentines rather outsmarted Sum-

THE BOB HURDS, OF SCARSDALE, ORDER A NEW G-E ELECTRIC SINK



After reading about the amazing new G-E Electric Sink, Mr. and Mrs. Hurd drop in to see their G-E dealer. "Marvelous!" marvels Mrs. Hurd as the G-E Dishwasher gets going. Washes and rinses dishes completely automatically. They dry in their own heat. All in a few minutes—and cleaner than if washed by human hand!



"Great!" says Bob. "But just look at the other half of the G-E Sink—the G-E Disposall! It gets rid of food waste electrically!" So easy! Just scrape food off dishes down the self-cleaning Disposall (a wide-mouthed drain which fits into most any kitchen sink). Close the cover, turn on the cold water. Whoosh! Everything grates up and washes away! (May be used with septic tanks of adequate capacity.)



"No more trips to the yard with pails of drippy garbage," says Mrs. Hurd. "Even bones, corn husks, grapefruit rinds disappear like magic." The G-E Automatic Dishwasher and G-E Disposall may be purchased separately, or as a complete unit known as the G-E Electric Sink. "Oh, darling, let's have both!" says Mrs. Hurd.



Even the little Hurds will appreciate new kitchen efficiency. For Mommy will wash dishes just once a day (larger families twice a day). They can all go for a walk—the G-E Dishwasher will do the dishes while they're out! Simply load dishes, touch a control, it's done. Separate place for silver, glasses. Washes pots and pans too. Bob closes the deal! "Put the Hurds down for a G-E Electric Sink!" General Electric Co., Bridgeport, Conn.

Dishwasher and Disposall available as follows:

G-E ELECTRIC SINK (complete with Dishwasher and Disposall)

G-E ELECTRIC SINK (with Dishwasher only)

G-E AUTOMATIC DISHWASHER (Cabinet model)

G-E AUTOMATIC DISHWASHER (less cabinet)

G-E DISPOSALL (for installation in present sink)



For the Complete Table-to-Shelf Dish Job

DISHWASHER AND DISPOSALL*

*Reg. U. S. Pat. Off.

GENERAL ELECTRIC



York ... \$12.50

Ziprein ... \$13.75

Your dealer now has Rain Topcoats that do Double Duty

... Topcoat Smartness plus Showproof Protection

Leading retailers now feature what thousands have waited for—the Rain Topcoat, of finely loomed super-fabrics that make one garment serve as two.

These fabrics in your favorite shade are soft-draping, rich to the touch, and retain their smartness for the life of the garment.

Moreover, they are showproofed a unique way which permits the fabric, hence the body, to "breathe."

Men who want the distinction of fine tailoring, fine fabrics, and eminently

correct style are selecting the Rain Topcoat by Rainfair. And they obtain full measure of utility in a garment that gives double duty rain or shine.

One for you is waiting at your retailer's. Ask for a Rainfair. Look for the label shown below.

FREE BOOKLET... How to make your Rain Topcoat last... our new free booklet gives you detailed instructions, and illustrates the popular Rainfair styles ranging in price from \$6.50 to \$30.00. Write for it today.

York ... \$12.50—(at left) Made from fine combed yarn gabardine. Trim fitting collar shaped to your neck line, raglan shoulders. Open-through pockets. Yoke and sleeve lining of strong, silky rayon. Colors: light olive and taupe.

Ziprein ... \$13.75—(center) Styled after the English manner. Softly draping gabardine of fine combed cotton yarn. Yoke and sleeve lining of strong silky rayon. Colors: bleached lone or light olive.

RAINFAIR Racine, Wisconsin

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THE ZEPHYR—Another Rainfair "must"—10 oz. RAINCOAT—100% WATERPROOF—\$10.00. Made from miracle war-developed fabric, stronger than fabric 5 times its own weight. Unconditionally guaranteed. Folds to pocket-size in convenient self-fabric envelope. Stays soft and flexible indefinitely. Belongs in every wardrobe.



AT BRADEN COPPER MINE in Sewell, Chile, Spruille Braden got first job. Though his father owned mine, Spruille started at bottom as mucker.

BRADEN CONTINUED

ner Welles. They persuaded him to water down the war resolution with a phrase which enabled them to remain neutral through most of the war. Militarily this was not the most serious thing in the world; as Cartographer Richard Edes Harrison once remarked, "Argentina is a dagger pointed at the heart of Antarctica." But the German beachhead there was a nuisance, and anyway old Cordell Hull's feuding instincts were aroused. Unlike Sumner Welles, he wanted to crack down.

When Perón and his colonels seized power in June 1943, Hull even forsook a cardinal Good Neighbor principle and withheld recognition—for a while. Later he recognized but denounced the new government for harboring Nazis; then he threatened Argentina with economic sanctions. But the British, who have far more economic influence in Argentina than we have, would not go along on that. Like so many Hull policies; this threat turned out to be just words.

Under Edward Stettinius the Argentine drama was transposed to a world stage. At the Mexico City conference of April 1945, where the 20 other republics rehearsed their hemispheric role for the big San Francisco show, everybody wanted the Argentine in. Argentina wanted to be in and seemed ready to fulfill the membership requirement by declaring war. But by means of some skillful overtures, the U.S. received their clear indications that Argentina's declarations would be perfunctory and would mask rather than stop the aid and comfort which she was giving to Germany.

Then, if ever, was probably the time for the State Department to take action against Argentina. But Rockefeller and Stettinius feared a trick: Argentina might thumb its nose at Mexico City, declare its phony war against the Axis and gain admittance to UNO under British or even Russian sponsorship. This the Americans were unwilling to risk, so they got Roosevelt—it was one of his last acts—to okay the formula by which Argentina was later admitted to UNO. Perhaps they even persuaded themselves that the Perón regime would reform.

Spruille Braden thinks all this was a big mistake. He said so at the time. And when he took over our Buenos Aires embassy in May 1945, he threw the whole "appeasement" policy into the garbage can.

Perón vs. Braden

Up to now Braden's "interventionism" had not got him into trouble; the reverse, in fact. In Cuba he was an interventionist only if corrupt practices are to be considered normal; by being one he cured at least one Cuban—Dr. Grau—of the devil theory of U.S. imperialism. Or maybe successful intervention is mostly a matter of lucky timing, as in the Scadta case. If so, Braden's luck now began to run out.

Perón was cementing his dictatorship with methods increasingly like those of the early Mussolini. He had increased the Argentine military budget of 1945 to five times what it was in 1942 and devoted more than half the national budget to military preparations, to the alarm of Chile and Uruguay. Hundreds of political prisoners were in jail and ingenious tortures had been adapted from Gestapo models. Braden reacted to all this in his simple, non-Machiavellian, glandular way and mapped out a battle. In

CONTINUED ON PAGE 10



How much does your family cost a year?

No great amount of calculation is required to answer this question. Subtract from your income your personal expenses and what you save during the year and the result is a fair approximation of what your family costs.

In case of necessity, this cost undoubtedly can be reduced. But a large part of it will remain, year in and year out; which is the greatest of all reasons why most men need life insurance.

How much life insurance? What kind? These are questions which must be answered according to your own personal needs and the amount of money which you can afford to lay aside. To answer them wisely, you will do well to get the experienced help of a John Hancock agent.

This man knows life insurance. He has been specially trained in fitting the many values of life insurance to your particular wants. With his aid, you can plan your purchases of life insurance so that every dollar does the job you want done.

Have a talk with your John Hancock agent soon. Let him show you how you can use life insurance to safeguard the good things in your life.

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To control its quality, Valvoline is refined in limited quantity from pure Pennsylvania crude oil. Every quart costs us more to make—costs you less to use. Naturally, Valvoline is not on sale everywhere, but you will find it at better dealers coast-to-coast. Sold always with this unconditional guarantee: The performance of Valvoline must completely satisfy you—or your money back!



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his first and very cordial interview with Perón ("He has lots of charm," said Braden) he wangled enough press freedom so that news transmitted from Buenos Aires to New York could be retransmitted and published in the Argentine papers. With this foothold he went after the release of the political prisoners and otherwise needed Perón. In their third interview Perón threatened him with assassination.

It was open war from then on. Unlike Hull, Braden did not confine his attacks to Perón's pro-German activities; he talked about Fascism in general and declared he would "dig [it] out by the roots." Such remarks earned him the name of the "colonel-tamer." Anti-Perón crowds cheered him in restaurants, on the screen, in the streets. This confirmed him in his belief that the Argentines, beneath the rough exterior of their government, are a fine, sensible people. "The voice of freedom makes itself heard in this land," he said, "and I do not believe anyone will succeed in drowning it. I shall hear it from Washington with the same clarity with which I hear it in Buenos Aires. I will know it is the voice of the Argentine people. . . ."

Already he had been called back to be promoted to Assistant Secretary of State. His voice had been heard in this country, too. But in Washington, Braden was somewhat chastened to find the Senate Foreign Relations Committee a good deal less enthusiastic about his policies than the liberal press had been. In fact the committee held up this confirmation for three weeks and then read him a lecture on Pan-American unity and nonintervention.

What alarmed the senators was not so much Braden's anti-Perónism as the fact that he had just made a diplomatic mistake. There had been scheduled for last October a meeting of all 21 republics in Rio, its purpose to turn the wartime Mexico City agreement—the Act of Chapultepec—into a permanent hemisphere collective security pact. Braden, unwilling to sign any such pact with Perón, persuaded the State Department to have this Rio meeting postponed. This was done hastily and without consulting the other republics first. One critic called it "almost an act of panic."

Braden now had to prove that he was right about Perón. He put a team furiously to work on documents collected in the ruins of the Third Reich. The Blue Book, based on these documents, gives ample evidence that Braden was right about Perón's wartime duplicity: his regime "pursued a policy of positive aid to the enemy" and thereby broke Argentina's "solemn pledges" at Rio and other conferences. It is proof that Argentina never should have been admitted to UNO.

In at least two respects, however, Braden appears to have been wrong about Perón. For one, Perón has deviated sharply from the Fascist norm—or at least outsmarted Braden—by holding an unquestionably free and fair election. For another, he is much better liked by the Argentine people than either Braden or the U. S. press would admit last fall. His economic reforms have won him a mass following both rural and urban which is not unlike that of the early New Deal. Perón once warned Braden that his speeches were making the Argentine people his enemies. But Braden had heard the rixas when his own picture appeared in the newspapers. He mentioned this to Perón, who smiled. "You must remember," said the dictator, "that the Argentine people are two-faced." In any case the publication of Braden's Blue Book just before the election had about the same effect on its outcome as though the British government had chosen a similar moment to warn Louisiana against Huey Long.

Acts and words

Was the Blue Book "intervention"? There are times when intervention becomes the duty of civilized states. If Perón is as bad as Braden says, our policy is not interventionist enough. "Teddy" Roosevelt, the father and grandfather of successful intervention, used to say, "Speak softly but carry a big stick." Braden's method, like Hull's before him, is better defined as speaking loudly but carrying no stick at all. Military sanctions against Argentina are out of the question, if only because she is a member of UNO. Economic sanctions are equally impossible without British assistance and the British—largely from hunger—have been rather tolerant of Perón all along. That leaves Braden one weapon against Perón: words. But the discrepancy between U. S. words and U. S. actions is one of U. S. diplomacy's most notorious and dangerous habits. Said a Buenos Aires cab driver the other day, "Ah, the U. S. talks too much, does too little."

If Braden had been in Nelson Rockefeller's shoes at the Mexico City conference, he might have disposed of the Argentine problem

CONTINUED ON PAGE 12

Hollywood News of Capitol Stars

Capitol is proud of these artists for their outstanding achievements in the movies, on the radio, and in the winning of so many nationwide popularity polls. Each of them, of course, makes records exclusively for Capitol . . . for

Capitol, located in the heart of the entertainment world, combines smart tune-picking with stage, screen and radio stars who are tops as recording artists. That's why Capitol is First with the Hits from Hollywood!

JO STAFFORD

Radio:
Supper Club (NBC)

Awards:
1st—Down Beat Magazine
—Female vocalist not with organized band.
1st—Mortie Black 19th Annual Popularity Poll.
Current Capitol Hit:
'I Didn't Mean A Word I Said'

ANDY RUSSELL

Movies:
'Stork Club' (Paramount)
'Make Mine Music'
(A Walt Disney Feature)
'Breakfast in Hollywood'
(A United Artists Release)

Radio:
Joan Davis Show (CBS)

Current Capitol Hit:
'If I Had A Wishing Ring'

PEGGY LEE

Movies:
'Escapee of Melody'
(A Universal Featurette)

Current Capitol Hit:
'I Don't Know Enough About You'

THE PIED PIPERS

Movies:
'The Fan Alley Tempus'
(A Universal Featurette)

Radio:
Frank Sinatra Show

Awards:
1st—Down Beat Magazine—
Small vocal combination.
Current Capitol Hit:
'In the Moon Mine'

COOTIE WILLIAMS

Awards:
Esquire Magazine's Gold Award
as Top Hot Trumpeter.
Current Capitol Hit:
'Juice Head Baby'

JOHNNY MERCER

Radio:
Hi Parade (CBS)

Stage:
'St. Louis Woman,' opening on Broadway.

Current Capitol Hit:
'Personality'

STAN KENTON

Movies:
'Talk About A Lady' (Columbia)
'Artistry Jumps' (Warner Bros.)

Awards:
Look Magazine's prediction for
Band of the Year, 1946.

Personal Appearances:
Hotel and Theatre playing dates
throughout the East.

Current Capitol Hit:
'I Been Down In Texas'

KING COLE TRIO

Movies:
'Breakfast in Hollywood'
(A United Artists Release)

Awards:
1st—Down Beat Magazine—
Small instrumental combination.
1st—Metronome Magazine—
Small band division.
1st—Orchestra World Magazine—
Small unit.

Personal Appearances:
Hollywood Troubadors.

Current Capitol Hit:
'It Is Better To Be By Yourself'

MARGARET WHITING

Radio:
Celebrity Club (CBS)
Philip Morris (NBC)
Frederick Ev Productions

Current Capitol Hit:
'All Through The Day'

PAUL WESTON

Radio:
Joan Davis Show (CBS)

Current Capitol Hit:
'Full Moon and Empty Arms'

TEX RITTER

Movies:
Western Star for 8 Years

Current Capitol Hit:
Album of
'Children's Songs and Stories'

MARTHA TILTON

Radio:
Radio Hall of Fame,
with Paul Whiteman (ABC)

Current Capitol Hit:
'Ah Yes, There's Good Blues
Takin'.'

Capitol RECORDS
FROM HOLLYWOOD
SUNSET AND VINE

That's Service!



Blackie: "We're always on the job, aren't we, Whitey?"

Whitey: "You bet, Blackie—that's why people have grown to depend on us."

Dependable quality—that's the key to BLACK & WHITE's world-wide reputation. You can be sure that the BLACK & WHITE you drink today has the same fine character you've always enjoyed.



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BRADEN CONTINUED

by timely action. As it is, little or no action is possible; Braden's bark is necessarily worse than his bite. The question remains, has he also been barking up the wrong tree? Despite Perón's jingoism, Argentina does not look like the world's most formidable menace to peace just now and neither does fascism. When Cordell Hull used to vent his spleen against Argentina, while showing tolerant indifference to Trujillo and other dictators, it led to a very cynical saying among Latin diplomats: "Democracy means being in the good graces of Cordell Hull."

That has not been and cannot be said about Spruille Braden. He is barking up the nearest tree, not the wrong one. He is not just prolonging his personal war effort; he is a simple American extrovert who is against totalitarianism in any form. If Trujillo is made nervous by some of the *obiter dicta* in the Blue Book, that is all right by Braden. He is not afraid of the precedent he is setting. He would like to see his antidictator policy generalized not only in Latin America but throughout the whole world. He knows Communism to be as great a potential danger to Latin America as Perónism is now, and he doubtless takes a grim pride in the fact that the Communists, who bitterly opposed Perón, have already begun to semaphore a change in that line. A Soviet trade mission is en route to Buenos Aires. The Communists in other countries attacked the Blue Book as "*Yanqui imperialism*."

If intervention is merely a question of timing, Spruille Braden has proved deficient in this quality; that heady wine, the cheers of crowds, doubtless threw him off. But if intervention is a matter of principle, he thinks events will justify him in the end. That is why he is not downcast today and why he still will not sign a treaty with Perón. "We stand on principle," says he.

A way out?

As a result of this stand U.S. diplomacy is in a very embarrassing position. Even if Braden succeeds in having Argentina kicked out of the UNO, he cannot kick her out of the hemisphere. Braden's moral position is unmercifully tangled with a geographic fact. Yet the morality which has been developed by the geographic experiment may prove the ultimate solution to our dilemma.

Uruguay, which first proposed a collective security pact for the hemisphere before World War I, has recently come up with another idea: that the internal affairs of all the Americas be considered of concern to all. When an "invasion of human rights" is appropriately called to the attention of the rest collective action could then be taken if enough states—not necessarily all of them—approved. This "Larretta proposal" (after Uruguay's foreign minister) is a bold step toward the subordination of sovereignty to international law. If it were in effect now, the solution of the Argentine problem would be clearer, though no easier. The most peaceful bridge between absolute sovereignty and a world community is collective intervention. As often before, the trend of Pan-American legal philosophy is an advance model for the world.

Until this or some other fortunate solution comes along, our relations with the Argentine will continue to make "hemisphere solidarity" an ironic slogan. But the blame is certainly not all Braden's, and it would be too bad if Secretary Byrnes should go back on him or on his policies now. There have already been too many zigzags in our Latin-American line, and we have far too few diplomats like Braden who dare to make mistakes on principle—if to act on principle is ever a mistake.



BRADEN'S BOSS, James Byrnes, studies map of South America with his Assistant Secretary. Byrnes leans on Braden for U.S. South American policy.



Kodak

The Mirage and the Rainbow

In popular thinking, the mirage symbolizes the false, the illusion . . . while the rainbow is a symbol of hope and promise.

But the optical scientist, endeavoring to create a camera lens of greater speed and truthfulness, has the reverse view: the mirage is his servant, the rainbow his tricky adversary.

For in optical glass, it is attainment of higher refraction of light . . . greater "mirage effect" . . . *without increase of dispersion or "rainbow effect"* that leads to a finer lens—and greater pictures.

To achieve this in higher degree than ever before possible, Kodak scientists found it

necessary to revolutionize the manufacture of optical glass. They worked out new formulas utilizing rare elements . . . tantalum, tungsten, lanthanum . . . and in many cases entirely discarded sand—for centuries the indispensable ingredient of all glass.

Lenses incorporating optical elements of the new Kodak glass are now serving human progress in science and industry and in military uses . . . by getting amazingly clear pictures under difficult conditions.

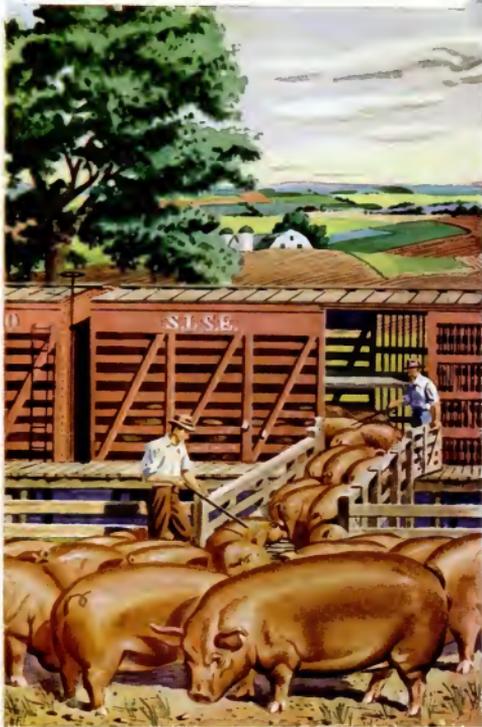
"Rare element" lenses on many a fine post-war Kodak will also serve the demands of the perfectionist in human-interest photography.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Serving
human progress
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In the Pursuit

MANY fine hogs come to market--only the best make "Swift's Premium"



ONLY the center of the slab is good enough to bear the "Swift's Premium" brand



These Swift Quality Foods are representative of the excellence of all products bearing the name Swift... now as always the finest of their kind.



SWIFT'S PREMIUM BACON



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SWIFT'S PREMIUM TABLE-READY MEATS

of Perfection...

A MERICA'S favorite bacon—Swift's Premium—
the bacon with the "Sweet Smoke Taste"



These 3 pictures tell the basic quality story back of a typical Swift's Premium product—Swift's Premium Bacon

It starts with the meat—Pigs is pigs? Well they are if you aren't particular. But to Swift's buyers pigs are far more than just pigs. They're the makings of bacon, of ham, and of loin roasts. Only those hogs that have been fed right and are of top quality can furnish meat worthy of the coveted Swift's Premium Brand name.

It continues with the cure—But even the finest meat that Swift's livestock buyers can find won't automatically have the distinctive "Sweet Smoke Taste" that Swift's Premium Bacon has unless it is sugar cured Swift's secret way and specially smoked in ovens.

It's climaxed in the eating—This care in grading, selection, cure and smoking, is something so real you can actually *taste* it—in every strip of Swift's Premium Bacon. And Swift's great food research laboratories, the largest of their type in the world, are constantly at work on controls that make sure that this brand *stays* America's outstanding favorite.

In the pursuit of perfection, scores of dramatic quality controls are in daily operation in Swift plants to assure good eating, good nutrition and good value in all Swift quality foods. For example, Swift's Premium Ham, the ham with the "Brown Sugar Cure," is just as zealously watched over throughout its processing. And so are Swift's Premium Frankfurts, Prem, Swift's Premium Table-Ready Meats and Swift's Brookfield Sausage.

Meats like Swift's branded beef, lamb, veal and poultry are also benefited by quality control. Unique methods of grading and handling are reflected in the fine flavor and juicy tenderness of every cut of meat bearing the famous Swift's Premium brand.

All this is of immediate benefit to you, the consumer. For, Swift's 60 years of experience, the technical skills of its great laboratories and test kitchens back up your judgment when you say to your meat dealer: "I prefer the Swift brand, please."

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This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 60 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.



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SWIFT'S PREMIUM HAM



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In cool, dewy shade—under an awning of taller trees—these fine coffee beans in their gay red jackets slowly store up the rich "shade-grown" flavor that America loves in Chase & Sanborn Coffee

YOU'LL LOVE THE

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★ From coffee trees that grow in the moist, cool shade come the choice beans that add "shade-grown" flavor to Chase & Sanborn.

No wonder Chase & Sanborn Coffee tastes so mellow . . . so smooth . . . so rich!

No wonder more people have been using Chase & Sanborn in the past year than ever before!

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CHASE & SANBORN COFFEE



LIKE A PERKY JACK-IN-THE-BOX, RAY BOLGER POPS UP DURING HIS DELIGHTFUL "OLD SOFT-SHOE" NUMBER WHICH BURLESQUES OLD-TIME VAUDEVILLE HOOFERS

"THREE TO MAKE READY"

Bolger is superb in new revue

Twenty years ago no Broadway season was complete without half a dozen big and gaudy musical revues—like the *Ziegfeld Follies* (see pp. 88-90)—composed of assorted song, dance and comedy acts. Recently the fad has been for "book shows" that tell a story like *Oklahoma!* But a good revue, like a tray of assorted hors d'oeuvres, can still be appetizing fare.

Three to Make Ready, Broadway's first revue of the season, is written by Nancy Hamilton and Composer Morgan Lewis as a sequel to their earlier revues, *One for the Money* (1939) and *Two for the Show* (1940).

A sleek and tasteful little diversion, it has an amateur quality irritating to some, ingratiating to others. Its comedy stems mostly from the spinsterish rompings of Brenda Forbes, an alumna of the first two shows. Its one superbly professional note is struck by Ray Bolger, whom moviegoers have seen in *The Wizard of Oz* and, more recently, in *The Harvey Girls*. Now, at the age of 40, Bolger has never been in better form. His wry, wiry grace convinced even the first-nighters who paid \$9 for their tickets that Ray Bolger is by all odds America's greatest comic dancer.

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You'll show up to your best advantage when you show up on the job in smart Big Yank shirts and trousers! Because they're designed for appearance as well as ruggedness. So rely on Reliance Big Yank—featured at leading stores everywhere. Unfortunately, demand still exceeds supply. Reliance Manufacturing Co., 212 W. Monroe St., Chicago 6, 200 Fifth Ave., New York 10.

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BUY

U. S. SAVINGS BONDS

KEEP

THE BONDS YOU HAVE!



"Three to Make Ready" CONTINUED



"KENOSHA CANOE" (above) parodies dream ballets from two hits. The three leggy girls (left) are taking off Oklahoma!; others are kidding Carousel.





"BARNABY BEACH" (below), a charming song-and-dance number done partly in silhouette, depicts old-fashioned revelers at a Cape Cod seaside resort.



New Magic

IN A RADIO EVERYONE NEEDS

look!
IT'S A
SHERATON END TABLE
adding beauty to every room

presto!
IT'S A

BENDIX RADIO
THE *Invisible* RADIO
WITH THE
PHANTOM
DIAL



adding new brilliance
to every broadcast



Radio is made (including receiver tube) Superheterodyne with full standard broadcast and police reception.

There's no sign of a dial on this handsome mahogany dropleaf table . . . no drawers to pull . . . no doors to open . . . nothing to show it's a fine radio—until you turn the drawer knob. Then, like magic, the Phantom Dial appears, and the Real Voice of Radio fills the room! Typical of Bendix Radio's completely new furniture-styled radios and radio phonographs, the Invisible Radio will add beauty and convenience to any room. See it at better dealers everywhere.

(BENDIX RADIO)

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Bendix
THE REAL VOICE OF
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"Happy feet
count so much
on a job..."

Sitting, standing, walking—
feet kick up a disturbance
if they're not contented.
Give them good working
conditions—easy, well-fitted
ENNA JETTICKS—and just
feel their comfortable
cooperation on any job!

ENNA JETTICK SHOES, INC.
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\$6 TO \$6⁹⁵



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America's Smartest Walking Shoes



"COLD WATER FLAT" skit shows Bolger in a domestic crisis when a vital bathroom fixture breaks loose. He supports box while wife phones plumber.



PLUMBING ERUPTS while Bolger's wife hurries to turn off water.



WAKING UP, Bolger finds that the plumbing crisis was only nightmare.



EXPLAINING HIS DREAM, Bolger pulls the chain to show how the imaginary accident started. Thereupon the box breaks loose, douses its victims.

it's a Sweetheart of a breakfast!

these wholesome, happy biscuits
of natural whole wheat

Wake up and revel in this rousing-good breakfast!
For Nabisco Shredded Wheat brings you full-bodied, rich, ripe flavor—and the good, solid nourishment you really need every morning! Just as good for you as cooked cereal—without the kitchen bother! Make your mornings hum—feel like a Jack-the-Giant-Killer every day! Get in the habit of eating Nabisco Shredded Wheat—the original Niagara Falls product—a natural for your breakfast!



Delicious, ready to serve...
yet as nourishing as a hot cereal



Down finds your Clipper high over the Pacific and right on its course. You left San Francisco or Los Angeles late yesterday afternoon... Less than an hour from now you'll be landing at Honolulu where a warm island welcome is waiting.



Red canoe on the Blue Pacific. That's Diamond Head in the background, lying with its paws in the sea as it guards the beach



at Waikiki... But there are plenty of other beaches in the Islands... Here's a beauty (right) on Kauai, called the "Garden Isle."

Now you can fly to Paradise

Even color photography cannot do justice to the beauty of Hawaii... But now you can go there by Clipper and judge for yourself! 10 hours from the West Coast...

WEST SOUTHWEST from San Francisco and Los Angeles lie what many people consider to be the most beautiful of all the islands in the Pacific Ocean—the Hawaiian.

Hawaii, experienced travelers like to point out, is not just Honolulu and Waikiki Beach. *The Territory of Hawaii* has two islands larger than Oahu (where Honolulu is situated) and literally hundreds of smaller islands.

Now, since it takes you only 10 hours to get there by Clipper, you can visit *other* Hawaiian Islands—swim at still "undiscovered" and still uncrowded beaches—all on a *two weeks' vacation!*

Get the details now from your Travel Agent or the nearest Pan American office. Whether you are flying to Hawaii... or taking a Clipper to Alaska, Latin America, Europe, Africa... you'll find the same world-famous Pan American service that makes *every moment* of your trip a pleasure.



Color and more color... Flowers and more flowers... Countless waterfalls and cascades... This is Hawaii, land of the graceful *hula* and the flowered

You can now fly by Clipper



The cliff which guards this beach (background) is called Napali . . . Will, someday, be as justly famous as Diamond Head.



lei. Remember this fact! U.S. Weather Bureau records show that Honolulu has never been hotter than 85 degrees or colder than 56 degrees.



Nature's spectacular fireworks in the crater of famed volcano Mauna Loa. This picture was taken in 1942; Mauna Loa erupts about every four years. When you visit Mauna Loa and its sister volcano Kilauea, you'll also see luxuriant tropical forests with gorgeous tree ferns, sandalwoods, koa (Hawaiian mahogany), flowering ohia trees . . . and quaint native villages nesting amongst them.

M-M-M-M! The juice runs down your chin and you don't care! Because this is not pineapple out of a can. This is ripe pineapple, right from the fields. It's the kind of ambrosia you'd expect the gods to have in paradise. The flavor? It's like honey stirred into champagne.



Modern hotels . . . delicious food . . . here, on the lawn of the lovely Halekulani Hotel, guests ready for a day of fun hail a late arrival. The Islands are a paradise for sports lovers, with tennis, golf, riding, polo, camping, deer hunting, big game fishing, or surfboarding (note guest with surfboard).



An old island custom. A sunset toast . . . "Hawaii no ka oi" (there's no place like Hawaii) . . . ends your first day on the islands. Now dinner . . . And dancing outdoors in air so free from dust and fog that the stars leave shining paths across the sea.

to 4 Continents

PAN AMERICAN WORLD AIRWAYS



The System of the
Flying Clippers

FIRST ACROSS THE PACIFIC . . . FIRST ACROSS THE ATLANTIC
FIRST THROUGHOUT LATIN AMERICA



ANNE IN WHITE, painted in Woodstock, N. Y. in 1920, portrays Bellows' charming daughter at the age of 9. Anne and her younger sister Jean often posed for their

father, charged him 25¢ an hour when they were young, upped it to \$10 when they grew older. Mrs. Bellows sold this painting to Carnegie Institute, Pittsburgh, in 1923.



GEORGE W. BELLOWS

An American master of realistic painting comes into his own with big memorial show

Last month George Wesley Bellows, who was only 42 when he died in 1925, came fully into his own as a great American master. In a big memorial show of Bellows' works the Chicago Art Institute put on display the work of this painter whose rich painting and powerful draftsmanship has had immeasurable influence on modern American art.

Four decades ago, when other artists were busily aping the watery landscapes and gauze-draped nudes of academic Europeans, Bellows shocked the U.S. with his realistic pictures of drunks, prizefighters and lovers at night in city parks. He leaped to fame in 1909 with *Stag at Sharkey's*, showing a fight between two heavyweights (see pp. 76-77). He was one of the group that organized the famous Armory Show in 1913 that set the U.S. arguing about modern art, and himself became a leader in a new school of realistic American painters.

Bellows' family were Yankees who settled in Columbus, Ohio and raised their son by strict Methodist precepts. His stern and elderly father would not let George play on Sundays so he spent the Sabbath drawing, which was permitted. After grad-

uating from Ohio State University, where he was a star athlete, Bellows persuaded his father to let him go to New York to study art. He enrolled in the classes of the famous teacher Robert Henri and helped pay his way by playing semiprofessional baseball. Later he became a teacher at the Art Students' League and was one of the first to advise students to look about them at their everyday lives for subjects to draw and paint.

Bellows himself followed his own advice and painted the hectic brawling life of New York City with a warmth and spontaneity that no other American artist has surpassed. He painted East Side kids playing in the streets, and rows of wash hung out in the backyards of tenement houses. He liked to paint portraits (opposite page) but only if the subject pleased him. He rarely painted female nudes like the one shown on page 82, once said, "Prizefighters and swimmers are the only types whose muscular action can be painted in the nude legitimately."

As an athlete himself, Bellows loved to hang around gymnasiums and fighting arenas where he

found excellent models for his prizefighting series of lithographs and drawings. The critics and the public denounced his realism. To a critic who said that the fighters' expressions were brutal and that pugilism was immoral, Bellows replied, "I do not care about the expression of a prizefighter's mug. . . . The expression of his face is about as important as the polish on a locomotive's headlight. . . . I am not interested in the morality of prizefighting."

George Bellows married in 1910, and in spite of adverse criticism sold enough pictures to support his wife and two daughters comfortably. A good carpenter, Bellows built his own house in the Woodstock, N.Y. art colony where he settled with his family in 1922.

Though Bellows deliberately refused to go to Europe, he revered the works of such old masters as Rembrandt, Velasquez and Titian. Today Bellows' paintings are treasured by 32 U.S. museums, Canvases which brought him \$350 are now valued at \$25,000. His *Crucifixion* (LIFE, Dec. 9, 1940), still owned by Mrs. Bellows, is held for \$50,000.



SQUEAMISH CRITICS IN 1921 SAID "REDUCING" (ABOVE) WAS VULGAR



FROM HIS FAMOUS PAINTING, "STAG AT SHARKEY'S," THE ARTIST



PRAYER MEETING was first lithograph (1916) Bellows made. He made his notes for this picture while attend-

ing a church service at Monhegan Island, Maine, where he was vacationing with his family during the summer.

BELLOWS'

Artist's realistic pictures

When George Bellows turned to lithography in 1916 he did so against advice. But Bellows persisted and produced works in black and white which show savagery and satire seldom found in his paintings. Critics called his draftsmanship exciting but his subject matter shocking.



BILLY SUNDAY haranguing a revival meeting in Philadelphia was drawn when Bellows visited



MADE THIS LITHOGRAPH, WHICH BEARS THE SAME NAME



MELODRAMATIC SCENE, "THE DRUNK," WAS ATTACKED AS IMMORAL IN 1924

LITHOGRAPHS

aroused loud controversy

His lampoons of prayer meetings, scenes of drunkenness and insanity provoked loud controversies. Today the controversies have died down but interest in the lithographs has not. *Stag at Sharkey's* (above), which sold for \$35 in 1917, brings \$3,000 today.



city with his radical friend, John Reed. Bellows liked to expose hysteria as well as smugness.



DANCE IN A MADHOUSE, one of Bellows' best works, was done after a visit to an Ohio insane asylum. For months

after Bellows showed the picture he was bombarded with letters accusing him of cruelty for depicting the patients.



STUDY DRAWING was made by Bellows for painting of his mother. Here he was pre-occupied with heavy folds of her black silk dress. He made 20 paintings of his family.



BELLOWS' DAUGHTER JEAN posed for this sketch for *Elinor, Jean and Anna* (*LIFE*, April 24, 1944) in 1920. Jean, aged 5, became the center figure in painting.



NUDE STUDY was lithograph made by Bellows in his Woodstock, N.Y. studio the year before he died. One of the few female nudes made into lithographs by Bellows,

this one lacks the spontaneity of his freer drawings but shows the long and painstaking care of all his work which made the artist one of America's finest draftsmen.



MRS. T. IN CREAM SILK is one of three canvases Bellows painted in Chicago of a little old lady named Mrs. Tyler. The impoverished daughter of a once-wealthy

Chicago lawyer and banker, Mrs. Tyler insisted on posing in the beautiful wedding dress she had saved from her mansion which burned down during the Chicago fire.



FORTY-TWO KIDS (*above*) swimming in the murky waters of New York's East River is one of Bellows' earliest and most famous canvases. It was sold in 1909 for \$300. Now owned by Washington's Corcoran Gallery, it might bring \$20,000 today.

GRAMERCY PARK (*below*) was painted in New York in 1920. The girl skipping rope is daughter Anne. Though dogs are not allowed in this private park, Bellows put them in. Canvas is owned by C. V. Whitney, who bought it for \$15,000.





THE SAND TEAM (above) shows the men and horses who came down to the beach at Monterey, Calif. to get sand for builders. Though there are no hills near Monterey beach, Bellows painted some in to make his composition more dramatic.

THE WHITE HORSE (below), owned by the Worcester Museum, was painted in 1922 after Bellows had moved to Woodstock. One of the few dreamy, poetic paintings he did, it shows a place near Woodstock unpoetically called Bogg's Road.





WALDO PEIRCE, a famous painter in his own right (*LIFE*, Nov. 12), turned model for Bellows, posed for this impressive portrait in New York studio in 1920.



MISS KATHERINE ROSEN, the daughter of Charles Rosen, who was an artist-friend and neighbor of Bellows, posed for this meditative study in 1921.



TWO WOMEN, still owned by Mrs. Bellows, portrays a professional model dressed and undressed. The range and richness of colors is unusual among Bel-

lows' pictures. Bellows, who always had a horror of studio pictures and "pretty nudes," rarely worked from professional models and never painted a still life.



YOU CAN'T FENCE US IN!

The neat fences of tradition were far too narrow to hold Decca. For the field we staked out is bounded only by the range of America's voice!

We've found good music . . . even great music . . . 'round the doot of a mountain cabin . . . coaxed from a battered piano in Greenwich Village . . . on a Caribbean plantation. Fine poetry, plays and stories come alive when spoken by such artists as Ronald Colman, Ginger Rogers and Orson Welles.

Decca will continue to record the music *you* like, the *way* you like. On Decca records, you'll understand every word of a song . . . enjoy pure dance-able rhythm throughout every dance record.

Because, you see, Decca has broken with tradition . . . to please *you*.

DECCA RECORDS



BING CROSBY—DON'T FENCE ME IN. Songs of the wide open country sung by Bing. Also one record with the Andrews Sisters. 12 sides. 10 inch. No. A-417 . . . \$3.75



THE RED MILL. Selections from Victor Herbert's classic. Wilbur Evans, Eileen Farrell, Felix Knight. 6 sides. 10 inch. No. A-411 . . . \$2.75



STATE FAIR. Hit songs from the Twentieth Century-Fox Technicolor picture, with the singing star Dick Haymes. 6 sides. 10 inch. No. A-412 . . . \$2.00

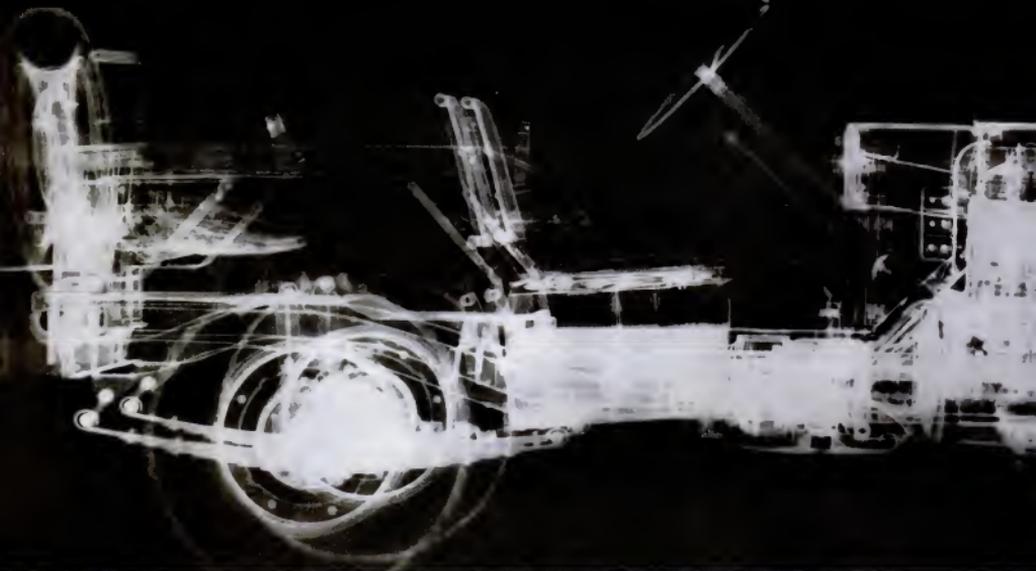


IN THE AMERICAN TRADITION. Readings by Orson Welles from the speeches of four great Presidents—Jefferson, Lincoln, Wilson and Roosevelt. 6 sides. 12 inch. No. A-394 . . . \$3.50



ON THE TOWN. Selections by Mary Martin, Nancy Walker, Betty Comden, Adolph Green, Lynn Murray chorus. 6 sides. 10 inch. No. A-416 . . . \$2.75

Prices do not include federal, state or local taxes.



FULL-SIZED X-RAY TAKEN AT THE UNIVERSITY OF ROCHESTER X-RAY LABORATORY REVEALS THE INNER PARTS OF THE JEEP, INCLUDING ENGINE, CHASSIS FRAME AND



HOW THE X-RAY WAS MADE is shown in the laboratory arrangement above. In right foreground is million-volt X-ray machine aimed at jeep 60 feet away outside the lab-

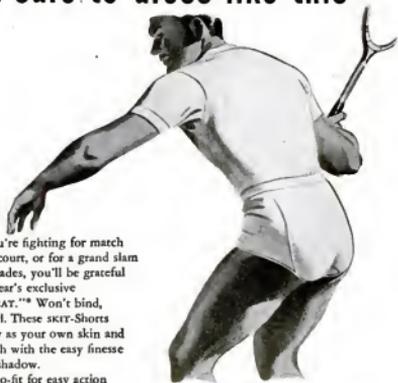
oratory. Directly behind jeep is sheet of film encased in light-tight envelope. During 90-minute exposure, stream of X-rays pass through jeep and record image on the film.

To play tennis like Frank Rericha



"LEARN to stroke the ball with free, natural swings," says Frank Rericha, North and South Doubles Champion. "And you'll be able to place the ball where and how you want it. This requires a complete absence of strain, allowing for a smooth follow-through." And that is why you should...

Be sure to dress like this



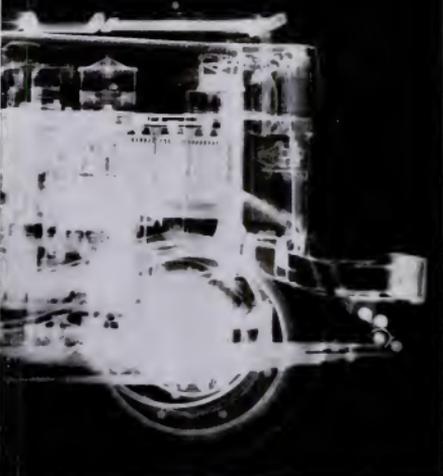
WHETHER you're fighting for match point on the court, or for a grand slam doubled in spades, you'll be grateful to Munsingwear's exclusive "STRETCHY-SEAT."SM Won't bind, creep, or crawl. These SKIT-Shorts fit as naturally as your own skin and follow through with the easy fineness of your own shadow. They're knit-to-fit for easy action and priced for easy purchase.

MUNSINGWEAR

REG. U. S. PAT. OFF.

The only underwear with the "STRETCHY-SEAT"SM

TRADEMARK
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SPRINGS. ORIGINAL X-RAY IS 12 FEET 1 INCH LONG, 4 FEET 8 INCHES HIGH

WORLD'S BIGGEST X-RAY

Huge machine records life-size image of jeep

The phantom view of the jeep shown above is a reproduction of the biggest radiograph, or X-ray picture, ever recorded. Actually the original radiograph is 12 feet 1 inch long and 4 feet 8 inches high, big enough to contain the jeep's life-size image. This monster picture, one of the newest technological advances since X-rays were first discovered (see below), was made by technicians of the Eastman Kodak Company and the University of Rochester, who developed the method with a powerful million-volt X-ray machine. How the picture was taken is shown by picture on bottom of opposite page.

Ordinarily radiographs of such a big object are taken in sections at close range since the X-ray beam is narrow. But at 60 feet the beam spreads to cover the entire body in one exposure. The long-range method, which is great time saver over the old method, may make it possible to take X-rays of huge industrial equipment in a single picture.



FIRST OFFICIAL X-RAY was made by discoverer, Konrad Roentgen, on Jan. 23, 1896, the day he reported his findings. X-ray shows hand with ring.

CONTINUED ON NEXT PAGE

4 Reasons Why

Fleischmann's makes America's
Most Delicious Martini!



1 Fleischmann's "Dry" Dryness!
Not just dry—FLEISCHMANN'S GIN is "dry" dry... without the fact, tests show it's 100% dry—a connoisseur's choice, yet priced for you to enjoy!

2 Fleischmann's Taste!
It's light! It's delicate! A taste found only in FLEISCHMANN'S. It comes from a mash specially prepared from finest American grains... plus continuous distillation.

3 Fleischmann's Smoothness!
It's so soft! So velvety! So very, very smooth! The reason? It's 75 years of "know how"—for no other gin was made in America before FLEISCHMANN'S!

4 Fleischmann's Mixability!
It's priceless—for making perfect drinks! The secret is simply that FLEISCHMANN'S provides the ideal "base" for Martinis, Tom Collins, for all gin drinks! It's "balanced" at 90 proof—just right!

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.

You find all 4 only in

FLEISCHMANN'S...

America's First Gin

THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, NEW YORK

World's Biggest X-Ray *CONTINUED*



FILM PACKETS were carried by technicians during the 90-minute exposure to determine presence of stray radiations. If radiations are absorbed, film turns black. Films stayed unexposed proving no person absorbed X-rays.



RADIOLOGIST Herbert Mermaghen checks the dials of the control apparatus during the long exposure. By controlling the voltage output (1,000,000 volts), he keeps radiations at steady, penetrating flow for the full exposure.

The best news in the world!



"HOMeward BOUND" TELEGRAMS are coming every day to thousands of American homes, speeded by special Western Union services for returning veterans.

• Even before his foot touches the dock, his first "homeward bound" telegram is on its way . . . rushed ahead by the Western Union man who meets the boat.

At reception centers, telegraph officials are alerted. By debarkation time Western Union is ready. All is set for a jubilant exchange of telegrams between reception centers and thousands of happy homes. Soon, a battery of

Teleprinters is flashing a flood of the gladdest words ever written. . . *He's coming home!*

Whatever the hour, whatever the problem, soldiers, sailors and marines are getting all possible help from Western Union—ably and generously assisted by the military authorities.

Looking ahead, Western Union developments in automatic telegraphy and electronics herald a new era in the transmission of good news.

**WESTERN
UNION**



"THIS HEART OF MINE" IS INITIAL NUMBER FOR THE ASTAIRE-BREMER TEAM



BIGGEST PRODUCTION NUMBER OF THE FILM HAS ASTAIRE AND BREMER DANCING

MOVIE OF THE WEEK:

Ziegfeld Follies

Ever since filming an elaborate and somewhat apocryphal biography of the late Florenz Ziegfeld Jr. (*The Great Ziegfeld*) Metro-Goldwyn-Mayer has evidently felt that there was at least one more movie in the career of the glorifier of the American girl. The result is *Ziegfeld Follies*, a musical revue Mr. Ziegfeld might have presented if stages were measured in acres and money meant nothing.

M-G-M's *Follies* runs along the lines of the Ziegfeld shows which were annual events at the New Amsterdam Theater—comedy, dancing, lavish coo-

IN "THE BABBITT AND THE BROMIDE" FRED ASTAIRE AND GENE KELLY TALK BANALLY, GROW OLDER AS THEY DANCE, END UP IN HEAVEN WITH AN ANGELIC STATUE





TOGETHER IN A DREAM SEQUENCE TO THE FAMOUS SONG, "LIMEHOUSE BLUES"

tunes, plenty of music and plenty of girls. It is a little more highbrow, for it has a scene from *La Traviata*, and a water ballet, and it is not nearly so funny, for Victor Moore, Keenan Wynn and Red Skelton do not rise to the comedy heights of such old Ziegfeld stars as W. C. Fields, Will Rogers and Leon Errol. The film *Follies* goes to town, however, with the spectacular girls-swathed settings which Ziegfeld employed to impress the hayseeds from out-of-town. Unfortunately for M-G-M, 1946 audiences are less hayseedy. They will probably

JUDY GARLAND PORTRAYS A FAMOUS MOVIE STAR GIVING A PRESS INTERVIEW



LUCILLE BALL OPENS PICTURE IN A NUMBER CALLED "HERE'S TO THE GIRLS"

find décor like that shown in the pictures above a little pretentious and silly. Nevertheless, the picture is always a visual delight. Director Vincente Minnelli, a veteran of the Broadway scene, handles Technicolor with better taste than anyone else in Hollywood. The *Follies'* noteworthy moments are Negro Songstress Lena Horne's rendition of a sexy *biguina* called *Love* and the three numbers in which Fred Astaire appears—two with Lucille Bremer (see cover) and one with Gene Kelly, the only other hooper in the same class with Fred.

SWIMMER ESTHER WILLIAMS APPEARS BY HERSELF IN AN UNDERWATER BALLET





Pick it with a *Klikit*

SNAP FASTENER



You get extra quality assurance with Klikit Snap Fasteners. U. S. Testing Co. tests proved smooth-acting, *laundry-proof* Klikits 4 to 5 times more serviceable than other leading brands—thanks to Klikit's exclusive feature—the patented "floating spring."

For the best in men's and boys' sport shirts, pajamas and shorts—in play togs for mothers and youngsters—and infants' wear—"Just Pick It with a Klikit!"

*Pat. No. 2,086,674-1

RAU FASTENER CO., Providence, R.I. • New York • Gloversville, N.Y. • Chicago • Montreal • Toronto • Los Angeles

young
For Men Only!

● Because it's different, completely distinctive... this new "natural color" leather in famous Walk-Overs is making a hit with everyone who likes "young" styles!



WALK-OVER
"Naturals"

Walk-Over prices \$8.95 to \$12.95

Geo. E. Keith Company, Brackton 63, Mass.

"Ziegfeld Follies" CONTINUED



KEENAN WYNN (right) and Grady Sutton get mixed up with a telephone after Sutton has called Tennessee while Wynn cannot reach a local cigar store.

SKIT SHOWS FRUSTRATION OF PHONING

The most frustrating moments in the *Ziegfeld Follies* are spent by Comedian Keenan Wynn as an inoffensive man balked and betrayed by a modern convenience, the telephone. Wynn tries to call a cigar store around the corner. First he gets a wrong number, then the complaint department, the time signal, an operators' argument and finally a singing message. He is driven to frenzy when a Southern gentleman on the next phone gets Tennessee with no trouble at all and a pretty girl calls up Capetown, South Africa. As a bitter joke, Wynn asks to be connected with an imaginary character named Oogu who lives somewhere in Rumania. Within ten seconds Oogu is on the wire so Wynn asks him to call the cigar store. Before Oogu replies, however, the call is cut off and Wynn is given a long-distance charge of \$94.45.



WYNN FALLS TO FLOOR in hysterical rage at the dunderheaded operator, is returned to sanity by a look at the legs of a girl calling South Africa.

Ham, Ham - Beautiful Ham

Easter time...
Peace time...
Ham time...



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.

Yes, and it's beautiful to see that rosy ham more often at your meat store, to serve it more freely on your table.

But as we welcome back good tender ham, let's not forget it offers more than a flavor we've been missing. There's protein in ham (and the protein of meat contains all of the amino acids which are essential to life). Remember too that ham is especially rich in thiamine (vitamin B₁).

Handsome Ham is here again!

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



It's silly... to feel like crying

I DIDN'T KNOW till tonight what wonderful friends I have.

When they said they were having a little pre-wedding party for me, I thought it would be the usual thing... embroidered guest towels, or red-and-white pot-holders, or lace slaps.

I didn't dream that under their pretty hats, the girls were planning to give me my starting pieces of solid silver, in the International Sterling pattern I'd set my heart on... wanted most of all.

It begins to come back to me now, though.

There was the time that Helen slid a magazine into my lap and said, "I always read these International Sterling ads, don't you? If I were getting married, that's what I'd want... the best."

There was the day Mary took me into the

jeweler's, to help pick out a pattern for her cousin, who, Mary assured me, had exactly the same tastes I did...

If I hadn't been wrapped in my own rosy cloud, I might have caught on. But that doesn't matter. The thing is, here I sit with beautiful "family silver" of my own, too choked with happiness to say the things in my heart.

I guess the girls understand. They know me so well... how I'd rather have a little of the best than any amount of something second-rate... how I've planned my marriage and everything that goes with it for a whole lifetime... how nothing could be more right for all my dreams than this shining gift.

People are nice.

When you start your own home, one thing more than any other helps establish its charac-

ter... your choice of silver.

It isn't enough that it be sterling... you want the best. Sterling that's beautiful in every way... design and balance and details... as International Silver is.

Ask your jeweler to show you the exquisite International Sterling patterns... designed by artists to give character to your home, to give you lifetime satisfaction.

Make International Sterling your head-and-heart choice, whether you choose it for yourself or as a gift. Begin, if you like, with a single place setting; complete the set later.

TUNE IN to *The Adventures of Ozzie and Harriet*, starring Ozzie Nelson and Harriet Hilliard. Sunday evenings, 6:00 p.m., E.S.T., Columbia Broadcasting System.

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International Sterling



MADAM SAWADA SITS AMONG COLLECTION OF CHRISTIAN RELICS. SHE HOLDS AN IDOL, BEHIND WHOSE SECRET PANEL AN EARLY JAP CHRISTIAN HID A CRUCIFIX

HIDDEN CROSSES

Early Japanese Christians used pagan idols to fool persecutors

Christianity came to Japan in 1549 with the Jesuit missionary, Francis Xavier. But hostile Japanese lords executed Xavier's converts. Driven under cover for two centuries, the Catholics ingeniously kept their faith by concealing their Christian symbol, the Cross, inside fake Buddhist idols.

These relics of Christian ingenuity have been collected by Madam Renzo Sawada, a daughter of the wealthy Mitsubishi industrialists and wife of a

former Japanese ambassador to France. Among her 400 treasures are Buddhist shrines that cleverly conceal Catholic crucifixes, a statue of the Virgin shaped to resemble a goddess, a Buddhist temple bell whose clapper was shaped like a cross and worshipped secretly by Christians coming ostensibly to worship Buddha. The persecution of Christians ended after Perry's visit in 1853 but families preserve the relics of their forefathers' faith.

*"Who's bringing
the sandwiches?"*



Whatever the occasion, whenever friends gather for a party, there comes a time that calls for refreshment and when that time comes it's...

"Hires to You!"



A Great Pipe's Coming...

TRY

Hollycourt

WHY?

The-Bowl Stays

DRY



\$5
\$10

Fashioned by
M. LINKMAN & CO., CHICAGO 14, ILL.



**A SPECIAL
PREPARATION
FOR SHAVING**

**For the 1 man in 7
who shaves daily**

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To solve this problem, daily shavers have turned to Glider, Williams amazing shave cream discovery.

Rich, soothing Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating the skin. Not sticky or greasy—needs no lather.

SEND FOR GUEST-SIZE TUBE

Get Glider at your regular toilet-goods counter. Or send us your name and address with ten cents—and we'll mail you a guest-size tube, enough for three full weeks. The J. B. Williams Co., Dept. LG-3, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U.S.A. and Canada only.

Hidden Crosses CONTINUED



HOLLOW BUDDHA made its Christian owner look like a law-abiding pagan. Such deceptive idols were worshiped regularly in private Japanese homes.



BEHIND BUDDHA a cross fits easily. Catholics were only Christians in Japan until last century when Westerners and Protestant missionaries came.



ELABORATE SHRINE built to the guardian god of Japanese sailors was used by Catholics who hid their cross in a slot cut in the roof of the shrine.

CONTINUED ON PAGE 52

MEET THE AUSTINS...

two generations raised on Clapp's!

"I guess Clapp's must hear plenty of stories about babies thriving on its baby foods," says Mrs. John Austin, of Rochester, N. Y. "But I wonder how often you hear about a family like ours—with two generations raised on Clapp's." And she continues . . .



"We have a baby, John, Jr., 15½ months old—and husky as they come! Johnny weighed 7 lbs. 10 oz. when he was born. And sometimes I wonder if he'll ever stop growing!



"The doctor started Johnny on solid food quite early. When I asked the doctor what brand of baby foods to get, he said, 'Clapp's!' And that didn't surprise me one bit . . .



"For my mother and my husband's mother had told me Clapp's was what *we'd* been raised on—when Clapp's introduced baby foods 25 years ago . . .



"So, naturally, I was pleased that Clapp's are still my doctor's choice. What Clapp's has done for Johnny, you can see from these pictures! At 6 months, he was sitting in a high chair . . .



"By 9 months, he was feeding himself, saying 'Da-da,' and pounding on the piano—good and hard! And does that baby love eating! I've never had a moment's trouble in feeding him since he started Clapp's. See why I'm so grateful for those fine baby foods!"

Why your baby will thrive on Clapp's:



- Ever since Clapp's originated baby foods 25 years ago, we've made all our foods to fill doctors' requirements.
- We've constantly improved our formulas, added new foods, according to doctors' suggestions. Now we offer "the world's largest baby menu."
- We make every test we can, because we want to.
- We discard many fruits and vegetables that would be perfectly acceptable for adults, but

- not, in our judgment, for Clapp-fed babies.
- All our foods are *pressure-cooked*—to help retain vitamins and minerals, fresh color and flavor.
- We have seen two generations of babies raised on Clapp's. Our business, we believe, is the most important business in the world. It is our *sole* business, not a side line.
- Perhaps this is why so many doctors prescribe Clapp's regularly.



This is the 25th Anniversary of
CLAPP'S BABY FOODS



—the *first*
baby foods

PRODUCTS OF AMERICAN HOME FOODS, INC.

Never neglect bleeding gums

IT MAY MEAN YOU HAVE

GINGIVITIS



4 OF 5 Even young folks may get it—A sly enemy of handsome teeth and firm gums.

Take heed—if your gums bleed even a *tiny* bit or are tender to touch. These are often the first signs of Gingivitis—a wicked enemy of firm gums and handsome teeth.

Neglect of this common gum inflammation often leads to dreaded Pyorrhea, which only your dentist can help. See him every 3 months. Then at home one of the best ways to help guard against Gingivitis is to massage gums and brush teeth twice daily with Forhan's Toothpaste.

Made especially for both massaging gums and brushing teeth

Forhan's Toothpaste—that remarkable formula of Dr. R. J. Forhan—is the **FIRST and ORIGINAL** toothpaste for both massaging gums to be firmer and for cleaning teeth to their natural brilliant lustre and sparkle.

Just notice how *refreshed* your gums feel—how *naturally bright and lustrous* your teeth look. No wonder the Forhan method has been used and recommended by so many dentists.

Buy a tube of Forhan's today. Let your *whole family* enjoy its benefits! At all dept., drug and 10¢ stores.

NO HARSH ABRASIVES IN FORHAN'S

use **Forhan's**
with *massage*
FOR FIRMER GUMS—CLEANER TEETH



Hidden Crosses CONTINUED



MADONNA AND CHILD was skillfully shaped by the Christians so that it could hardly be distinguished from Buddhist goddess of mercy, Kwannon.



HIDDEN IN MADONNA is cross. Lotus fringe, a Buddhist religious symbol, was planted by Christians around base of the statue as careful disguise.



STEPPING BLOCKS, bearing wood carving of the Virgin, were set in the ground by persecutors. Christians were hanged for refusing to walk on them.



Risë Stevens SINGS SONGS OF LOVE—ON COLUMBIA RECORDS

Lovely to look at—lovely to listen to—that's Risë Stevens... golden-voiced American prima donna of the Metropolitan. Now, Columbia Records brings you this magnificent mezzo-soprano in a new album of *Love Songs*—popular favorites of today and yesterday. Here is a rare collection, ranging from the haunting tenderness of a Victor Herbert melody to the sparkling serenades of Cole Porter, Gershwin, and other moderns. (Set 31-595, \$3.50.)

On Columbia Records the richness... the vital freshness... the rare eloquence of her superb voice is faithfully captured—brilliantly recorded!

To achieve this amazing concert-hall realism, Columbia Records are laminated—a special process which permits almost noiseless playing surfaces of expensive, long-wearing plastics to be bonded to a tough, sturdy core. That is the reason why all

Columbia Records, classical and popular alike, give you both brilliant richness of tone quality and sturdy durability!

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Masterworks
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Artur Rodzinski, conducting the Philharmonic-Symphony Orchestra of New York, records Bizet's *Symphony No. 3 in C Major*. Set 30-3031-97b. . . \$4.50
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Joseph Szigeti (Violin): Bloch's *Concerto for Violin and Orchestra*, with Paris Conservatory Orch., conducted by Charles Munch. Set 30-3020-380. \$4.50
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Hear Sinatra, James, Goodman, and other great popular stars on the "Columbia Record Shop" with Martin Block.

Time in EVERY SATURDAY AFTERNOON. See your newspaper for time and station.

Compare!

The hand-made shoe . . . at \$44

The reproduction . . . at just \$6.60

Can you tell these handsome town shoes apart? You're a wizard if you can—because they're styled exactly alike—both made of fine full-grain calfskin—slipper-soft and long on wear. But one is an original, hand-made shoe by Oliver Moore, New York's noted custom bootmaker. It's a good buy at \$44.

And what a swell buy its twin is at \$6.60! It's Regal's flawless reproduction of Moore's grand style—made by the thousands by expert Regal craftsmen.

Like to compare the actual shoes? See this \$44 Moore original alongside a Regal reproduction in your Regal Store window. You'll also find the Regal Reproductions of other New York and London bootmakers—in a variety of correct town, country and sport styles—at just \$6.60. Give them a good, close comparison—and you'll be astonished at Regal's big value!

Get Regal's "Prescription Fitting"—it measures and fits both feet in standing and walking positions—assures a correct fit.



THE SHOE ON THE RIGHT IS THE REGAL REPRODUCTION—STYLE 1376

REGAL SHOES

ALL STYLES, ALL SIZES, \$6.60—COAST TO COAST

Material costs are rising. This low Regal price cannot be guaranteed indefinitely.



Sold only in 88 company-owned retail stores. Principal cities coast to coast. Stores in Atlanta, Baltimore, Birmingham, Boston (2), Brooklyn (3), Buffalo, Chicago, Cincinnati, Detroit (2), Hartford, Hollywood, Houston, Jersey City, Kansas City, Los Angeles (2), Milwaukee, Rochester, New York (26 stores in Greater New York), Norfolk, Oakland, Panama, New Jersey, Philadelphia (2), Pittsburgh, Portland, Oregon, Providence, Richmond, St. Louis, San Francisco (2), Seattle, Springfield, Massachusetts, Syracuse, Tacoma, Washington, D. C. (2), Worcester. Factories and General Office at Whitman, Massachusetts.



HIS AMERICANIZATION PROCEEDING RAPIDLY, JOHNNY CAMERA INDULGES IN HIS FAVORITE PASTIME. LISTENING TO THE JUKE BOX IN THOMPSON'S RESTAURANT

JOHNNY CAMERA

Italian waif adopted by Texas GI
learns the curious ways of the U.S.

The 36th (Texas) Division's 141st Infantry Regiment found Johnny Camera, a ragged starveling whose parents the Nazis had killed, near Salerno. They made him their mascot. By stowing away, 12-year-old Johnny followed these friends to America, was rescued by them when immigration authorities seized him. Claren "Carly" Thompson, former 141st cook who runs a restaurant in Waxahachie, Texas, wants to adopt Johnny and has given him a home. Congress has a bill before it to legal-

ize Johnny's entry here. Meanwhile his education has begun in Waxahachie.

He is learning about juke boxes, bicycles, radio programs. He is learning the U.S. is generous with things like deputy sheriffs' badges, life memberships in the Chamber of Commerce and \$500 purses, all of which have been given him. Johnny likes Texas. Texas likes Johnny, especially after discovering that although he speaks English with an accent, it is a Texas, not an Italian, accent.

When you need it most



...there's Quick Comfort



...in a cup of



**TENDER
LEAF
TEA**



• Happy ending to a hard day... a cup of Tender Leaf Brand Tea. Fragrant, flavorful, heart-warming, it's comfort in a cup in a hurry. At your grocer's, in packages and filter-type tea balls.

America's largest-selling tea balls

For the laughs of your life, join the gang in *Allan's Alley*, Sunday nights, 8:30 E.T., over the NBC Network, immediately following the *Edgar Bergen-Charles McCarthy* show. (Just stay tuned to the same station.)

Johnny Camera CONTINUED



AS A STUDENT Johnny is doing very well. With only one year's previous schooling, he is in the third grade in some subjects, fifth and eighth in others.



AS A BALLPLAYER Johnny has learned to hit and pitch. He surprised his schoolmates with his knowledge of football, which he learned from the 141st.



AS A DOMINO PLAYER in school Johnny is a novice, has needed help. He has learned U.S. youngsters treasure autographs and is often asked for his.

CONTINUED ON PAGE 102

You'd Be Proud Too!

It's a

GENUINE REGISTERED
Keepsake
DIAMOND RING

TRADE MARK REGISTERED

The Loveliest Gift for the
ENGAGEMENT

**HER BIRTHDAY,
ANNIVERSARY OR ANY
GIFT OCCASION**



- A HOLMSTER Set 900.00
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All rings illustrated available in white or set in yellow and pink settings for blue sapphires. Prices include federal tax.

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214 S. Wacker Dr., Springfield 2, Mass. U.S.A.
Rings hold the United States Patent. The Keepsake of the Engagement
and the Gift of the Anniversary is the only diamond ring in America
with the unique and exclusive feature of retaining its color
and clarity for the life of the wearer. Register Now!

Confidently chosen...bestowed with tenderness
with pride...a Genuine Registered Keepsake is the most treasured
gift of a Keepsake has been the ultimate expression
of deep and abiding love. Only one diamond in
hundreds possesses the elements of quality in color,
cut and clarity which distinguish every Keepsake.
At your Keepsake Jewellers...\$100 to \$500.

Through Six Decades the Choice of America's Loveliest Brides

DISTINCTLY MASCULINE • DECIDEDLY CORRECT



many a man leads "a *double* life"

... almost any man, really. He may affect pearl studs in his pajama tops and still twist an ear to the call of the wild north-wood. Perhaps that's why he goes for SPORTSMAN — after-shave lotion, talc, soap or whatever. For that double order of sheer skin luxury and clean, rugged pick-up. Indoor correctness with outdoor character... There's a lingering hint of fragrance, too, that pleases men — and men's friends.

In handsome wood capped bottles with full-color reproductions of sports paintings by famous American artists; Shaving Lotion, Cologne, Hair Dressing, 4 oz., \$1.50; 8 oz., \$7.50. Talc, 75¢, \$1. Shaving Bowl, \$1.30 and \$7.50. Sportsman Gift Packages \$2.25 to \$10, Plus Tax. At Better Stores.

JOHN HUDSON MOORE, INC. • 663 FIFTH AVENUE, NEW YORK 22, N. Y.

You'll like **REGENT'S**
crushproof box

POPULAR
PRICE
TOOI

REGENT
*the milder, better tasting
cigarette*

Johnny Camera CONTINUED



JOHNNY LEARNS to be an altar boy under Father George Strasser who has asked his parishioners to pray that Johnny be permitted to stay in the U.S.



JOHNNY RIDES a cow pony on the King ranch. He was greatly relieved to find horses in Texas. New York slickers told him Texas contained only mules.

MR. YOURIT

STRIKES OIL

MR. YOURIT lives at your house. In fact, he's *you*—and you can imagine how it feels when your tank of fuel oil suddenly s-t-r-e-t-c-h-e-s . . . goes further . . . produces more heat. It's like striking oil in your cellar!

Shell scientists developed a precision device which can save most oil-heated homes up to 20% of their fuel bills! Called the Shell Combustion Head, it operates like the carburetor of a fine automobile engine.

The result is a cleaner flame—with more heat going where you want it . . . less escaping up the chimney. The new combustion head is such a good mixer that smoke and carbon deposits are practically eliminated when the burner is properly adjusted.

The Shell Combustion Head is now being made available under license to oil-burner manufacturers, for their new burners. For information, write Shell Development Company, Inc., 50 W. 50th Street, New York 20, N. Y.

This new "oil well" comes from the same Shell Research group which led the revolution in home heating 17 years ago. Shell scientists refused to accept fuel oil as a mere by-product of gasoline refining . . . insisted on a home-heating oil made with the same care and precision as motor fuel.

As a result of this early lead, Shell's laboratories became the center of home-heating oil research, where fuel oil is studied in relation to the equipment made to burn it . . . and Shell scientists constantly work to develop better fuel oils and more efficient fuel oil burner operation.

Today, millions of people have discovered oil as the way to heat a home—it's completely automatic, clean, gives even heat, and heats water for domestic use summer and winter.

OUT OF LEADERSHIP IN RESEARCH ... a remarkable new Shell Gasoline

Just as the new combustion head is a Shell original, Shell Research now brings you a remarkable new Shell gasoline. Try a tankful—your motor will prove to you that new Shell Gasoline is 4 ways better.



*Horizons widen
through
Shell Research*

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Incorporated



The years have handled Old Grand-Dad with tenderness and great patience. They have mellowed the flavor of the ripe grains and touched each golden drop with a sparkle. There's profound merit in every sip of this rare old bourbon — a delightful meeting up of aroma and flavor with your own feeling of solid satisfaction. Your guests will appreciate meeting the Head of the Bourbon Family — include him in your next gathering.

OLD GRAND-DAD

KENTUCKY STRAIGHT BOURBON WHISKEY
Bottled in Bond—100 Proof—This Whiskey is 4 Years Old

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK



*Head of the
Bourbon Family*





NATIVES OF BIKINI ATOLL, SOON TO BE TESTED BY ATOM BOMBING, CART THEIR POSSESSIONS TO LST THAT WILL TAKE THEM TO THEIR NEW HOME OF RONGERIK

ATOM BOMB ISLAND

NAVY MOVES NATIVES FROM BIKINI, TARGET OF OPERATION CROSSROADS

The fourth atom bomb explosion of all time will occur in May in the Pacific. The same kind of atom bomb used against Nagasaki will be exploded several hundred feet over a fleet of 97 target ships anchored in the small lagoon of an idyllic Marshall atoll called Bikini. This will be the Navy and Army's Operation Crossroads to test the effect of atom bombs on naval vessels.

The lagoon is 21½ miles long and 11 miles wide. Bikini Island is the largest of more than 20 in the

coral ring formed by the atoll. It is far out in the Pacific, 190 miles east of Eniwetok and 170 miles northwest of Kwajalein, where atom bomb planes may take off. It has an excellent anchorage site, 11 fathoms deep. On its southern side the atoll has eight channels of varying width for ships to pass through.

No one quite knows what will happen to Bikini after the bomb is dropped except that there will be very little left on it. The Navy therefore was

face'd with the job of finding a new home for all 167 natives of Bikini. The people met and voted to go to Rongerik, which the Navy had suggested. But few of them could conceive of the utter finality of their island's destruction. They told LIFE's Carl Mydans, who voyaged with them from Bikini to Rongerik, that they would come back to Bikini some day. The Navy may have to run special excursions to Bikini after the explosion to convince the people that they can never live there again.



GRAVEYARD AT BIKINI, just outside village on south side of atoll, has about 30 graves. Children seated there are looking past palm trees and outrigger boat toward sea.

Natives are all strong Congregationalists, having been converted by New England missionaries. These have been gone for years but natives carry on under their own preacher.



BIKINITE marks his coconut trees by using a palm leaf. U.S. will give him the same number of trees on the new island or otherwise compensate him.

ISLAND'S PEOPLE LEAVE FOR THE GOOD OF MAN

Bikini has only 11 families numbering 167 people. It is governed by a paramount chief, whom the sailors now call "king," and *alaps* (family heads). The natives agreed to give up Bikini because the Navy told them the U.S. wanted the atom bomb's destructive power to be used for "the good of mankind." They have been ruled by Germans, Japanese and now Americans. Although there has been little crime in the Marshalls, the Americans appoint all chiefs as magistrates. The island's revenues have come largely from the coconut crop. The natives used the proceeds to buy foreign goods such as cotton, rice and tobacco.



OUTRIGGER CANOE, which was people's chief mode of travel before they boarded LST, sails gaily in waters soon to hold target ships for atom bombing.



FROM PANDANUS TREE children look out curiously on the vanguard of U.S. fleet lying off Bikini. This tree, together with the coconut palm, is mainstay of island life. Natives eat its fruit, which tastes like a combination of mango and banana. They use its dried leaves for shelter.



CHIEF JUDA (above) sits with his family. Clothes are optional with children but grownups were taught by stern missionaries to wear them despite hot weather. Below: Commodore Wyatt summons islanders afternoon before evacuation, tells them a great ship will come for them next day.





BEFORE THE EVACUATION U.S. sailors help the natives paint their outrigger canoes on deck of LST, which is waiting to take them to their new home on Rongerik.



LEAVING BIKINI, the people take farewell look at home and wave goodby from deck to naval officers on shore of their island. LST made 109-mile trip to Rongerik overnight.



ON RONGERIK, their new home, industrious natives and Seabees mix cement to make cisterns to catch rain. There is no water on any of these small atolls in Marshalls.



AMERICANS RAISE FLAG on Rongerik. The new island is slightly larger than Bikini, also has more palm and pandanus trees but there are fewer neighboring atolls.

A black and white photograph of a tropical beach. The foreground is dominated by the dark, silhouetted fronds of palm trees, which frame the top and left sides of the image. Below the fronds, a sandy beach stretches across the middle ground, with gentle waves lapping at the shore. In the distance, a dense line of palm trees marks the horizon. The sky is filled with large, billowing clouds, creating a dramatic and somewhat somber atmosphere. The overall composition is a classic landscape shot, capturing the serene yet ominous beauty of the island.

**TINY PACIFIC ISLAND OF BIKINI
CALMLY AWAITS THE ATOM BLAST**



Carrying her hatbox, the symbol of the model's trade, Lily Carlson walks down Park Avenue to work

The Modeling Business

New York's agencies gross millions yearly by providing gorgeous girls, men of distinction and cute moppets for artists and photographers

by GILBERT MILLSTEIN

THE MODELING INDUSTRY, or profession as it is hopefully termed by the handful of minor magnates who run it, is a pleasant anomaly that has received a spate of publicity out of all proportion to its size, if not importance. Of the 6,000 to 8,000 female models who ply their trade in New York City, where 80% of the industry is concentrated, it is safe to say that not more than several dozen have ever been seen at the Stork Club or "21." Even fewer have been objects of scrutiny by gossip columnists. Not more than 200 a year have had their chiseled features reproduced on the cover of a magazine.

Of the men who model—and they number in the neighborhood of 200 to 300—practically nothing is ever said. There is a disposition among most of the agencies to deprecate the existence of men who make part or all of their living by posing. Nobody is interested in whether they diet or have devised a formula for successful living. They endorse neither facial creams nor breakfast foods and the best of them earn possibly half as much as the best female models. Many of them are actors "at liberty." The others comprise a heterogeneous group whose only common endowment is a set of features pleasing or startling enough to attract artists and photographers.

In addition, about 1,000 children are registered with the agencies, which consider them necessary nuisances and regard their mothers with even less tolerance. John Robert Powers, who is to modeling what Cartier is to diamonds, stopped booking children several years ago. Since then his cloistered atelier on Park Avenue has become noticeably quieter. The other agencies handle them much in the manner of a juggler equipped with one Indian club too many.

"The mothers come barging up here," one agency man observed bitterly the other day, "and they go through this routine: 'Of course I don't think so, but whenever my little girl and I go for a walk people stop and say what a beautiful child. They tell me she ought to be a model. Now as I say, I don't think so but I thought I'd just drop by....' Then she gives the kid one of those toothpaste smiles with arsenic in it and yanks her around in front of your desk. All right, so we book the kid. Then the mothers start to drive 'em. Kids aren't bad little animals, but tooling around from one studio to another and posing under lights and half the time not even knowing what it's all about makes them unreasonable. They won't sit still. They get crying jags. But," he concluded wearily, "as long as someone thinks it's cute to have a kid panting for some kind of cereal in four colors in a magazine, I suppose we'll have to put up with them."

Some models wear mink

Among many popular misapprehensions concerning the industry is the belief that all models earn fabulous sums and drive around the city swathed in mink (in season). It is true that a number of models have mink coats. Among them is Francine Counihan, a Harry Conover property and sister of the beautiful Anita ("The Face") Cobby of Hollywood. Miss Counihan was walking out of an elevator in a Park Avenue building a number of years ago when a light steel beam over the door became dislodged, fell and knocked her unconscious. She was confined to a hospital bed for several months, settled with the owner of the building for \$5,000 and bought herself a mink coat. That is not to say, of course, that Miss

Counihan has not enjoyed a singularly profitable career. She has been posing now for more than a decade, a long time for a model; she is paid \$20 an hour and frequently earns between \$25,000 and \$30,000 a year. The fortunes of most of her sisters in modeling bear no resemblance to hers.

A model ordinarily starts at \$5 an hour. She fills three or four engagements a day and works five days a week. Possibly a score of top models earn \$25 an hour. There have been a few who drew \$50 an hour for individual jobs but they are rare.

Roughly two thirds of the women who model in New York City work in midtown Manhattan in the wholesale apparel houses of the garment center. Little fanfare heralds their activities. They are not paid by the hour like fashion and photographic models but by the week, in which interval they may earn \$35 to \$65. They need not be photogenic because they are not photographed. They serve for the most part as ambulatory clothing racks for out-of-town buyers. When a garment manufacturer wants a model for his showroom he does not call upon John Robert Powers, Walter Thornton or Harry Conover, who run the three largest model agencies in the U.S., but upon Models Service, the Hollywood Model Service, the Barbizon Studio of Fashion Modeling or other smaller agencies which provide mannequins to the apparel trade.

Some 23 years ago when John Powers, a thwarted actor, set up the first model agency in a small room in the Forties, he ran it as something of an adjunct to the theatrical profession. All his models then were actors and actresses. Like other theatrical agents he charged them the legally stipulated 5% commission. Today Powers and all other models' agents operate

CONTINUED ON NEXT PAGE



JOHN POWERS, ex-actor, is dean of models' agents. Smaller, snootier than its rivals, his agency specializes in "high-fashion" models. Powers also runs a charm school.



HARRY CONOVER, formerly a Powers model, is newcomer to the Big Three. Unlike Powers, he handles male models and children. "Cover girl" is Conover trademark.



WALTER THORNTON, also an ex-model, is an energetic agent with a keen publicist's eye. During the war he provided GIs with more than 1,000,000 "pin-up girls."



Legs are Lovelier
in Proportioned
HOLEPROOF
NYLONS OF NOTE

HOW DO YOU KNOW THEY'RE
HOLEPROOF?



Naturally, you'll insist on Nylons! But to be sure they're perfectly proportioned, demand HOLEPROOF nylons! For proportioning means better and more comfortable fit throughout the leg . . . from top to toe. And a perfect-fitting stocking not only gives more wear but emphasizes leg glamour, as well.

HOLEPROOF HOSIERY COMPANY • MILWAUKEE 1, WISCONSIN
(in Canada—London, Ontario)

Edwards
SHOES FOR CHILDREN



A Child's Foothealth is Important

The tiny feet of a child need carefully fitted shoes to insure healthy sturdy feet in later life. Edwards has made *only* children's shoes since 1900. You can be sure they're good. Look for the name Edwards on the sole of the next shoes you buy your child if your dealer does not carry Edwards shoes, write us. Look for this sign at your dealer Edwards, 314 22 N. 12th Street, Philadelphia 7, Pa.



VOGUE'S high-fashion models look slick and svelte like Dorian Leigh.



HARPER'S BAZAAR girls look like lacquered, hipless, waxlike dummies.

THE MODELING BUSINESS CONTINUED

with employment-agency status and their take is fixed at 10%.

The Conover agency, with its crew of about 200 girls, numerous children and submerged anonymous men, last year grossed \$1,200,000 in fees, representing roughly one fifth of the entire industry's take. Walter Thornton's models made in the neighborhood of \$1,000,000, while the patrician Powers girls earned an estimated \$750,000. At least a quarter of this money came from a single source—the mail-order houses whose enormous semiannual catalogs are required reading for rural America. A little over a decade ago Sears, Roebuck, Montgomery Ward and similar concerns made a rewarding effort, as one models' agent put it, "to get the catalogs out of the outhouse and into the living room." They began to go in extensively for good artwork and pretty models with the result that twice yearly now they organize photographic junkets, generally to Arizona, Florida or other sunny locales. A dozen or more models are selected from the agencies and paid \$200 to \$400 a week plus expenses for a four- to six-week stint. Mail-order-catalog work is now very popular with the models.

Hollywood bids for models

Commissions from models do not represent the sole source of agencies' incomes. In themselves they would not be sufficient to maintain the glass-brick, blond-wood and polished parquet offices affected by the Big Three of the industry. How their opulent façades are comfortably maintained with fat surpluses left over is suggested by a telephone conversation that took place recently in the private office of Walter Thornton. That gentleman, himself once a model, addressed himself as follows to a caller named Joe:

"No, Joe," Thornton said firmly, "you can't have her. Maybe in a year, but not now. And let me tell you, Joe, when the time does come to make a move with this little girl you're going to get first call on her. A couple of hundred a week? Why, Joe, I've spent a fortune on that girl. Joe, I'll put it this way. Maybe this little girl will be ready in a year or so and there's going to be an awful lot of people who are going to want her. And that's when they're going to pay through the nose for her. You know they will. They're going to pay me fifty thousand for her contract, Joe. Maybe more. Well, I'm sorry about it, Joe, but I do feel I've got her best interests at heart. Mine, too. Thanks for thinking of me, Joe. 'Bye, Joe."

The disembodied voice was that of a Hollywood talent scout who had seen in a number of newspapers the blonde and undeniable charms of a girl named Patricia Vaniver of Upper Darby, Pa. Thornton's telephone conversation testified to the value of the managerial contract, a device permitting an agent to take as big a chunk as his conscience dictates—or a model will allow—of all her earnings outside modeling. Miss Vaniver, who professes to be quite pleased with her contract, was the subject of an intense shoring-up job of publicity. Thornton opened his campaign by placing her face on view in so many places so often that photographers and advertisers found her practically irresistible at \$15 an

hour. The vivacious Miss Vaniver was then sheltered for a period of three months. She was not available, Thornton told people. "I didn't let her earn a nickel," he says. "Cost me a fortune." Meanwhile he flooded Army camps, Navy installations and Marine bases with tens of thousands of her photographs. (In the past couple of years, Thornton says, he has distributed more than a million such photographs of his models free to servicemen. "Cost me 18¢ apiece," he says, "but I'll get ten bucks for every one I send out. Those Army and Navy boys are going to tell the advertisers what they want to see in pictures.") Thornton overcame his calculated reluctance last January and Miss Vaniver went to work. She earned \$400 her first week out, or about \$350 more than she would have made without the build-up.

A splashy debut of this type sometimes reacts upon the debutante. Having appeared with flattering rapidity on a number of magazine covers and in countless advertisements, a model may then discover an alarming drop in her bookings. Her petal-soft complexion, exquisite hair or enviable features ultimately become too familiar to the public and tend to overshadow the product she is paid to promote. Manufacturers quite reasonably object to such distractions and are quick to switch to a newcomer who may be less perfect visually but is also less renowned. The victim is advised to take a vacation of several months, during which time she may ponder the irony of having been dethroned by her own popularity.

Thornton calls his models "pin-up girls," a designation his peers in the industry consider a trifle raucous. His charges are attired in as brief a bathing suit or sweater as is legal. Despite such display of the ladies' selling points there is a curiously astringent quality about these photographs. Nothing in them would prevent a college boy from tacking them up at home with his prep-school pennant. Conover and Powers girls are fully dressed most of the time and are never advertised in the newspapers as are Thornton models. They do not, however, find themselves lacking for publicity. The words "cover girl" inevitably conjure up the name Conover, and the resounding mouthful, "long-stemmed American beauties," identifies only the old established firm of Powers. Hollywood has celebrated both in motion pictures.

Beauty plus

Where pin-up girls are just plain beautiful, Conover girls have been proved to be intelligent as well, while Powers models were found recently by the American Museum of Natural History to have anthropological significance. In its Science Guide No. 126 the museum informed scholarly subscribers that "one ideal in the feminine figure is represented by Rosemary Sankey, chosen to epitomize the 'high-fashion girls' of John Robert Powers. These models, constituting a very uniform physical type," the bulletin proclaimed in an analysis of the measurements of 15,000 American women, "are significant because they are eagerly sought after as dress models and are obviously much admired by the public." Miss Sankey seems to have been equally admired by the museum since it went to the extent of printing a fine two-column photograph of her attired in just a pair of high-heeled shoes and a gown so diaphanous that it left little to the scientific imagination.

More recently Harry Conover, a young man who once worked for Powers, exposed 41 of his young ladies to the rigors of an intelligence test. An instructor from Columbia University was present and announced that 18 Conover girls had proved "superior" and two "very superior." The average cover girl made a point score of 109.2, rated on the Otis scale which defines the norm as 90 to 110. A Miss Kit Carson made the very creditable score of 125.

The guiding geniuses of the model agencies frequently find themselves called upon to preside over beauty contests or to explain over radio networks the exacting standards by which they choose their select few girls. John Powers, in performing a routine stint in Atlantic City in 1941, helped choose as Miss Atlantic City a somewhat robust blonde named Jessie A. Wilcox. He murmured offhandedly that she might make a fine model and would she drop in and see him sometime in New York.

Miss Wilcox, whose photograph had been entered in the contest by members of a Girl Scout troop of which she had once been a member, duly came to New York instead of entering a normal school to train for teaching. "I went into Powers looking natural," she recalls, "you know, flat shoes, tweeds, that sort of stuff. He told me I was the natural type. First thing he said to me was, 'What football team do you play for?' I said, 'Remember me? You picked me in a beauty contest.'" Miss Wilcox vainly made the rounds of the studios with her photographs. "I beat my brains

For Indoor Sports



*B.V.D. Sturdigab
BRAND

RUGGERS SHIRT

Hit the bull's eye of comfort and good looks—in this B.V.D. brand Sturdigab Ruggers Shirt. Famous "B.V.D." freedom-of-action is stitched into every smartly flowing line of this highly versatile shirt. Colors are cool, fabrics are suave and luxurious to suit your playtime mood. Every Ruggers has a double-purpose convertible collar—smart with or without a tie. Remember—whether it's sport shirts, pajamas, swim trunks or underwear, "Next to myself I like 'B.V.D.' best!"



*REG. U.S. PAT. OFF.

THE B.V.D. CORPORATION, EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

CONTINUED ON NEXT PAGE

THE SHAVE IS
BETTER

When

THE LATHER STAYS
WETTER



Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather will dry out on your face—give you a shave that stings and burns. What you want is a rich creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST** and keeps your beard soft and wet the whole shave through.

Get Lifebuoy for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

*Try Lifebuoy's
Stay-Moist
Lather*

FINE WATCHES
since 1791

THE LONG AND brilliant career of a beloved citizen-of-the-world came to an end a few months before a fine new watch began a distinguished career.

Today, the names of both live on: Benjamin Franklin, in wit and wisdom... Girard-Perregaux, in watchcraft... *une passion.*



11 Kt. Gold
12 Jewels
Ref. 515.00
Ref. 495.00
Ref. 146. Top

GIRARD · PERREGAUX
Fine Watches since 1791

Sold by selected jewelers... 17 jewels, from \$40... Write for booklet 68
Girard-Perregaux, 9 Rockefeller Plaza, New York 20... In Canada: Hamilton, Ontario



MODEL SCHOOLS train mannequins for New York's garment industry and photographers. Clothing models make less money than photographers' models.

THE MODELING BUSINESS CONTINUED

out," she relates. "One day I saw Harry Conover in a newsreel talking about the well-scrubbed American girl. That's me. So I tried him. That day I was looking well-scrubbed in a big sloppy sweater and pearls down to my navel. I had slacks on, too. Harry didn't say anything right away but I remember I took those pearls off. I guess he must have thought for about ten minutes and then he told me, 'All right, now let's change your name. From now on you're Candy Jones.' It was as simple as all that." Candy Jones has since risen from \$5 to \$20 an hour, toured the Pacific in a USO production known as *The Conover Cover Girls*, spoken three words in *Mexican Hayride* and had a small part in *Polonaise*, appeared on a number of radio programs and been named Model of the Year in a year in which she fell off a runway into the press table during a fashion show.

Modeling has produced a number of distinct types. One of the most notable—and controversial—is the so-called "high-fashion" girl, a svelte, sophisticated creature beloved of *Vogue*, *Harper's Bazaar* and the *haute couture* of 57th Street for her ability to wear clothes that most women can't even get into. She is at least five feet nine inches in height. Her bust measures 34 inches, her waist 24 and her hips 34. Harry Conover, who, like other model agents, has quite a few such specimens on hand, recently complained rather bitterly that fashion designers were "trying to give America a generation of flat-chested, emaciated, ill-tempered women who will be hard to live with." Contemporary fashions, he added, pointed "toward making women look like matchsticks, thus ruining their health and dispositions." He said he told his models to eat as much as they liked. There is little dispute over what the agencies like to call "the well-scrubbed American girl." She is rosy of complexion, looks fine in daylight and does rather better than 34-24-34 in her dimensions. The emergence of junior fashions has also given rise to a junior type of model. Most illustrators like their girls beautiful but not remotely slender, while magazines of the love and confession type prefer models who don't look like models.

"I am a Powers girl!"

"Twenty years ago," John Powers remarked recently, "a girl might have said with justifiable pride, 'I belong to a sorority.' Today," he added sententiously, "she will tell you, 'I am a Powers girl.'" Actually a girl might also say she is a Conover or a Thornton model, for today the word "model" connotes a high degree of social acceptability. It also implies possession of a peculiarly admirable species of good looks. A model today enjoys the same kind of eminence as the Ziegfeld beauty of the 1920s.

Although the model agencies make much of the career possibilities inherent in the industry, models harbor ambitions no different from those of stenographers, salesgirls, officeworkers and just plain girls. They want to get married. The working life of a model is anywhere from two to eight years. After that, if they

CONTINUED ON PAGE 118

The love story that
will live with you
today— tomorrow
and forever!



Meet Natalie Wood, the new child star you've read and heard about.

INTERNATIONAL PICTURES presents

CLAUDETTE COLBERT · ORSON WELLES
GEORGE BRENT

"TOMORROW" ⁱⁿ **FOREVER**™

THE GREAT DRAMA OF OUR TIME

with

Lucile Watson · Richard Long · Natalie Wood
Joyce MacKenzie

Directed by IRVING PICHEL · Produced by David Lewis

Novel and Ladies' Home Journal Story by Gwen Bristow

Screenplay by Lenore Coffee · Music by Max Steiner

An INTERNATIONAL PICTURE · Released by RKO Radio Pictures, Inc.



GOOD ENTERTAINMENT IS INTERNATIONAL

TWO WAYS TO RELAX



Styled by
BUCK SKELIN
REL. U.S. PAT. OFF.
JOE

1. GET THIS NEW STYLE QUICKLY!
100% wool. Rich, full 100% wools—the only kind I use—are still scarce. So this new casual coat is only for those who really seek relaxation both in life and dress.

Cut full and comfortable, the garment is put together with loving care for fun and relaxation. The shoulders are padded to give that athletic look. Into the tailoring is built the backbone and toughness that you never see, but whose unseen touches give your Buck Skelin Joe a long and joyous life. Colors: Camel shade or Cocoa brown.

Luxurious full rayon lining. And again... full zipper front and zipper breast pocket. SEE YOUR DEALER. IF HE IS ALL OUT, MAIL THE COUPON NOW!

2. FREE! GET MORE FUN OUT OF LIFE WITH THIS GREAT BOOK!

This book has helped tens of thousands change from a tense, worrisome life to a fuller, happier one. It is written in plain words with a humorous touch by eminent psychologists. It helps you find out what "type" you are, and the kind of relaxation that benefits you most. It will help you to be a happier person.

Read it and find out what sports or hobbies are best suited to make your life more serene and active. Use coupon. "How To Relax..." is yours for the asking. It's FREE! As ever,



Buck Skelin Joe.
c/o Luehberg, Ness & Co., Inc., Mfrs.
232 Fifth Ave., Dept. L-3, N. Y. 10, N. Y.
Send me, through your regular distribution source, a Buck Skelin Joe 100% Wool Suit coat at \$15. Camel Shade Cocoa Brown
Size: Measure chest, tape under arms.
Here's my \$15.00 check or money order
Send me, at no obligation, "Relax And Be Happy." FREE
Name _____
Address _____



"OBJECTIONABLES" are unglamorous jobs involving bath preparations, depilatories, deodorants, corsets, underthings. Very few models pose nude.

THE MODELING BUSINESS CONTINUED

have escaped matrimony, they may drift into professions. Betty McLaughlin, a Powers model for a dozen years, is now a stylist for *Vogue*. Anita Colby is now adviser to David O. Selznick, the Hollywood producer. Other models have become fashion designers and artists. Fewer models are sought by Broadway and Hollywood than the agencies would like people to believe. Many were actresses in the first place and models in the second. The way most models feel about Hollywood was summed up recently by Jean Welch, a 20-year-old Powers girl from Newark, N.J. "I don't want Hollywood," she declared forthrightly. "I have no talent and I can't act and I'd just be another one of the mob. A sort of spear carrier. Look at some of those gorgeous gals serving hamburgers to tourists out there."

Like all industries, the modeling business has its specialists who meet the more exacting needs of advertisers and artists. The 17-year-old O'Connor twins, Consuelo and Gloria, who model for Conover, are notable examples. Being identical, they are ideal for before-and-after photographs. Now and then they double for each other on assignments, hoodwinking photographers with complex success. They once appeared in a series of television shows staged by a soap company, depicting a girl being berated by her conscience

CONTINUED ON PAGE 118



PATRICIA VANIVER is an up-and-coming model now being plugged by Walter Thornton. He expects to cash in on movie offers. She makes \$20 an hour.

How to give QUICK REST to tired eyes

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Put two drops of gentle, safe Murine in each eye. Then feel that refreshing, soothing sensation that comes instantly. You get—

MURINE FOR YOUR EYES



WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.
Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.
Buy it from your druggist today

DR. HAND'S TEETHING LOTION

Just rub it on the gums

HEADACHE? TAKE A TIP FROM ME



TRY "BC"
FOR QUICK RELIEF FROM HEADACHES
NEURALGIC & MUSCULAR PAINS
10¢ AND 25¢
CAUTION—USE ONLY AS DIRECTED



INTERNATIONAL "WEST COAST" 6-WHEELER HAULING FULL TRAILER.

BELOW: INTERNATIONAL "WEST COAST" 4-WHEEL TRUCK-TRACTOR WITH SEMI-TRAILER

NOW—6 NEW INTERNATIONALS FOR EXTRA HEAVY HAULING

They're rugged individualists, these new International "West Coast" Models. They're custom-engineered with option of gasoline or diesel engines. They're custom-built to lug the last possible ounce of payload.

The six models range in size from 30,000 to 90,000 pounds gross vehicle weight rating.

They're haulers of giant loads over the highways, in states where huge loads are permitted.

They're brute carriers on off-highway jobs, logging, mine, dump and oil field.

They provide excellent accessibility for service. Drivers like the roomy, 3-man, fully insulated and ventilated cab, with controls within easy reach and instruments easy to see.

Into each new International "West Coast" Model go these: International's outstanding engineering and research; International's intimate contact with metallurgical developments; International's more than 40 years of truck manufacturing experience.

New International "West Coast" Models are built at International's new truck plant at Emeryville, California. They take their important place in the complete International line—a truck of the right size and carrying capacity for every job. They are worthy to share International's unmatched record—more heavy-duty Internationals purchased for commercial use in the last 15 years than any other make.



And—back of these big haulers stands the famous service rendered by International Truck Dealers and International Branches.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

Listen to "Harvest of Stars" Every Sunday! NBC Network

INTERNATIONAL  TRUCKS



Claudia's cousin is a trained nurse

JUDY: Can't you get someone else in my place tomorrow night, Claudia? ... It's the usual reason—wrong time-of-month.



CLAUDIA: Why don't you use Tampax for a change? It's worn internally, you know—so small and dainty you can't even feel it.

JUDY: I've heard about Tampax, of course—but I'm glad to have someone really explain it to me.

CLAUDIA: Well, my cousin is a trained nurse—knows all about sanitary protection of course, and she's awfully strong for Tampax . . . says a doctor invented it, following a principle well known to physicians—“internal absorption” she called it.

JUDY: I suppose that means no belts or pins to bother with. Sounds nice and simple with a sheer evening dress! Perhaps you'll see me at your party after all!

Tampax (for monthly sanitary protection) is worn internally and absorbs internally. Made of pure surgical cotton compressed in dainty applicators. No belts, pins or external pads. No odor or chafing. Easy disposal. Can be worn in tub or shower. . . Sold in 3 absorbency sizes at drug stores and notion counters. Whole month's supply (average) will go into your purse. Tampax Incorporated, Palmer, Mass.

3 absorbencies { **REGULAR SUPER JUNIOR**



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED [Eos 95-2] Palmer, Mass.

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

() REGULAR () SUPER () JUNIOR

Name _____ Print plainly

Address _____

City _____ State _____



NONFASHION PICTURES comprise the bread-and-butter business of models. Pagano Studios, where this picture was taken, use up to 30 models a day.

THE MODELING BUSINESS CONTINUED

for not using that soap. “We took turns playing the conscience,” the twins, who talk in unison and say the same things, related recently. “We don’t want anyone to have a complex.”

Another well-known team of specialists is made up of an entire family of models. Mr. and Mrs. Charles Frederick McClelland and their children, Marsha, 8, and Freddy, 12, are much sought after for fashion shows. They have also appeared, ensemble, in beer ads in which the children are thoughtfully handed glasses of milk while their parents mug ecstatically over seldoms of beer. McClelland is an actor who spent four years chewing turnips as Lov Bensey in *Tobacco Road*. He has been modeling for almost two decades. Mrs. McClelland, who holds two academic degrees, was introduced to modeling 14 years ago by her husband. Motherhood halted her career only briefly and she worked practically steadily through both her pregnancies. “I did maternity clothes,” she says, “and toward the end a lot of head and hand work.”

Among the tasks models are called upon to perform there is a whole category known as “objectionables.” These include poses in lingerie, illustrations for medicinal advertisements, feminine hygiene, depilatories and deodorants. A classic experience of the type wary models try to avoid was suffered several years ago by a Powers girl named Margaret Horan. Upon her arrival at a specified studio the photographer who called her in handed her a garment and told her to put it on. “What is this purple thing?” she asked, “and why does it button up the back?” The photographer ignored her question and proceeded to shoot her from several angles. “Oh, that,” he said afterward. “Nothing much. Just a shroud.”

Girdles are objectionable, bathing suits are not

So objectionable are objectionables that girls who pose for them must first be consulted and then paid double for the first hour. It is an accurate reflection of current convention that, while many models will pose willingly in bathing suits of negligible proportions, they will bridle at being photographed in girdles and brassieres, although such underclothing may be far less revealing. “Perhaps,” says Marilyn Sable, who models only fully clad, “it’s my Kansas upbringing. I’d feel funny modeling lingerie. Clothes like that shouldn’t be seen by anyone but your husband.” She is married. Most models also brood over the possibility that if they pose for such things as depilatories, deodorants or soaps guaranteed to make one smell sweet, their acquaintances will think they urgently require them themselves. A small group of models, aware of their colleagues’ distaste for objectionables, live quite comfortably posing for them.

Doris Duane, an 18-year-old blonde, lives hard and dangerously for a series of publications professionally known as the “screamies.” These are the confession and love, detective and horror-story magazines. “I’m always typed as the moll,” she says happily. “You can usually find me in a sexy-looking dress with a gun in my hand and my hair down.” She says she would rather do such things as “I Ruined My Reputation” than high fashions.

A good many of the male models are concentrated in an agency

See Smoke Smudge Erased



by longer polishing action

● Next time you brush your teeth, notice how quickly your dentifrice foams up and disperses. Its polishing action gone.

No wonder embarrassing smoke smudge and other surface discolorations cling to your teeth.

For the brilliant smile Nature intended for you, change to Iodent No. 2, amazing modern-day dentifrice made by a Dentist. It contains millions of tiny particles *scientifically treated* to safely polish teeth. They do not dissolve—but get finer, tiner as you brush. It’s the way a jeweler polishes precious jewelry.

It’s America’s favorite dentifrice “for teeth hard to brighten.” Let your own mirror tell you why! Tooth Paste or Powder.

IODENT

For children—*and* mill-lions with teeth easy to brighten—IODENT No. 1



Sharon Sherry



STARBUST 1946 CONTEST
Your chance for \$500 and \$100! Pick girls and 27 other prizes! Just send best non-returnable photo, with height, weight, bust, waist and hip measurements. Run Nov. 31, 1946. Details of contest in *Woman's Mirror* include our facts. Mail entry to P.O. Box 48, Station F, N. Y.

STARDUST
Sensational Hips
GUARANTEED FOR 3 YEARS
BY THE MAKERS OF Standard FASHION-WEAR



*Champions
Both*

**THAT'S WHY
THEY'RE STILL HARD
TO GET**

IT'S a hot race—trying to keep up with the millions of men like you who want their Schicks and want them fast. We're turning them out as quickly as we can—and we're getting set to turn them out even faster.

But a large share of our output is still

going to the armed forces. And there are thousands of Schick-hungry dealers to be stocked before everyone has plenty. So if you don't find your Schick this week, try again—it's on the way.

And believe us, it's one of those really superb good things that's worth waiting for. Get that neat little case into your hand, hear the silky motor purr, and slide Schick over your face.

Smooth? Cool? Comfortable? Best shave you've ever had! Leaves your skin soft as a baby's and smooth as an egg. And you're all through with the mess and fuss of old-

fashioned shaving rituals.

No wonder some of our less patient friends have reached the counter-pounding stage. We can't blame them for wanting anything as good as Schick in a hurry. And we're all-out in our peace-effort to make them all happy—with a Schick.

SCHICK INCORPORATED, STAMFORD, CONNECTICUT

SCHICK COLONEL—Styled by Raymond Lowry in smart ivory plastic, it has the famous 2-M Hollow-Ground shearing head and a dependable high-speed motor that uses either type current. Hinged, bronze *Whisk-Its* catch all beard clippings. *Static suppressor*. Comes packed complete in handsome, durable, simulated leather case. \$12.00*

SCHICK SUPER—the finest Schick Shaver ever made. New precision-built V head, comb type with double-acting interceptor bars. New, dependable high-speed motor that uses either type current. Styled in rich ivory plastic. Hinged, bronze *Whisk-Its* catch all beard clippings. *Static suppressor*. Comes packed complete in handsome, durable, simulated leather case. \$18.00*

*Slightly higher in Canada

SCHICK *Electric* **SHAVER**

SAVE SUGAR

NO SUGAR NEEDED

for these Brer Rabbit Molasses Cookies



MOLASSES HERMITS

1/2 cup shortening—1 beaten egg—1/2 cup Brer Rabbit Molasses LABEL Molasses—1 1/2 cups sifted flour—1/2 teaspoon baking soda—1 1/2 teaspoons baking powder—1/2 teaspoon cinnamon—1/2 teaspoon cloves—1/2 teaspoon salt—1/2 cup sour milk or buttermilk—1/2 cup chopped raisins.
Cream shortening, mix in egg and molasses. Mix and sift dry ingredients, add alternately with sour milk, beating well each time. Stir in raisins. Drop by rounded teaspoonfuls on greased or oiled baking sheet. Bake in hot oven (400° F.) 10 minutes or until done. Makes 3 dozen.

BRER RABBIT NEW ORLEANS MOLASSES

OVER 60%
NATURAL
SUGAR

That sugar in Brer Rabbit Molasses comes straight from sugarcane. Real sugar in natural form.

RICH
IN
IRON

Iron is essential for good red blood! Brer Rabbit Molasses is one of the richest sources of food iron.

TWO TYPES:

GREEN LABEL

—full flavored dark molasses for cooking and a richly flavored milk shake.

GOLD LABEL, highest quality mild-flavored light molasses for table use, cooking, and a delicately flavored milk shake.

FREE! 15 SUGAR-SAVING RECIPES!

Send me your leaflet giving recipes for sugar savers. Also valuable 25-page book of 116 fine molasses recipes. **BOTH FREE.**

Name _____ (Print Name and Address)
Address _____

Put this coupon on penny postcard and mail to **BRER RABBIT, c/o PENN & FORD, Ltd., Inc.,** 1200 Poydras Street, New Orleans, La., Dept. 1333-6

run by Pat Allen, a lusty and forthright newcomer who because of her name is sometimes thought by prospective clients to be a man. Miss Allen is alternately charmed and embarrassed by this. Male models are a more varied lot than the women. For example, one of Pat Allen's specialists is a tall and bearded ancient known as Daniel Boone. He wears a fringed leather suit and is much in demand for Western-story illustrations. One night not long ago Miss Allen was beating her way across Columbus Circle when she was surprised to see Boone haranguing one of the customary Circle audiences. At that instant Boone saw her, too, and broke off his philippic to direct the crowd's eyes in her direction. He shouted, "There, ladies and gentlemen, is my agent. She books me for anything." "I ran like hell," Miss Allen says simply.

The now-famous "Men of Distinction," enshrined by Calvert's whisky, are no longer professional models. The first half dozen were, but the advertising agency that handles the Calvert account suffered some embarrassment when its men of "foresight, progress and vision" began turning up in long balbriggans in the mail-order catalogs. They switched therefore to use of the genuine article, at first without identification. "Big shots anonymous" is what we called 'em," an account executive recalled last week. They included a banker, a retired dry-goods-chain president, the vice president of a big food concern, a steamship-line executive, a Wall Street broker and the art director of another agency.

The M. of D. attracted so much attention that men who thought themselves distinguished began asking Calvert's to include them in the series. "We're pretty choosy now," the account executive says. "We identify them and they love it." Recent men of distinction include such notables as John Boles, the actor; Floyd Davis, the artist, and Stuart Cloete, the author.

At last one of the professional Men of Distinction may lay claim to being one by birth. He is Cyril Nast, retired advertising manager and art director of the Consolidated Edison system and son of the late great cartoonist Thomas Nast. Nast, a man of 66, who looks a little like Cordell Hull and more like the late Calvin Coolidge, models just to pass the time. His patrician head has been seen on various occasions glorifying ale in Times Square, simulating a heart attack for a medical advertisement and joyfully sipping a highball made with a brand of whisky which was not Calvert's.

Among the few registered Negro models the most versatile is Maurice Hunter, who was born in Darby, South Africa and whose real name is Cokas Kwaka, which means Sunday Dawn. Hunter, who has been a model since 1918, may be seen as several slaves in Ezra Winter's colonial murals in the Bank of Manhattan Company, as several natives of the Admiralty Isles bemusedly watching GIs make friends by drinking Coca-Cola, as a hot saxophone player in *Modern Romances*, a bass-fiddle player in a local advertisement and as innumerable butlers, chauffeurs and African natives in various adventure magazines. Hunter is a prototype of the Pullman porter. He has posed for so many advertisements that his clippings fill a dozen scrapbooks, three of which he has contributed to the New York Public Library.

It is probable that Milt Cohen, a distinguished-looking, middle-aged gentleman who likes to walk to the Conover agency from his home in Brooklyn, is the only model who ever jumped from an airplane a dozen times in order to demonstrate a parachute to the satisfaction of a photographer. The first 11 times his hat refused to blow off. "It wasn't too bad," he says. "The plane was on the ground and I bailed out just 12 feet into a mattress."



"MEN OF DISTINCTION," introduced by Calvert's whisky, was the biggest break for male models. First they used models, then distinguished-looking men like James MacNaughton (left), a New York custom tailor, and finally "name" people like Cyril Nast (right), son of famed Cartoonist Thomas Nast.

5-MINUTE MOTHPROOFING

with new, lasting **HEX**
would have saved this chair



Why risk finding your costly woollens completely ruined by moths? Spray them now with lasting easy Hex! Scientific tests prove that moths absolutely will not harm fabrics treated with Hex. No stinging away or wrapping necessary! A Koppers product.



BULLDOG SADDLE

MADE FROM Imported BRIAR

Weber offers you genuine imported Briars with unexcelled most smoking quality. Includes modern design—45¢ in 20¢ of leading tobaccos.

\$5
GOLDEN WALNUT

WRITE FOR FREE ILLUSTRATED BROCHURE. Free literature. Imported Briar Pipes.

SMOKE
Weber
NONE BETTER

C. B. WEBER & CO. 151 Cedar St., New York City 5, N. Y.

THE "CRAVE for CANDY"... often a call for energy

America Loves Candy *America Needs Energy*

If your body never sent out an "SOS" for energy, there would be no call for candy . . . except for pleasure purposes.

But bodies do need energy, and candy is an energy food.

Yes, America, we are growing beyond those stern days which ruled, "If it tastes good to you, it mustn't be good for you!"

Modern nutritionists now agree that when the body calls for energy, candy is one of the quick and happy answers.

That's why we remind you in rhyme when it's Energy Time:

**CANDY'S DANDY
KEEP IT HANDY**



GRANT



CANDY MAKES FRIENDS

COUNCIL ON CANDY of the NATIONAL CONFECTIONERS' ASSOCIATION

Headquarters: One North LaSalle Street, Chicago 2, Illinois

... an organization devoted to the dissemination of authoritative information about candy.





Truly, White Horse has winning ways. Matchless in flavor and smooth as the waters of a mill pond, this noble Scotch is blended by experts from the finest whiskies. Today, as in long years gone by, it is served with pride and sipped with delight the world over... *Everybody likes White Horse!*

86.8 Proof. Brown-Vintners Company, Inc., New York, Sole Distributors



ESTABLISHED 1746



© 1988 BROWN-VINTNERS COMPANY, INC., N.Y.



HUSKY YOUNG MOUNTAIN LION LUMBERS THROUGH THE DEEP SNOW TO THE SAFETY OF THE TALL TREES AS FOUR HUNTING DOGS FLOW ALONG BEHIND HIM

COUGAR HUNT

Washington state game protectors catch a live mountain lion cub

In Washington's Okanogan County each cougar kills 50 deer every year. This year these mountain lions became so plentiful that the game department decided to dramatize the danger to deer herds. They proposed to catch a live cougar and exhibit it through the state, hoping that the resulting publicity and a \$50-per-cougar bounty would spur sportsmen to hunt the animals down. Last month a party of game protectors went

out to get their cougar. To their regular hunting equipment they added an extra pack, a strong rope and an eight-foot iron pipe. Near a recent kill their dogs found lion tracks in the snow and soon located the cub and its mother. The lioness ran and hid in a rock cave, where she was shot. But the inexperienced cub tried to elude the dogs by running through the deep snow and climbing a tree. There it was an easy catch for the game men.



COUGAR CLIMBS A PINE TREE, hoping to elude the excited dogs. Though they often turn and try to fight it out with their enemies, cougars usually take ref-

uge in trees or caves. These animals sometimes grow five feet long, not counting the tail. They are also called panmas, mountain lions, catamounts and American lions.



**New preparation
for faster, closer
SCHICK
electric shaves**

• NOW you can get even better results from your Schick Electric Shaver—quicker, longer-lasting shaves—with sensational new Llectric Shave. It's an amazing scientific development of The J. B. Williams Company... and it has been proved in tests by 800 men. Just dash a few drops of Llectric Shave on your face before shaving.



*lubricates skin for
faster shaving*

• By overcoming the friction which ordinarily slows down shaving when you press the shaver head hard against your face, Llectric Shave lets your razor "glide" along quickly and smoothly—helps save precious minutes of shaving time.



*conditions beard
for closer shaving*

• A special emulsifying ingredient in Llectric Shave takes the "fight" out of tough whiskers: It lets your shaver shave closely and evenly, helps you get a longer-lasting shave. The makers of Schick Electric Shaver say: "We recommend Llectric Shave for getting top performance from a Schick."

• No matter what electric shaver you use, see if you, too, don't get faster, closer shaves—with Llectric Shave. On sale at toilet goods counters everywhere... costs less than 1/2 a shave.



**MAKES ELECTRIC
SHAVING EASIER**



TREED LION is roped by game protector who climbed the tree armed with a noose on end of an eight-foot iron pipe. He will now knock lion to ground.



HELD AT BAY on ground by the pipe and noose, the 65-pound lion cub snarls at the dogs and hunters, who are well out of range of its sharp claws.



**Hands off!
That's mine**

Every member of the family should have his own private CHAP STICK.

Chap Stick is trouble shooter number one, when lips are in distress. The lip balm that's longer lasting, easy to apply. Specially medicated, specially soothing for chapped, cracked, parched lips.



ADVERTISED IN **LIFE** ... means news of famous products... to 22,000,000 LIFE readers each week

**IT'S PURE
IT'S SURE**

try **Nujol**
MINERAL OIL

The easy-action laxative for ordinary constipation



Copyright, 1944, Stearns, Incorporated

CONTINUED ON PAGE 124



"Best Ever"

JUST TRY THE GREATEST TEXACO

***FIRE-CHIEF* GASOLINE IN HISTORY!**

LIGHTNING STARTS . . . five-alarm response . . . smooth, rapid warm-up!
It's *Fire-Chief* . . . *better than ever before* . . . thanks to
Texaco's intensive wartime research.

New car or old . . . you'll get a thrill from *Fire-Chief's* alert, smooth
performance. Just drive in to a Texaco Dealer's and say,
"Fill 'er up . . . with *Fire-Chief*."

You're welcome at

TEXACO DEALERS

where you get . . .



FIRE-CHIEF
GASOLINE



SKY CHIEF
GASOLINE



HAVOLINE AND TEXACO
MOTOR OILS



MARFAX
LUBRICATION



TUNE IN . . . Texaco Star Theatre every Sunday night starring James Melton. Complete Metropolitan Opera broadcasts every Saturday afternoon. See newspapers for time and stations.

THE TEXAS COMPANY

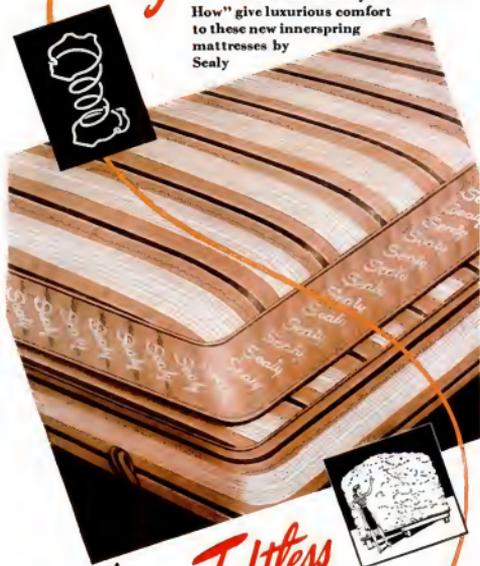
NOW

Sealy

OFFERS YOU
YOUR CHOICE...

...either the
Innerspring

The results of constant research and 65 years of "Know How" give luxurious comfort to these new innerspring mattresses by Sealy



...or the
AIR-WOVEN Tuftless

The choice of over 3 generations of users who appreciate the body cradling comfort of this truly different mattress

SEE THEM BOTH
TRY THEM BOTH
Your Sealy Dealer
Will Be Pleased to
Help You Pick the
One Best Suited to
Your Sleeping Re-
quirements.

*"Sleeping on a Sealy
is like Sleeping on a Cloud"*

SEALY INC. 666 LAKE SHORE DRIVE — CHICAGO 11, ILLINOIS

Cougar Hunt CONTINUED



CLAWS ARE TIED around iron pipe and cougar is practically helpless. Game Protector Roy Robertson holds onto tail, snarls back at the angry cub.



TEETH ARE CLAMPED around a stick which is then tied to jaws. After this noose can be removed from neck and the lion can be handled with safety.



COUGAR RIDES in game protector's pack with the jaw clamp removed. Cub looks cute but would still make trouble if his feet were not securely tied.

NEW

Vitality

STYLES



FARICE



RHONDA



DEBORAH



CHATEAU



BAHAMA

YOU'RE SETTING THE STYLE
YOU'RE SKIMMING ALONG

You're
Twice as Smart
with
Vitality SHOES

Yes, you're twice as smart, because Vitality Shoes are smart two ways. Styled to the minute; designed with a gentle, heel-gripping, comfortable fit. Because of their glove-soft fit . . . their fine, supple leathers . . . they're all the more durable, too! New, lightweight, feminine styles now at distinguished stores throughout America.

\$6.95

Complete Range of Sizes and Widths
Vitality Open Road Shoes for Outdoor
and Campus Wear, \$5.50 and \$6

Vitality Shoe Company, Division of International Shoe Company, St. Louis, Missouri



"UNCLE FROM THE WEST" by Stevan Dohanos. Number 1 in the series, "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs — to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs — to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





HEART-RENDING HOKUM OF A SOAP OPERA PROVOKES A TOUCHING FAMILY CRISIS IN WEBSTER'S "UNSEEN AUDIENCE" CARTOON

WEBSTER'S CARTOONS BLAST RADIO

"The Unseen Audience" takes some sharp digs at daytime radio programs

This month the Federal Communications Commission finally went after daytime radio's programs. In a 139-page report, the FCC deplored the prevalence of soap operas, complained about the growing length of commercials, threatened erring broadcasters—a threat which aroused some criticism—and appealed for help and support from "outside forces." Radio listeners, who rarely read FCC reports, have been subjected to such an outside force for three years. The force is H. T. Webster, whose cartoons, *The Unseen Audience*, are the most telling contemporary criticism of radio.

The Unseen Audience already has taken its place beside other of Cartoonist Webster's classic commentaries on American life—*The Timid Soul*, *The Thrill That Comes Once in a Lifetime*, *Bridge and Life's Darkest Moment*. No Caspar Milquetoast as

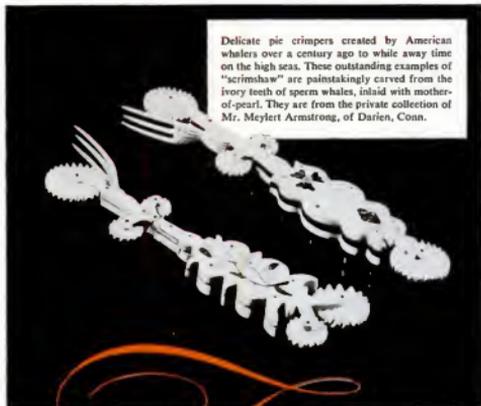
a radio critic, Webster's once-a-week cartoon hits radio where it hurts the most, makes radio men squirm with anger. Webster started his *Unseen Audience* series intending, he says, "to do a little mild spoofing." He gets his inspiration by keeping his radio playing while he works. In his Stamford, Conn. home he has six radio sets, only three of which are working.

H. T. Webster (he never uses his given names Harold Tucker) was born 60 years ago in Parkersburg, W. Va. He spent his boyhood in Tomahawk, Wis. and has drawn cartoons since he was 7 years old. For a while during his early cartoon career he joined the circus as a clown. His love for poker, bridge and fishing shows in his cartoons about them. They are satiric but sympathetic, unlike his radio cartoons which are just satiric.



WEBSTER AT 60 is ruddy, reflective. The New York *Herald-Tribune* syndicate sells his work to 91 papers.

Delicate pie crimpers created by American whalers over a century ago to whale away time on the high seas. These outstanding examples of "scrimshaw" are painstakingly carved from the ivory teeth of sperm whales, inlaid with mother-of-pearl. They are from the private collection of Mr. Meylett Armstrong, of Darien, Conn.



There's always a
best of everything

Take several selected 5-year-old straight whiskies. Blend them together for their qualities... deep body, aroma, rounded flavor. That's Fine Arts—a superb whiskey of matchless perfection... all whiskey... all 5 years old.



A Blend of Straight Whiskies All 5 Years Old (90 Proof)

FINE ARTS WHISKEY

CANADA DRY GINGER ALE, INC.
SOLE DISTRIBUTORS

HE HITS SPONSORS AND COMMERCIALS

LILY, I WISH YOU'D CALL ME WHEN TH' BAND GETS THROUGH WITH THIS RACKET. I WANTA CATCH TH' COMMERCIAL. WE PUT ON A NEW ANNOUNCER THIS WEEK. IF HE'S AS GOOD AS THEY SAY HE IS WELL, CUT TH' BAND DOWN TO A COM' IN THESE—SHORT ONES, AN LET 'EM PILE SOAP 'T REST OF TH' TIME



THE SPONSOR'S ENTHUSIASM FOR SPENDING CONCEPTS IS GENERALLY UNDER CONTROL

WEBSTER SEES THE AD-MAD SPONSOR AS A MAJOR RADIO PERIL

OUR LABORATORIES, AFTER YEARS OF STUDY AND EXPERIMENT, FINALLY SUCCEEDED IN BLENDING PULVERIZED PANTHER CLAWS WITH TIGER FAT, AND COMPOUNDING A FORMULA, PACKED WITH VITAMINS, AND WHICH WE HAVE NAMED ROGIV. IT WAS AN INSTANTANEOUS SUCCESS. EMINENT MEDICAL AUTHORITIES ENDORSED IT ENTHUSIASTICALLY. IF YOU ARE TINED AFTER A HARD DAY AT THE OFFICE OR NOTE THE RESULT. YES, FRIENDS, CLIMB ABOARD THE HEALTH BANDWAGON TODAY. REMEMBER THE NAME—ROGIV—R-O-G-I-V. SPELLED BACKWARDS THE WORLD IS VIGOR. ROGIV COSTS ONLY 50 CENTS THE LARGE ECONOMY SIZE BOTTLE 95 CENTS



GUESS I NEED THAT STUFF. I HAVEN'T ENOUGH ENERGY TO GET AN' TURN IT OFF

HIGH-PRESSURE PLUGS MAKE WEBSTER'S RADIO FANS WOBBLY

THE FOLLOWING IS TRANSCRIBED—
"DARLING, HOW DO YOU KEEP YOUR HAIR SO RADIANTLY BEAUTIFUL—SO IRRESISTIBLY ALLURING?"
"MY DEAR, IT IS SO EASY. GET A BOTTLE OF BLATHER'S SHAMPOO—THE VITAMIN SHAMPOO, WITH ITS DAINTY, LOOKO-IN-FRAGRANCE, AND USE IT DAILY—"



SATURATION POINT

© 1964 U.S. TORRENT, INC.

"THE UNSEEN AUDIENCE" FINALLY TURNS ON ITS TORMENTORS

*"Folks...
the lesson for today is*
NOURISH EVERY INCH
OF YOUR DOG!"



APPEARANCE
Vigorous; Strong

DISPOSITION
Courageous but Kind

CHEST
Deep and Full

COAT
Smooth and Glossy

BODY
Well-ribbed

DELIGHTED DOG OWNERS who are feeding GAINES are learning a lesson they'll never forget—and never want to forget! They are learning from their healthy dogs what a marvelous difference it can make, when they nourish EVERY INCH of their dogs with GAINES.

With sleek, glossy coats, well-rounded bodies, strong bones, bright eyes, and joyfully wagging tails, their dogs are proving to them what expert care and feeding can do. Yes . . . feeding America's favorite dog food brings results you can really see!

AND IT'S SO EASY to feed. Just mix GAINES MEAL with warm water. Or, if your dog is one who goes for GAINES more eagerly when it is mixed with milk, gravy, or soup —by all means please your dog. But no matter how you mix it, GAINES should be your dog's basic food, to make sure you nourish every inch of him.

GAINES has been a stand-by of big kennels and veterinarians for over 16 years. It's a Meal that dogs love—inexpensive to feed—prepared in less than a minute. Largest-selling dog food in America!

Copyright 1948 by Gaines Food Co., Inc., Hawthorne, N. Y.



Know the Meaty Facts!

Your Dog gets
all this nourishment
IN EACH POUND OF GAINES

As much body and strength-
building **proteins** as in 1½ lbs.
raw beef

As much energy-producing **car-
bohydrates** as in 2 qts. cooked
oatmeal

For sleek appearance and glossy
coat—the **fats** that would be pro-
vided by 1 oz. of butter

For strong bones and teeth—the
minerals that would be provided
by 1¼ lbs. cheese

For red-blooded vitality—as
much **iron** as in ¾ lb. beef liver

VITAMINS: The vitamins A in 5
eggs; the thiamine (B₁) in 1
lb. whole-wheat bread; the
riboflavin (B₂) in 1 qt. milk;
the niacin in 8 lb. fresh
mackerel . . . and all other
members of the B-com-
plex normally accompany-
ing thiamine, riboflavin,
and niacin.



**FOR ALL
DOGS**

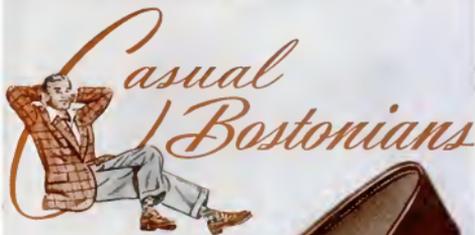
GAINES

COMPLETE MEAL

"Nourishes Every Inch of Your Dog"

For variety, try Gaines
Krunchen, which is
Gaines Meal compressed
into crunchy pellets.

EASY DOES IT!... in



NOR-MOC—Care-free, knockabout Bostonian for your comfort and leisure wear.

\$7.95



Slip into the "oh-hoy" feeling of these easygoing Bostonians. So restful, so roummy, so relaxing! "let-downs" in. If alk-Fitted? Bostonian shoes. Whitman. Mass. Other Bostonians \$8.95 to \$13.50. Prices slightly higher in W. out.



AIRLOOM—Bostonian woven oxford. Breathes with every step. Flexible, restful!

\$8.95

Bostonians

FIT RIGHT · FEEL RIGHT  THEY'RE WALK-FITTED

Webster's Cartoons CONTINUED

HE FINDS AGONY FUNNY, COMEDY SAD



LIGHTENING THE BURDEN OF HOUSEWORK

WEBSTER FINDS CONFESSION PROGRAMS ARE A WEEPY ORGEL



NEWS FROM PICTURE LAND

MOVIE GOSSIPERS ARE AS GUSHY AS THEIR POPEY AUDIENCES



THE MYSTERY OF COMEDY

SHODDY DEVICES OF FUNNY MEN ARE NO-SUBSTITUTE FOR HUMOR

© 1947 WEBSTER'S

CONTINUED ON PAGE 13



"The trip she ought to take is a trip to her Singer Sewing Center!"

New faces, new scenes are all very well, but a little new scenery on Susan wouldn't hurt.

A crisp jabot for that old suit, a make-over job on last year's wool, a new print frock—that's the ticket for Susan! And where else can you find so much help, so

many ideas as at your Singer Sewing Center? In fact, all women get a lift from this famous series of shops-within-a-shop, full of pretties and practical advice.

Look over this list yourself—and remember, these are only a few of the finds at your local Sewing Center.



Make a dress while you learn to sew. You can do it in 8 easy lessons at Singer. Once you master the fundamental steps, you're set for life. Single 2-hour lesson, \$1.50. Complete course, \$10.



Findings and fixings. Need a special color of thread or binding? Or shoulder pads for your dress? Singer has everything from scissors to tailor's chalk, right at their Notions Counter.



White Frasting. Give your suit a new look with a crisp dieck. Or add a pair of button-bow frills to an old frock. We've got new things, too, in scarves and flowers, in hankies and other dress accessories.



We cover buttons—and belts, too—right from your own material. We'll even make your buttonholes for you, hemstitch or picot, do all kinds of finish-up work. Prompt service, reasonable prices.



Order a double and forget about dress fittings. Takes only a comfortable 30 minutes to have a Singer Form molded to your figure. And it's yours, to the last curve! Complete with adjustable stand, \$19.75.



How to stitch a zipper. Just screw this 504 Zipper Foot on your machine, and stitch along, close to the metal. Most Singer attachments are back now, including our famous Buttonholer!



Singer Sewing Cabinets. If you like to own beautiful things, and keep your sewing gear neat—a Singer cabinet is the answer! This one, in Chippendale style, has a sliding tray in the top, fitted with sewing essentials. Walnut or mahogany, \$19.95. Other models from \$15.95.



For your protection: Singer continues its policy of selling machines only through Sewing Centers identified by the Red "S" on the window, and over through department stores or other outlets. Check address of your local Singer Shop in phone book—Singer Sewing Machine Company.



We don't know how many wedding dresses and baby clothes have been lovingly stitched on Singer sewing machines. It was back in 1851 that the first Singer appeared, and ever

since then, Singer has endlessly striven to improve its product. Shown above is the Featherweight Portable—the sewing wonder that weighs only 11 pounds.

SINGER SEWING MACHINE COMPANY

Copyright, U. S. A., 1946 and 1948, by The Singer Manufacturing Co. All rights reserved for all countries.

a taste-thrill **NEW** to most Americans

but **DUBONNET** — now made here — is an old friend to those who know Paris



WERE'S, PARIS
painted by
Stanton MacDonald-Wright



If you knew the old Paris—the Paris of smart restaurants and gay little sidewalk cafes—you surely know Dubonnet. Many Americans count its discovery as one of the bright memories of a European trip.

Dubonnet has a zestful flavor all its own because it is made by a formula that has been kept a closely guarded secret for 100 years. It's a little sweet, a little tangy—no other drink pleases so many palates or has so many uses.

And now Dubonnet is made in America, which saves you the cost of importation! Why wait another day to enjoy Dubonnet?

HOW TO ENJOY DUBONNET



DUBONNET (STRAIGHT)
Always serve chilled. Add twist of lemon peel, if you like. Grand before, after or between meals.



DUBONNET COCKTAIL
One-half Dubonnet. One-half gin. Stir thoroughly with cracked ice. Strain, and add twist of lemon peel.



DUBONNET OLD-FASHIONED
Dash of Sitters. Cubes of ice. Add Dubonnet. Slice of orange and pineapple. Cherry. No sugar.



DUBONNET AND SODA
½ jiggers of Dubonnet. Juice of ½ lemon. Add ice cubes. Add soda and stir. A delicious long drink.

FOR MANY INTERESTING USES,
SEND FOR
"THE DUBONNET DRINK GUIDE"
WRITE DUBONNET, DEPT. L13
3110 JEFFERSON STREET
PHILADELPHIA 21, PA.

It's smart to say—I'll take

DUBONNET

Dubonnet Aperitif Wine, Product of U. S. A., Copr. 1946, Dubonnet Corporation, Philadelphia, Pa.



CHILDREN ARE ALSO RADIO'S VICTIMS



THE "HE-MAN" APPEAL FINDS A LISTENER POISED AND READY



SOUND EFFECTS SCARE THE DAYLIGHTS OUT OF LITTLE KIDS



How to Fight the Menace of FIRE

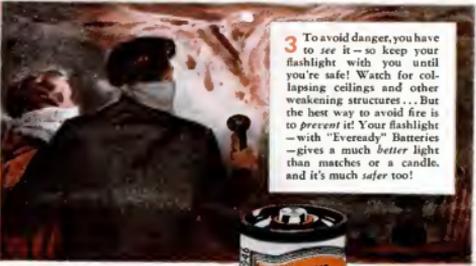
...A Wet Towel and a Flashlight may save your life!
— says the National Safety Council



1 Call the fire department at first opportunity! Fire is always dangerous—especially at night. And, unfortunately, most fires do occur at night! If you smell smoke, reach for your "Eveready" flashlight. Feel doors before opening them, for a single breath of fiery air can kill you! If a door is hot, don't open it!



2 Wet a towel or cloth; cover your face and arms. Close doors behind you to reduce drafts that may fan the flames. If the heat is severe, remember that heat rises—crawl! If trapped on an upper floor, make a rope of bedclothes. As a last resort only, throw out a mattress and jump down onto it.



3 To avoid danger, you have to see it—so keep your flashlight with you until you're safe! Watch for collapsing ceilings and other weakening structures... But the best way to avoid fire is to prevent it! Your flashlight—with "Eveready" Batteries—gives a much better light than matches or a candle, and it's much safer too!

4 To help prevent fire or fight it—or for any flashlight need—rely on "Eveready" Batteries. Ask your dealer for them by name. The days when you had to accept "second choice" batteries—or none—are past. "Eveready" Batteries have no equal—that's why they're the biggest-selling flashlight batteries in the world!



For
**EXTRA POWER,
EXTRA LIFE
— AT NO
EXTRA COST**



NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

The registered trademark "Eveready" distinguishes products of National Carbon Company, Inc.



REX PARADE (above), on Mardi Gras day, had 20 papier-mâché floats drawn by city's garbage-disposal mules. Spectators with outstretched arms are begging for 10¢

store trinkets which maskers toss to crowds. Negroes also had parade which started (below) with arrival of the Zulu king on his private "yacht" in the New Basin Canal.



BOURBON STREET BOUNDERS, select New Orleans society group, hold own party in French Quarter...



FAMILY GROUP, identically costumed, draw sustenance from soft drink and large cornucopias of popcorn...



YOUNG REVELER, dressed in elaborate but historically inaccurate costume, stays up past her bedtime...



NEW ORLEANS SOCIETY OBSERVED MARDI GRAS WITH A SERIES OF ELABORATE PRIVATE BALLS. ABOVE IS BALL OF KREWE OF PROTEUS, HELD NIGHT BEFORE MARDI GRAS

Life Goes to the Mardi Gras

After a four-year wartime ban, New Orleans blows its top in biggest pre-Lenten carnival in its history

Smothered by war for four years, Mardi Gras, epic pre-Lenten binge for which New Orleans has been famous since 1857, erupted this spring like a volcano. Hotels were stuffed and the torrent of visitors backed up into bulging trailer camps as far away as Biloxi, Miss. The Mardi Gras celebrations began

in January with a series of private costume balls given by more or less secret and aristocratic societies. In the fortnight before Mardi Gras the balls and the street parades which traditionally precede some of them were almost continuous. The climax was reached on Mardi Gras itself when two of the

city's most venerable and exclusive carnival organizations, Rex and Comus, paraded before crowd of 750,000 revelers. This year there were more maskers than ever before, more street dancers, better floats, more drunks and on the following morning the biggest hangover New Orleans has ever known.



WEARY MASKERS, worn out by a day of bucking New Orleans' huge crowd, collapse on the grass at edge of sidewalk and attempt to revive themselves with Popicles.



FATIGUE and incipient heat exhaustion overcome three sweltering maskers clad principally in Spanish moss. They were not able to explain significance of their costumes.

ALLIGATOR-the rainwear with a future
to keep you smart
in the rain . . .



Tomorrow's styling embodied in Alligator Rainwear gives you dashing good looks in fair weather . . . and keeps you smart and dry when it rains! Featured at better dealers in a wide range of popular prices. The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR

Rainwear

because . . . IT'S SURE TO RAIN

Get Set! Don't Get Wet!
**GENUINE
WATERPROOF**
Again available!
Amazingly light,
but rugged and
guaranteed water-
proof. Rollable . . .
crushable . . . fits
in your pocket! An
Alligator exclusive!



Mardi Gras CONTINUED



KING OF REX and King of the Mardi Gras is U. S. Judge Wayne G. Borah. Rex is the only king among aristocratic societies whose identity is revealed.



ZULU KING is Undertaker Clem J. Vandage. The Zulus are a Negro carnival organization, mostly morticians, who paraded on Canal Street this year.

CONTINUED ON PAGE 141

Authentic Jarman

"Moc-Sans"

SMART NEW MOCCASIN TYPE STYLES FEATURING
JARMAN'S EXTRA MARGIN OF COMFORT

You recognize immediately in these new Jarman "Moc-Sans" an authentic touch of smart, masculine styling — visible evidence of skillful designing that adds so much to the appearance of all Jarman shoes. With the addition of an extra margin of comfort, Jarman's distinctive *friendliness of fit*, you have the reasons why Jarman Shoes are famous throughout America. You need only to try on a pair of these handsome, moderately priced Jarman "Moc-Sans" to be convinced. See your local Jarman dealer, today.

JARMAN SHOE COMPANY • DIVISION OF GENERAL SHOE CORP. • NASHVILLE, TENN.

\$6⁸⁵ to \$8⁸⁵ (some styles higher)



• LEFT, Style 1335.
Worn by hand for
added comfort.

• CENTER, Style 4322.
Soft, glove leather
with hand-sewn soles.

• RIGHT, Style 1005.
Jarman's revised
"Moc-San" pattern.



Jarman

SHOES FOR MEN

Symbol of "friendliness of fit," this distinctive shoe horn can be obtained from your Jarman dealer. Twice the size of illustration. Enriched in 24 karat gold, with plastic handle and golden cord.

AT THE SIGN OF THE GOLDEN SHOE HORN YOU DISCOVER JARMAN'S "FRIENDLINESS OF FIT"

Sit down to a Fish Feast planned
by *Genevieve Callahan**



**Genevieve Callahan* rates high among food lovers for her practical articles and books on cooking. Below, she tells a way to make something special of fish. Serve this dish with wine. Miss Callahan says, and the whole meal becomes special. For other delectable wine and food dishes, see her "Sunset All-Western Cook Book" and the forthcoming "California Cook Book."

Bring out the goodness ...with Wine

In large kettle boil together for 15 minutes 1 qt. water, ¼ cup each chopped celery, onion, carrot, few sprigs parsley, 1 bay leaf, 6 peppercorns, 2 cloves, 1 tsp. salt. Add 1 cup California Sauterne wine. Wrap a 2 to 3 lb. chunk of halibut (or salmon or bluefish) in cheesecloth, place in boiling liquid, cover, simmer 30 to 40 minutes until done. Take up and keep hot. Serve with this superb egg sauce: melt 4 tbsps. butter, add 3 tbsps. flour, stir in ¾ cup strained fish stock and ¾ cup cream; cook, stirring, until smoothly thickened. Add 2 chopped hard-cooked eggs, season. Serves 6.

CAN FISH really be a feast? Set fork into halibut that has been cooked with wine. Taste it along with a well-chilled California Sauterne. Then judge.

If you're like most food lovers, you'll find some real eating pleasure here. You'll discover the natural "taste harmony" wine has with food . . . how each enriches the goodness of the other.

The light, piquant white table wines produce this taste harmony with fish and other delicate main dishes. The red table wines, like Claret and Burgundy, do the same good for the robust red meats such as beefsteak or roast. That is the way of wine with food.

We wine growers have a book of main dish recipes and wine-and-food combinations. It contains ideas for some mighty good meals. For a free copy, write Wine Advisory Board, 81 Second Street, San Francisco 5, California.



Ever try this? Set out Port wine and a good sharp cheese for your guests. It's quick, easy—and mighty tasty!



ZULU ADMIRER marches with Zulu parade. This year Zulus had six floats, whose occupants tossed painted coconuts instead of trinkets at onlookers.



ELDERLY EX-CHORINE astounded patrons of French Quarter saloon by being split without spilling drink. But she had trouble getting up (above).



LATE AT NIGHT, in the heart of the French Quarter, a few dogged revelers are still on their feet, some of them relaxing against convenient lampposts.

What a star this "Z"
turned out to be!



Since you don't change oil as often as you buy gasoline, you may not be as conscious of the great difference the right motor oil can make in the performance of your car . . . especially if it's Pennzoil. For Pennzoil is pure Pennsylvania oil stepped up by 60 years' refining improvements that add zip, smoothness and long life to your engine. Naturally there's no substitute for Pennzoil . . . so take a tip, sound your "Z" loud and free.

Sound your "Z"
PENNZOIL

BETTER DEALERS
FROM COAST TO COAST
DISPLAY THIS SIGN

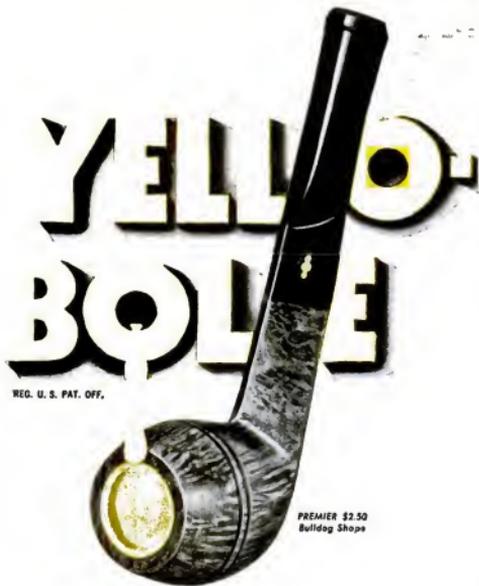


*Registered Trade Mark.

Member Since 1902, National Oil & Gas Association.

PENNZOIL® GIVES ALL ENGINES AN EXTRA MARGIN OF SAFETY

3¼ surface inches of
HONEY
make the difference



REG. U. S. PAT. OFF.

More than 20,000,000 sold

Our business for 95 years has been making pipes which are so superior that they completely win your hearty approval instantly. Even if you never smoked a pipe in your life, the chances are that you'll like these Yello-Boles. Millions of smokers have tried Yello-Bole and found lasting satisfaction—the honey lining makes the first pipeful fragrant, mild and satisfying, and keeps curing your smoke afterwards. See the various Yello-Boles at your dealer's.

"I've bought many a new pipe, but I never got smoked the first pipeful all the way through."



"I'll bet you don't put down this new Yello-Bole till you've smoked every bit of tobacco in it!"



The honey treatment of Yello-Bole Pipes makes them mild and agreeable even on the first smoke, when you'd expect a new pipe to taste "raw."

Kaufmann Bros. & Bondy, Inc., Est. 1851, 630 Fifth Avenue, N. Y. 25.
"Where Pipe-Making Has Been a Tradition for Almost 100 Years."

- 1 this seal in bowl
STANDARD this mark on stem
\$1.50
2 this seal in bowl
IMPERIAL this mark on stem
\$2.50
3 this seal in bowl
PREMIER this mark on stem



FARMER BIRSTENGEL snips open one of the letters that have poured in from all over the U.S., Canada, Alaska and France, while his son watches.

FARMER WANTS A WIFE

2,000 women accept a lonely Wisconsinite's offer

Hard-working, twice-divorced Arthur Birstengel, 44-year-old farmer of Grantsburg, Wis. (pop. 874), wanted a wife to milk the cows, go to meals, wash clothes, garden and care for his son Arnie, 6. So he wrote to his congressman, Congressman Alvin E. O'Konski gave the letter to Washington newspapermen and through them to the world. Two thousand letters of acceptance barraged Birstengel's small rural mailbox. But this mighty response only complicated things (see p. 147).



ONLY PLUMBING in the Birstengel home is pump at the kitchen sink. Birstengel says that a wife who wants electricity must "work for it first."

CONTINUED ON PAGE 14

"I tried to
be good -
always!"



Benedict Bogeaus
presents

**PAULETTE
GODDARD**

in

"Diary of a Chambermaid"

also starring

**BURGESS MEREDITH
HURD HATFIELD
FRANCIS LEDERER**

with

JUDITH ANDERSON • FLORENCE BATES • IRENE RYAN
and

REGINALD OWEN

Produced by **BENEDICT BOGEAUS** and
BURGESS MEREDITH
Directed by **JEAN RENOIR**

Adapted from the novel by Octave Mirbeau
And the play by Andre Hune
Andre De Lorde and Thelma Morse
Screenplay by Burgess Meredith
RELEASED THRU UNITED ARTISTS



The best brushes have DU PONT NYLON BRISTLES



"It's easy to see why I like 'em"

"First and last, because they do a splendid job—they help keep my teeth clean and healthy, my smile the way I like it. Next, because they shed water fast . . . keep their stiffness a long, long time. Then, they outwear three or four brushes with any other kind of bristles I've ever used—I don't mind that a bit either."

You can get long-wearing nylon bristles also in hair-brushes, in household brushes, and soon in paintbrushes too. See your dealer. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 623, Arlington, N. J.

Product of **DU PONT** Plastics
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Farmer Wants a Wife CONTINUED

THE WOOING OF BIRSTENGEN

When the letters first started coming in, Arthur Birstengel felt so confident he could select a wife from one of them that he bought a lot of tomatoes for the future helpmeet to can. But the mail multiplied, hitting a peak of 200 letters a day. One woman even made the journey up from Tennessee in an unsuccessful effort to become Mrs. Birstengel. This plethora confused Birstengel. He could not make up his mind. Meanwhile, the tomatoes spoiled.

Birstengel's mail presents a startling picture of man-hungry loneliness and unrest among U.S. femininity of all ages and levels. One letter came from a 41-year-old with a college degree who said she is now working for her master's degree. Another wrote, "I am 18. I have to run away to get married. Send enough money." A widow with a \$425 monthly income applied because "I get awfully lonesome." "I sure would appreciate a good home," wrote a Baltimore woman with seven children and sore feet.

Mr. Birstengel's large Oxydol carton full of letters is shattering reading for anyone who thinks of the average spinster as a blushing maiden atremble with shyness. "Dear Arthur," began one fair correspondent, "Soon I shall have my shoes under your bed. Another, in a burst of frankness, declared, "I have been very fortunate. I have my own teeth." A Pennsylvanian made a double offer; she also had a friend, she said, and Mr. Birstengel could have his choice of them.

Some writers boasted of their innocence, others of the reverse. One attempted a photographic strip tease, enclosing a snapshot of herself in street clothes and promising, when Birstengel replied to send one in a bathing suit. She never got the chance. Birstengel, whose avalanche of acceptances has made him hypercritical, decided her ankles were too thin.

Some of the letters suggest an alarmingly distraught condition on the part of the feminine population. A lady who described herself as a lonely "widow of means" inquired if Birstengel knew how many grasshoppers there were on his farm. "I think it would be a lot of fun to chase grasshoppers," she observed. A Kentucky lady asked if he would not like to buy a lady's sidesaddle, "a rare old antique you might like to keep and look at." "I resemble Barbara Stanwyck," announced another charmer. "I figure I could get my divorce in a couple of months."

Many addressed their envelopes vaguely to "Party Seeking Wife," "The Wife Shopper," "The Lonely Widower" or "The Edger Beaver," while others forgot to enclose their addresses. Those Mr. Birstengel, who frequently jots his reaction to a missive of its envelope, writes off with "incomunicardo" which, he says, means "tell you nothing." Other jotted comments: "Just a nice old maid," "too fat," "good maybe but she don't say anything (the lady had not supplied her measurements)," "crepe hanger," "oily," "sweet but churchy."

Although the Birstengel mail has been dropping off lately, there are no signs that the recipient has made up his mind about a helpmeet and there is no indication that he will do so very soon. Just receiving that much mail has given Birstengel a lot of company. His correspondents may have defeated their own purpose.

WALLACE KIRKLAND



BIRSTENGEN'S 600-ACRE FARM is 12 miles from Grantsburg. He bought it for \$1,600 in 1935, lived on \$1 a month to pay off the mortgage.

HOT TIME IN IRELAND



1 "After seeing a hurling match here in Ireland," writes a New York friend of Canadian Club, "I understood why Irishmen consider our American football an old man's game. The fury of this Irish national sport would start riots among a people less endowed with humor. The real surprise, though, is that a sport so fierce should thrive in a land so gentle."



2 "Here's a climate as soft as a lullaby . . . with count-ess invasions unspoiled entirely by the march of progress. Here you'll experience an unhurried pace of living that grants on plenty of leeway for passing the time of day."



3 "Almost everywhere, I came upon time-softened ruins of ancient castles which date back many centuries. Back to the days when Irishmen were fighting the Norse for possession of this lush, green land."



4 "And so easy to visit! Last summer, I was aboard the Irish 'shore taxi' just 15 hours after our big Pan American Clipper left New York. Today's tremendous, luxurious Clippers fly it even faster!"



5 "You'll discover that nothing's too good for Ireland's guests. I happened to mention, for instance, that Canadian Club is my favorite whisky. And presto!—a bottle of this distinctive-tasting whisky appeared at my elbow."

Even these days travelers tell of being offered Canadian Club all over the earth—often from a cherished pre-war supply. And why this whisky's worldwide popu-

larly? Canadian Club is light as scotch, rich as rye, satisfying as bourbon—yet there is no other whisky in all the world that tastes like Canadian Club. It is equally satisfying in mixed drinks and highballs; so you can stay with Canadian Club all evening long—in cocktails before dinner and tall ones after.

That's why Canadian Club is the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky, 90.4 proof





LUCKY STRIKE
Means Fine Tobacco

SO ROUND, SO FIRM—
SO FULLY PACKED
SO FREE and EASY on the DRAW

Yes, L.S./M.F.T.

