

# LIFE

A woman with blonde hair, wearing a vibrant red, off-the-shoulder, fitted bodice dress with a full, flared skirt, stands with her arms raised, pulling back heavy, shimmering gold curtains. The curtains are adorned with intricate patterns and fringe. Behind her is a dark, ornate wrought-iron gate with circular and floral motifs. The background is a deep blue, suggesting a night sky. The overall scene is dramatic and theatrical.

15 MILLION U.S. HUNTERS:  
THE GREATEST SEASON EVER

COLOR TELEVISION  
JUDY HOLLIDAY  
IN A SPECTACULAR

20 CENTS

NOVEMBER 22, 1954



QUALITY CRAFTSMANSHIP STYLE

**FORSTMANN**  
100% VIRGIN WOOL

*Look for this label... it identifies  
the finest woolens in the world*

FORSTMANN WOOLEN COMPANY  
PASAIC, N.J.

# WHAT A POWERFUL DIFFERENCE THIS HIGH-OCTANE GASOLINE MAKES!



Like a man from Missouri he had to be shown. Now he knows the powerful difference high-octane "Ethyl" gasoline can make in a car's performance. That's because only a high-octane gasoline can meet the demands of today's modern engines. It burns smoothly—evenly—powerfully—under the high-compression pressures of these engines.

In fact, a high-octane rating is just about the most important single quality you want in a fuel. So always make sure you get a high-octane gasoline. Next time you buy gasoline, look for the "Ethyl" emblem on the pump. You'll enjoy the powerful difference it makes!

**ETHYL CORPORATION**  
New York 17, N. Y.  
Ethyl Antiknock Ltd., in Canada



*Enjoy full power—  
use high-octane  
"ETHYL" gasoline!*

This One



PTCC-WYS-RR1D

MICKEY ROONEY starring in Paramount Pictures' "THE BRIDGES OF TOKO-RI." Color by Technicolor.



twist it...twirl it...bend it...curl it...  
the revolutionary new soft collar on

# Van Heusen Century Shirts won't wrinkle ever!

Small wonder the Van Heusen Century shirt is becoming the most popular shirt in the world.

It's the world's only shirt with a patented, soft, one-piece collar that won't wrinkle ever! Ordinary collars are made of three layers of fabric sewn or "glued" together.

This remarkable shirt is available in colors and a variety of smart Van Heusen original collar styles.

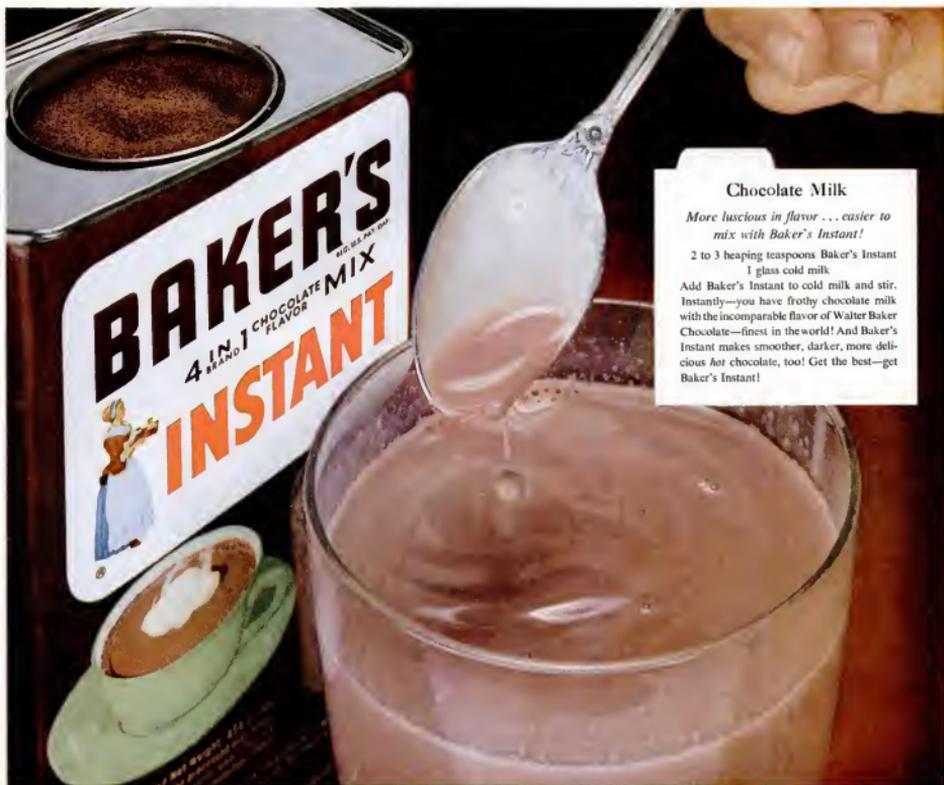
All are easy to launder—never need starch. Just iron the collar flat, flip it, it folds perfectly because the fold-line is woven in permanently!

Certified tests prove Van Heusen Century shirts give up to 80 wearings and washings (twice as much as ordinary shirts!).

Yet the price is the same. White, \$3.95 . . . Superfine White, \$4.95 . . . Colors, \$4.50. Ties shown: Van Heusen Shirt-Mates, \$1.50.

## Van Heusen Century Shirts

At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Ave., N. Y. 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • pajamas • Handkerchiefs • Underwear • Swimwear



#### Chocolate Milk

*More luscious in flavor... easier to mix with Baker's Instant!*

2 to 3 heaping teaspoons Baker's Instant  
1 glass cold milk

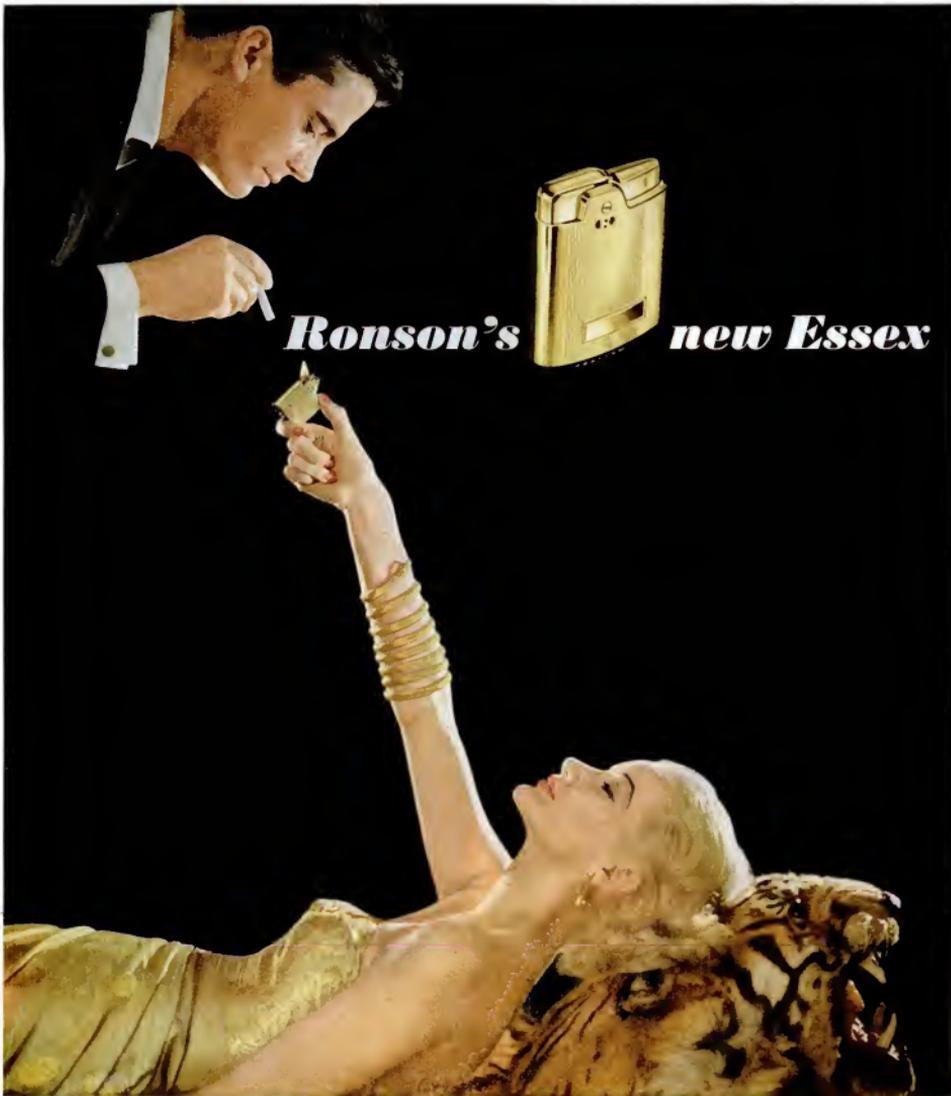
Add Baker's Instant to cold milk and stir. Instantly—you have frothy chocolate milk with the incomparable flavor of Walter Baker Chocolate—finest in the world! And Baker's Instant makes smoother, darker, more delicious *hot* chocolate, too! Get the best—get Baker's Instant!

Chocolate makes it good... Baker's makes it best



#### Baker's Chocolate Frosting

Tops for any cupcake, any cake! Only Baker's gives chocolate frosting such luscious flavor, rich color and aroma! Recipe on package of Baker's Unsweetened Chocolate — America's favorite for nearly 2 centuries!



**Ronson's new Essex**

**Here's the world's most luxurious lighter...** the gift so *new* it could never be given before! Twenty-four karat gold plate, designed with incredible elegance. For someone you don't mind impressing...no other gift can *touch* the Essex! 12.50\* Also in Jewelers Bronze, 8.50.

New! Exclusive easy-fill swivel base,  swings wide open for fast, spill-proof fuelings! Look for the name **RONSON** world's greatest lighter.

\*PLUS TAX © 1984 RONSON CORPORATION

YOU ARE INVITED TO ACCEPT A

# Trial Membership

IN THE HERITAGE CLUB

NOW, and for a period of six months, you may TRY OUT this successful cooperative plan by which you obtain a unique collection of the world's classics, especially illustrated by the world's greatest artists, planned by the world's greatest book designers and well printed on fine papers — for the same price as ordinary novels!

**B**EFORE YOU BEGIN to read this advertisement, just take a look at some of the books you have purchased during the past year. Now that you have read them, how many of them will you read again? How many of them could vanish from your home without being missed by you? How much more satisfaction will there be for you — if you can this year come into possession of books that you will want to read, and to read over and over again: of books so beautiful that you will take pride in having them in your home!

At this moment you are given the opportunity to do so, and it is an unusual opportunity too. For you are invited to accept a Trial Membership in The Heritage Club, which will cover a period of six months only. The directors of The Heritage Club have decided at this time to take in just one thousand new members; and on a trial basis.

**T**HE MEMBERS of The Heritage Club regularly come into possession of those "classics" which are our heritage from the past, in editions which will be the heritage of the future." They come into possession of books beautifully illustrated and beautifully designed, printed on papers chemically tested to assure a life of at least two centuries, then staunchly bound and boxed.

You may find this next statement hard to believe; but nevertheless it is true, and it seems a principal reason for the continuing success of this cooperative plan: the members obtain these books for the same price that they are called upon to pay for ordinary rental library books!

If you try this system, you will in the coming six months receive just six books, at a cost of only \$3.95 each — or only \$3.55 each if you pay for the books in advance! Then, when the members receive the Prospectus for the next annual Series, that Prospectus will go to you.

**D**URING your Trial Membership, you will receive *The Complete Andersen*: the only complete edition of Hans Christian Andersen's stories existing in the world, in any language; 165 stories put into a single enormous volume for the first time, translated by Jean Herzholt and illustrated in colors by Fritz Kredel; and *Sister Carrie* by Theodore Dreiser, profusely illustrated with drawings by the great American painter Reginald Marsh; and Doughty's "greatest of all travel-books," *Travels in Arabia Deserta*, with preface by T. E. Lawrence and on-the-spot illustrations by Edy Legrand; and *The Mystery of Edwin Drood* by Charles Dickens, meticulously edited by Vincent Starrett and with illustrations by Everett Shinn; and Goethe's *The Story of Reynard the Fox*, illustrated with engravings in wood by Fritz Eichemberg; and *Swann's Way* by Marcel Proust, illustrated with paintings by Bernard Lamotte.

Or, if for any reason you do not want to have one of these titles, you are permitted to make substitutions from a list of several dozen Heritage books-in-print!

This Trial Membership is offered to you now because the directors of The Heritage Club confidently believe that you will find these books rich treasures for your home. Six of them, in the opinion of the directors, will make you want to remain in the Club.

**N**EVER IN THE HISTORY of book publishing has a greater bargain than this been offered to wise buyers of books. The offer of a Trial Membership gives you the opportunity to put this statement to the test. Please fill out the coupon printed herewith and mail it to The Heritage Club promptly. You will then receive a handsome Prospectus which fully describes The Heritage Club's system and the books you will receive in the Trial Membership; and a Trial Membership will be reserved for you.



## Preservation of Trial Membership

To THE HERITAGE CLUB,  
595 Madison Avenue, New York 22:

Please send me a copy of the Prospectus in which are described The Heritage Club's cooperative system of distribution and the books to be distributed to the Trial Members during the coming six months. I understand that you will in the meantime reserve a Trial Membership for me, awaiting my application.

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**LETTERS**  
**TO THE EDITORS**

**PICK'S ORDEAL**

Sirs:  
 "Vernon Pick's \$10 Million Ordeal" (Lrr, Nov. 1) will probably be the year's outstanding article in the mining field. It actually takes the reader through the trials and tribulations of the real prospector.

Though a trade-faust to begin with, Pick was a miner's man, an exception to the rule. He had the common sense to figure that his golden opportunity lay beyond the areas where man could prospect from an automobile or horse, and he had the guts to go with his reasoning.

D. C. MILLER  
*National Prospector's Gazette*  
 Bellflower, Calif.

Sirs:

To me, Pick typifies America: he's the minuteman, the frontier scout, the forty-niner—he's the man who has made this country great.

IRENE WEMPE  
 Los Angeles, Calif.

Sirs:

I know the man well enough to imagine with what godlike indifference he will wear his crown of fortune. The day Pick headed West in his panel truck we kidded each other about uranium. His nose was in the wind, sniffing for the stuff. But what he really had in mind was to do some photography essays and free-lance writing. When he kiddingly suggested I join him and we hunt uranium I could hardly resist. But I was practical. I played safe and stayed home.

CLARENCE JONK  
 Stillwater, Minn.

Sirs:

Could you kindly tell me how much tax the government will take of the \$10 million?

MRS. J. C. COFFEY  
 Brighton, Mass.

● The Federal Government will take a straight 26% capital gains tax, and the State will take 4%, leaving Mr. Pick about \$7 million.—ED.

**FIRST NEW 1955 CARS**

Sirs:

I do not understand why Chevrolet passed up an obvious advertising "stunt" while introducing their new V-8 ("First Entirely New 1955 Cars," Lrr, Nov. 1). They built a V-8 in the years 1917, 1918 and 1919. Fortunately I own an original copy of the brochure entitled "A New and Greater Chevrolet" which introduced the 1917 Chevrolet V-8 to the world. I



discovered the above mint-condition copy in the glove compartment (in the door) of my 1917 '470" Chevrolet touring car.

JOHN CLAPP  
 Bridgewater, Mass.

Sirs:

Your colorful pictures were wonderful. But you say that the Chevy has been a six since 1919. The first six-cylinder Chevy appeared in 1929,



*When Your Nose Fills Up at Night*

**Open Up Your Nose—**  
**Breathe Again—**  
**Sleep Again!**

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Vapo-nol Nose Drops! A few drops up each side of your nose, as directed in package, and... your nose opens in seconds! Use Vicks Vapo-nol Nose Drops tonight! Breathe again! And so sleep again!

**VICKS VAPOR-NOL**  
**NOSE DROPS**

*For Quick Relief of*  
**HEADACHE**  
**NEURALGIA**

EASE Pains of Headache, Neuralgia, with Quick Acting STANBACK... That STANBACK against any preparation you've ever used... See how quick relief comes.



**MIRACLE**  
**VALUE!**

**\$99.95**

**NEW 1955**  
**Olympic**

**First to Break \$100!**  
 Ideal second TV set for your home. See your nearest Olympic dealer for Miracle Value TV, radios, combinations and hi-fi, or write—

**Olympic Radio & Television, Inc.**  
 Olympic Building  
 Long Island City 1, New York

"My 'perfect health' turned  
into hospital bills I'd have been  
10 years in paying!"

*"I'm sure glad  
I belong to  
BLUE CROSS!"*



Says Ray A. Jackson, Woodshop Instructor, Concord, California



"Sunday the ambulance came and rushed me 20 miles to the hospital. I barely knew what was happening. Me—with never a serious illness in my life! In fact I'd thought this was only flu. When we arrived, my wife needed only to show my Blue Cross card at the hospital desk."



"Things went from bad to worse. 7 hours in the operating room took care of the main difficulty with my stomach. But then jaundice set in, with complications that called for more surgery. Shock followed that, and I spent 12 days in an oxygen tent. Nobody thought I'd make the grade."



"The 53rd day I left for home, wobbly and 45 pounds lighter. Considering all the care I got, the hospital charges were a bargain—but tremendous nevertheless! Blue Cross certainly took over a heavy burden for me. The job Blue Cross does in a community can't be emphasized enough!"

**Chances are 1 in 3 your family will have a hospital bill within the year! So join now with friends and neighbors who have banded together to protect themselves for pennies a day against hospital expenses...through membership in nonprofit Blue Cross.**

To get well faster after a hospital stay, a person should be free of worry, not plagued with the thought of debts. Joining Blue Cross can provide the security you need. Today, 46 million Americans have this effective protection.

**The hospital care you need!** The primary aim of Blue Cross is to help you get required hospital care, rather than dollars. That means all the basic hospital services, plus many of the costly extras. On entering the hospital, you need only show your Blue Cross card. Details are handled directly with the hospital by Blue Cross. You don't even need to file a claim.

**It costs you only a few cents a day** to provide Blue Cross protection for your whole family, even though benefits might add up to thousands of dollars. The Blue Cross Plan in your community is sponsored by local citizens and the hospitals working together.

So both the costs and benefits are adjusted to fit local needs and conditions.

**Blue Cross is strictly nonprofit.** That is why it can provide such wide, realistic protection at such low cost. Every cent paid in, except for small administrative expenses, is set aside to pay for hospital care.

**When you change jobs or retire,** you may still keep your Blue Cross protection. It's easily arranged through your local Blue Cross Plan. Of course, frequent use of Blue Cross benefits will never cause you as an individual to be dropped.

**The protection families need most**—that's what Blue Cross provides. Last year alone, Blue Cross paid for \$665,000,000 in actual hospital services. Here is today's best-proved safeguard against the burden of unpredictable hospital expenses.

**How to join.** Ask your employer about it. Or get

in touch with the local office listed in your phone book under Blue Cross. Rural families in many states can join through farm organizations. You may also get details by writing Blue Cross Commission, Dept. 115, 425 N. Michigan Ave., Chicago 11, Illinois.

To help you meet doctor expenses—  
there's BLUE SHIELD

In some general hospitals, 7 out of 10 patients require surgery. Generous amounts are paid by Blue Shield on hundreds of surgical services, and for medical and maternity care. Sponsored by doctors and other citizens, Blue Shield is nonprofit, low in cost.



**BLUE CROSS**

NONPROFIT...NATIONWIDE...  
THE ONLY ORGANIZATION FOR  
PREPAYMENT OF HOSPITAL  
CARE OFFICIALLY APPROVED  
BY THE AMERICAN  
HOSPITAL ASSOCIATION.

Service mark registered by American Hospital Association

Whose famous

**Bostonians**  
are these?



Football star  
and TV  
personality



#2014—BOSTONIAN MARSHALL, Genuine Burgundy Shell Cordovan, Full Leather Lined, Super-Flexible Construction.

**Shoe Forecast: fair and warmer  
in your staunch Winterproofs**

Genuine Shell Cordovan is virtually indestructible, stays sleek and slick in slush and sleet. And Pedigreed Grains thrive when temperatures nose-dive. So you're wise to rely on BOSTONIAN for comfortable Winterproof shoes. Football-and-TV star HERMAN HICKMAN did likewise, went for the Winterproofs you see here. Most styles \$16.95 to \$24.95

*The man who sells Bostonians is making friends for life*



#564—ARDMORE, Imported Brown Pedigreed Grain.  
#6730—STALWART, Brown Pedigreed Grain.

Bostonian Shoes, Whitman, Mass., Shootown, U.S.A.

**LETTERS  
TO THE EDITORS**

CONTINUED

leaving behind a famous four cylinder that many of us shall never forget.  
M. L. YOUNG  
Philadelphia, Pa.

● Chevrolet was a four cylinder car from 1914 to 1928. But the '29 six was not Chevrolet's first. Chevrolet had a six during its first three years, 1912 through 1914.—ED.

**BABY'S HEART MENDED**

Sirs:  
Your article, "A Baby's Heart Is Mended" (LIFE, Nov. 1), naturally interests me since our own baby's heart was mended in the very same manner by the same team of doctors just two weeks before Marsha Gilliam's surgery. Here is a picture your photographer made of my daughter



and me—encouraging Mr. Gilliam just before the operation on his daughter. We are happy to be home now and our Carol Jean has shown much progress. We are deeply indebted to her great-uncle, Mr. Ed Tintes of St. Paul, who volunteered to act as her blood donor. He risked his life because his rare blood type matched hers.

Mrs. EDWARD R. LORENZ  
Beach, N. Dak.

**LIFE'S PARTY**

Sirs:  
Many thanks for your article on the greatest little university in the world, Queen's University of Kingston, Ontario ("Life Goes to a Victory Celebration," LIFE, Nov. 1). However, I think if you consult one of the Golden Goats you will find that "Cha gheh!" doesn't mean "hold that line!"  
PVT. J. T. BURRIDGE  
Fort Sill, Okla.

● The complete yell is: *Oil thigh na Banrighinn gu-brath! Cha gheh! Cha gheh!* *Cha gheh!* which, translated literally, is "The College of the Queen forever! Won't yield! Won't yield! Won't yield!"—ED.

CONTINUED ON PAGE 19

**POOR TV  
PICTURE?**



If weak receiving tubes are spoiling your TV picture, have your serviceman install new G-E Service-Designed Tubes. They give longer-lasting picture quality. Cost no more. Call your serviceman today.

**FOR BETTER PICTURES, INSIST ON**

**New G-E  
SERVICE-  
DESIGNED  
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**Now! FEED your  
plants to beauty!**

Now! Feed your plants to healthy, full-bloomed, flourishing beauty! It's easy. Push a Plantabb in the soil next to any plant, flower or vegetable, indoors or out. Plantabbs' "growth" formula—a combination of vital foods all plants need—goes to work immediately. Plants grow strong, vibrant, lovely even in poorest soil. You'll be thrilled! Get Plantabbs—world's largest selling plant food to tablets. Used by millions for over 30 years. 25c, 50c, \$1.00, \$2.00, \$3.50—in food, drug, variety, hardware, seed stores, florists, or post-paid from Plantabbs Corp., Dept. LL, Baltimore 1, Md.



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PLANTABBS**  
Complete Plant Food Tablets

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Off with your  
wet things...  
then  
**LISTERINE**  
**ANTISEPTIC**  
**Quick! and Often!**



Wet clothes . . . wet or cold feet . . . sudden changes of temperature, and drafts . . . all are contributing factors in catching cold. They often lower body resistance so that germs, called the "secondary invaders," can break through throat tissues and cause trouble.

TESTS SHOW

## FEWER COLDS... FEWER SORE THROATS FOR LISTERINE ANTISEPTIC USERS!

Yes, research conducted over a 12-year period revealed that regular twice-a-day users of Listerine Antiseptic had fewer and generally milder colds, and fewer sore throats, than non-users.

And personal experience impressively adds this:

### Kills Germs on Throat Surfaces

Listerine Antiseptic, used at the first symptom of trouble, can often help head off a cold or sore throat due to a cold or lessen its severity.

That is because Listerine Antiseptic treats these infections as infections should be treated . . . with safe, germ-killing action.

Listerine reaches way back on throat surfaces to kill millions of germs, including the "secondary

invaders" (see panel at right) that can contribute so much to the misery of colds.

### Germs Reduced 96.7%

When you gargle Listerine, research shows germ reductions on mouth and throat surfaces ranging up to 96.7% fifteen minutes after gargling . . . and up to 80% even after one hour.

So, no matter what else you do, guard against trouble with the daily Listerine routine, and, at the first sign of a sneeze or cough, increase the frequency of the gargle.



A Product of  
The Lambert Company

Kills germs like these  
way back on throat surfaces



(1) *Pneumococcus* Type III, (2) *Hemophilus influenzae*,  
(3) *Streptococcus pyogenes*, (4) *Pneumococcus* Type 1,  
(5) *Streptococcus salivarius*.

These, and other "secondary invaders," as well as germ-types not shown, can be quickly reduced in number by the Listerine Antiseptic gargle.

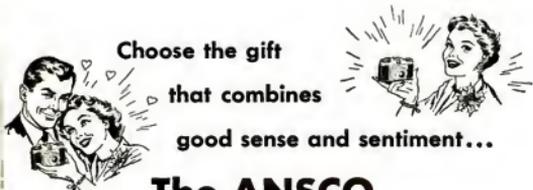
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- ★ Double exposure prevention avoids disappointments
- ★ All-metal and genuine leather construction

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SEE THESE THREE GREAT ANSCO 35mm CAMERAS FROM \$39.50 TO \$125.00



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ANSCO KAROMAT F2.0  
\$125.00

# ANSCO

Binghamton, N. Y. A Div. of Gen. Aniline & Film Corp. "From Research to Reality."

## LETTERS TO THE EDITORS

CONTINUED

### HAUL FOR FISHBOWL

Sirs:

Are not the animals in the story "Haul for Biggest Fishbowl" (LIFE, Nov. 1) which you call porpoises actually dolphins? Porpoises do not have a beak, but rather a blunt, rounded head. Otherwise they are much the same animal as the dolphin.

NOEMAN H. VELLE

Leesburg, Ind.



### PORPOISE (TOP) AND DOLPHIN

Technically they are dolphins, but LIFE used the more common term, porpoises, as do Florida's Marine Studios and California's oceanarium.—ED.

### HUMAN CHAIN HUNTS BOY

Sirs:

You gave a very touching account of the search for the Enget boy ("Human Chain Hunts Lost Boy," LIFE, Nov. 1) who was lost from his family farm home near Powers Lake, N. Dak., but you didn't say whether the boy has been found or the search given up.

E. H. HANSSON

Clarksville, Tenn.

Hundreds of people continued searching for LaVern Enget until a seven-inch snowfall on Oct. 24 covered the prairie and ended all hope that LaVern could live outdoors. His family now hopes that he may have been kidnapped.—ED.

### SMOG IN LOS ANGELES

Sirs:

Your article on California's smog ("Bright on the Land of Sunshine," LIFE, Nov. 1) was wonderful. Such articles may put a little something under the seat of some people here in L.A. and force them to do something about this death-dealing smog.

ALICE SMITH

Burbank, Calif.

CONTINUED ON PAGE 12

Please address all correspondence concerning LIFE editorial and advertising matters to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

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Alka-Seltzer



The next time you have  
a headache... see how  
soon you get  
that feel better feeling.

For a speedy gentle way  
to soothe away your headache,  
take

# Alka-Seltzer



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with oil, it will work  
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LOCATE A  
GOING  
BUSINESS  
OR FARM OF  
YOUR OWN  
CHOICE

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income properties for sale  
throughout the U. S. and  
Canada. Every imaginable type  
from \$3,000 to \$1,000,000—  
many with very little down.  
Contains vital information,  
prices, terms, earnings,  
names, addresses so you can  
deal direct with owner—no  
commission to pay ut—no  
salesman will call. Simply  
write us exactly how you  
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Commercial Credit's



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With Commercial Credit's nationally famous 7-POINT PLAN, you can get your car, your financing and all these 7 protection features\* in one reasonably priced package:

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Commercial Credit's 7-POINT PLAN is offered by car dealers everywhere, through subsidiaries of Commercial Credit Company, Baltimore, founded 1912, capital and surplus over \$150,000,000.

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## LETTERS TO THE EDITORS

CONTINUED

Sirs:

The "inadequately manned sir pollution control district" you mention, whose "recommendations have proven ineffective," has so far completed all research needed for control, is responsible for 900 tons of smoke, dust, fumes, gases and vapors being kept from the air daily. We expect all industry, including oil refineries, to be controlled by summer.

The Los Angeles County Air Pollution Control District is now leading the world toward control of unburned gasoline vapor from the automobile exhaust, the last remaining problem for Los Angeles.

MARTIN A. BROWER

Air Pollution Control District  
Los Angeles, Calif.

● The Control District has cut down the impurities in L.A.'s air and is experimenting with a device which attaches to automobile exhausts and burns incompletely oxidized engine gases. Nevertheless, Los Angeles still has smog.—ED.

Sirs:

As a cartoonist I couldn't help myself (see below) when I read "Blight on the Land of Sunshine" and "Astral Adventurers" in the Nov. 1 LIFE.

FRANK MACK

Newton, Conn.



"MAGS?—DON'T BE WORRIED—I'M FROM L.A."

### ASTRAL ADVENTURERS

Sirs:

I can't figure out whether you treat the visit of the Maritans to France ("Astral Adventurers," LIFE, Nov. 1) as a joke, a hoax, or what. Have your reporters or staff attempted to verify any of these incidents?

What is your stand on this?

LOUIS SAFFRAN

Chicago, Ill.

Sirs:

Why ration your readers so severely and merely hint at the big news? If these spare men speak English and French, exactly what did they say? Did they have teeth? What color were their eyes?

JAMES K. ALLEN

Dorchester, Mass.

● One replied to a road repairman's with "Benjamine" which "I'll be seeing you." Presumably he spoke French, since that is the only language the repairman understands. Another visitor asked for a light. There has been no report of teeth although one had a moustache. Eyes, varying from one to three, are reported "brilliant."—ED.

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**  
get

**FAST  
RELIEF** with



the way thousands of  
physicians and dentists recommend.

**HERE'S WHY...** Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

## NEW MINTS Medically Proven

### Quickly RID STOMACH of GAS

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDol® Mints contain incredibly fast BiSoDol medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on costly counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDol Mints!

## SEA QUEEN



Fashion Inspired  
Underwater Beauty

Certified Waterproof\* watch  
you never pamper.

17 ruby-jewel movement. Shock-Dust Resistant. Sold and serviced in 85 countries by jeweler-craftsmen who honor the Nevada Grenchen guarantee. \$54.45 F.T.D.

## CROTON NIVADA GRENCHEN

For name of your friendly neighbor—the jeweler, visit Croton Nevada Grenchen, 400 Fourth Ave., N.Y. 16, N.Y.

# Clean the G-E "Reach-Easy" Way!



Never before has house cleaning been this simple... this easy, thanks to G.E.'s famous "Reach-easy" cleaning!

You leave this cleaner in the center of an average-size room and never move it once! The amazing Swivel-top goes around with you as you clean rugs, floors, walls, draperies, bookcases, lamp shades! No more pulling, lugging, tugging!

And you get strong, steady cleaning power... the largest "Throw-Away" Bag made... and a cleaner built to last because it's built by G.E.! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



**SWIVEL-TOP  
CLEANER**  
Model C-2



1Manufacturer's suggested retail price, new 1954 model.

## New 2-in-1 Rug Attachment Makes G-E "Reach-easy" Cleaning Even Easier!



IT CLEANS RUGS...



LIFT, IT TURNS ITSELF OVER...

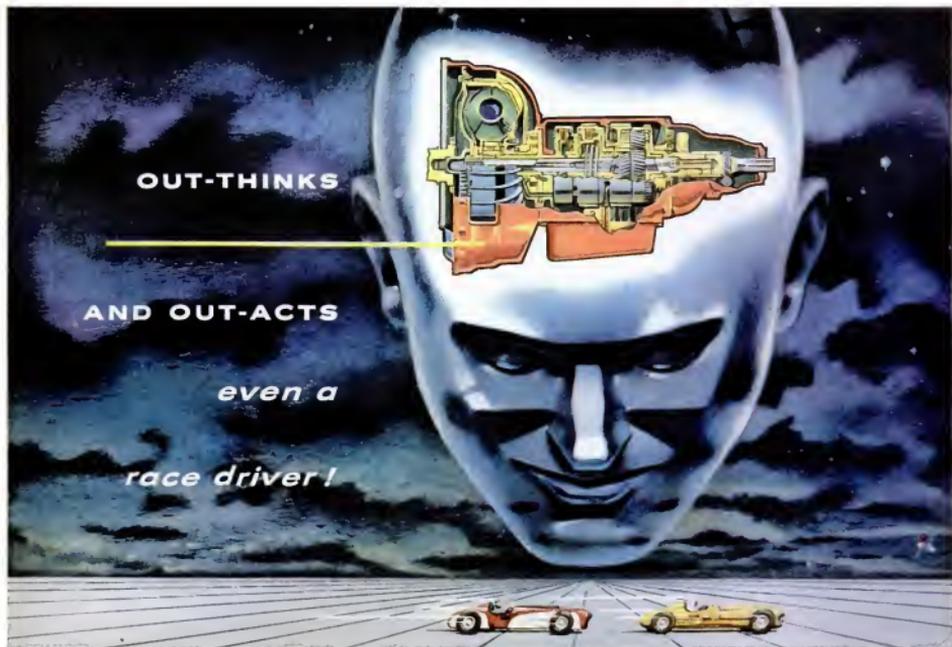


IT CLEANS FLOORS

No more fuss changing from rug tool to floor tool... because this new attachment is both! You clean your rug with a powerful tool that even gets up "deep-below-the-nap" dirt. Then lift, it turns itself over and... you clean your floors with a powerful tool that even gets up "deep-in-the-cracks" dirt! And, remember, only G.E. gives you this new time-saving and work-saving attachment!

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



OUT-THINKS

AND OUT-ACTS

even a  
race driver!

## B-W AUTOMATIC TRANSMISSIONS

DESIGNED

*(fastest growing automatic drives in America today!)*



Looks like a child's puzzle, but this maze of channels is the brain box that directs the silent shifting in B-W Automatic Transmissions. Oil, flowing through the passages, opens and closes valves to change speed ranges on the split second. B-W drives are offered on cars and trucks.

Almost every American benefits every day  
from the 185 products made by



They never miss! B-W Automatic Transmissions "sense" the exact moment to shift—and act instantly. Even the most experienced driver can't match such precision.

You hardly *hear* or even *feel* this happen. You only come to realize it as you're swept from standstill to full cruise on one smooth, unbroken flow of power. No noise or laboring mars your pleasure. There's no excessive heating. 13 driving motions are eliminated.

Wherever you drive, a B-W Automatic Transmission makes an important difference. Uphill, it matches power to the grade

... downhill, it lets the engine brake effectively. For fast passing, it makes a super power range instantly available. Rocking out of mud or snow is made far easier.

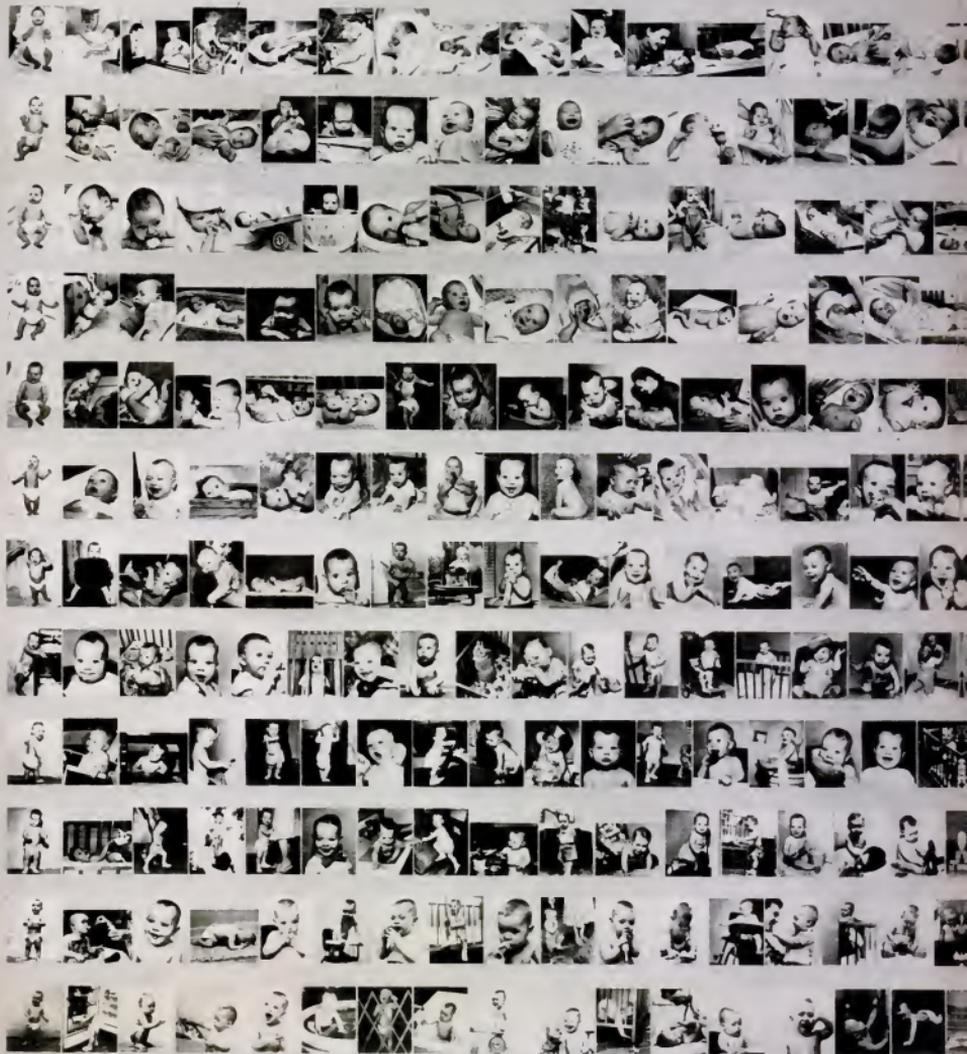
In every way, these B-W automatic drives offer more—including pleasing gas economy. Lasting, trouble-free performance is built in by Borg-Warner, whose aim is "design it better—make it better."

More than a million motorcar owners are enjoying today's finest driving with B-W Automatic Transmissions. Why don't you, too—in the next car you buy?

# BORG-WARNER

AMERICA'S FOREMOST MAKER OF TRANSMISSIONS:  
STANDARD, OVERDRIVE, AND AUTOMATIC





## SPEAKING OF PICTURES

In 365 shots parents show new baby every day for a year



When their son David was born on Sept. 8, 1933, the Robert Williams family of Memphis, Tenn. began a staggering task: taking a picture of their baby every single day during the first year of his life. Miraculously, they succeeded. The spectacular result is shown above with

the family today at right. Ranged in monthly rows, the pictures start at top left when David was only one hour old, show full-figure views on each monthly birthday at the start of each row and finally end up with David upping his end in the 365th picture (bottom right).



**FLORSHEIM**  
Style News

of  
more than  
**CASUAL**  
importance

Created originally as a leisure-time shoe, the Florsheim tassel slip-on has taken its rightful place in the day-long style picture—equally correct for dress or business; at home with sport coat or dinner jacket.



The BURLIN, S-1507, black calf tassel slip-on; in brown, S-1508.

Other Florsheim Styles  
\$17.95 and higher



The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women



ON FIRST BIRTHDAY David took a last look at his father's camera. Williams, a newspaper photographer, has not taken a snapshot of his son since.



# THE FORWARD LOOK

## Contemporary motor cars by **CHRYSLER CORPORATION**

ON THE FOLLOWING PAGES you will get your first glimpse of THE FORWARD LOOK in motor cars — fresh new answers to the things *you've* been asking automobile makers to bring you!

Here is all-new styling—new from frame to roof . . . with new lowness and new length. Feel the *sense of motion* these cars give you even when they are *standing still!* Sit in the driver's seat, enjoy an airplane pilot's view of the road . . . for the hold, New-Horizon swept-back windshield moves *forward* with the car's lines!

Enjoy the new convenience of the PowerFlite Range Selector on the instrument panel . . . one of the many examples of designing that keeps *you* in mind.

See and drive these cars, now on display at your dealers. You'll discover a remarkable achievement in "fashion-right engineering" . . . combining the superlative performance you've come to expect from Chrysler Corporation cars . . . with an exciting new and wholly contemporary beauty—THE FORWARD LOOK.

**1955 PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL**

THE FORWARD LOOK



**SOMETHING FRESH AND WONDERFUL!** *Biggest car of the*

*new Metal-in-Motion Styling... The all-new Plymouth is the car to measure against.*

**ALL-NEW**

*On display at all Plymouth dealers.*



*Unretouched photograph of Plymouth Belvedere 4-Door Sedan • Enjoy "That's My Boy," "Shower of Stars," and "Climax!" on CBS-TV*

*low-price 3....A completely new car...powerful new V-8 and 6 engines...new chassis...*

*this year of all years, look at all 3. When you do, you'll change to Plymouth!*

# PLYMOUTH '55

*Today, see and drive this great new car for the YOUNG IN HEART*



*Flair-fashioned... and alive with beauty*

new '55 **DODGE** flashes



# ahead in style !

You will know, from your very first glimpse of its sleek silhouette, that here is a car of a hundred surprises:

A car that gives you a *new outlook* on the world through its swept-back New Horizon windshield . . . not just wrap-around, but *full wrap-around*, both bottom *and top*.

A car that captures the flair of the future in taut, eager lines.

A car that sweeps you forward at the command of Flite Control, bringing new magic to PowerFlite automatic driving.

A car of many innovations: Tubeless tires . . . windows and seats that respond to a touch of your fingertips . . . an aircraft-type V-8 engine that rules the road.

You can expect the unexpected in the flair-fashioned '55 Dodge . . . on display now!

**THE FORWARD LOOK:** New Dodge Custom Royal V-8 4-Door Sedan in Cameo Red over Sapphire White



**TAKE COMMAND . . . GET THE THRILL FIRST-HAND**

# 1955 **DESOTO** STYLED



## *The new forward look*

De Soto hits a new fashion high in modern body styling. Barely five feet high, the De Soto for '55 is longer, wider, and lower than ever before. Note the forward-looking freshness in every curving line. Styled for tomorrow, the new De Soto creates a "first" in modern cars. Truly a car that will stay in style as long as you drive it.

Have you favorite colors? Choose from fifty-five combinations of vigorous reds, frosty blues, greens, an artist's range of pastels.

Look again! See that curved New Horizon wrap-around windshield with its smart new Sun Cap. It is swept back to give you 20 per cent

more glass area for maximum visibility. You see as never before, without distortion . . . drive with new confidence and safety.

## *New elegance, new interiors*

Swing open the door of this superb new car. Subtle luxury, new accents of elegance await you.

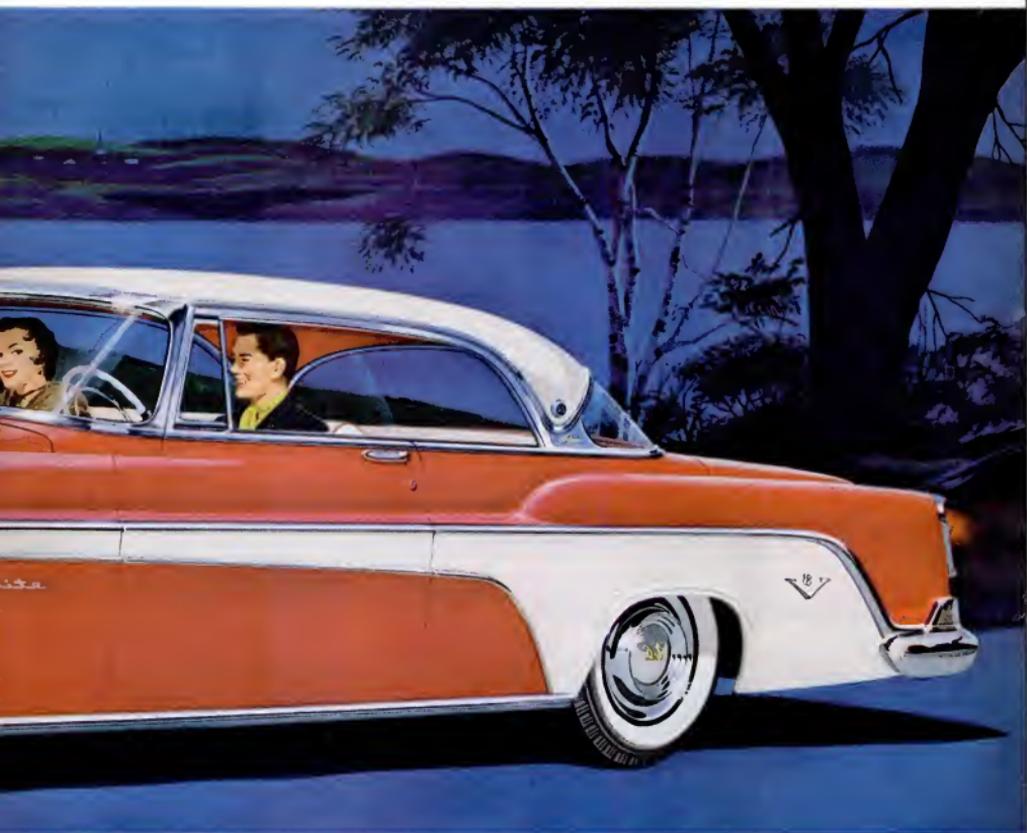
Exquisite fabrics and glamorous hues are gently contrasted with sparkling metal trims. Silky nylons, new sculptured weaves, genuine leathers, sponge-rubber-backed nylon carpets! Each color combination is harmoniously created to enhance De Soto's fresh new look.

# FOR TOMORROW!

## TWO MIGHTY V-8's!

The famous **FIREDOVE**  
at a new low price—185 hp.

And the fabulous **FIREFLITE**,  
a brand-new 200 hp. series



*The handsome '55 De Soto Sportsman hardtop in the foreground is the 200 hp. Fireflite. Proudly showing its style on the hill is the 185 hp. Firedome sedan.*

Drive the new De Soto! You'll find it wondrously easy to handle . . . with every control located for utmost convenience. Moved out of your way to the dash is the new Flite control shift lever. And the new pendulum-type brake pedal is suspended from above for fast, easy action. It's much wider, too—so you can brake with either foot.

## *A new V-8 at a lower price*

Here's more welcome news! The new Firedome series comes to you at a new, lower price. At the same time, this beauty of a car packs extra horsepower . . . now 185 hp., to be exact. New this year, also,

is the fabulous Fireflite . . . De Soto's 200 hp. V-8 luxury series.

De Soto leads, too, in automatic features. You can have a car that does almost everything except decide where to drive! Optional equipment includes Full-Time Power Steering, Feather-Touch Power Brakes, Four-Way-Power Front Seat, and Air Conditioning.

# DESOTO

## STYLED FOR TOMORROW



250 HP NEW YORKER DELUXE ST, REGIS IN NAVAJO ORANGE AND DESERT SAND

ANNOUNCING

**CHRYSLER** FOR 1955

WITH THE NEW 100-MILLION-DOLLAR LOOK



**HERE YOU SEE THE MOST EAGERLY AWAITED  
NEW MOTOR CAR FASHION IN A GENERATION**

The 1955 Chrysler is a totally *new* car. Every line, every feature, every detail of this magnificent automobile is wholly new and dramatically different.

Long and eager, it has a marvelously lean, sweeping silhouette such as no other car you've ever seen. Clean, uncluttered . . . lower and longer than other big cars!

With its new 100-Million-Dollar Look, this glamorous Chrysler is designed for America's smartest motorists. For here is a car that is superbly well-dressed always . . . over-dressed never. Here is a car that tells the world that you are not only a person of consequence, but also a person of great good taste and discernment.

**EVERY CHRYSLER ENGINE NOW A V-8—  
UP TO 250 HP. WORLD'S MOST ADVANCED**

Chrysler's world-famous engineering also brings you PowerFlite, most automatic transmission of all . . . with the unique new PowerFlite Range Selector on the dash, which completely outmodes conventional levers on the steering column. Chrysler brings you new Full-Time coaxial Power Steering and double-width pedal Power Brakes, "New Horizon" Super-Scenic windshield with Sun Cap visor, new Twin-Tower tail lights, new, massive divided grille, new wheel covers and new tubeless tires—all new and all yours in the 1955 Chrysler!

See it at your Chrysler dealer's. See why, now more than ever, the power of leadership is yours in a Chrysler.

**AMERICA'S MOST SMARTLY DIFFERENT CAR**

**THE FORWARD LOOK**





# ANNOUNCING

THE CAR THAT REVEALS

THE WORLD'S NEWEST THINKING

Imperial by Chrysler embodies a brilliant and wholly new automotive design for 1955.

Nearly nineteen feet of incomparable sweep and grace, it has a fidelity of line never before achieved in a motor car.

Even the distinctive gun-sight tail-lights — riding free and clear above the fenders — set you apart from anyone else on the highway.

When you drive this impeccable beauty, you'll find magic response to your every whim — a response no other instrument can give you.

With its mighty FirePower V-8 engine, you enjoy undisputed highway supremacy.

To consider the purchase of an Imperial is in itself an experience of both pleasure and pride. And to own an Imperial is to begin the most rewarding period of your automotive life!

Your Chrysler dealer proudly invites you to make an Imperial appointment.

THE FINEST CAR AMERICA

HAS YET PRODUCED

**1955**  
**IMPERIAL**

THE FORWARD LOOK

When you see **THE FORWARD LOOK** . . . in person  
. . . you will know that these cars are made for YOU!

On the preceding pages, you have seen and read about Chrysler Corporation's all-new styling concept . . . THE FORWARD LOOK. This remarkable achievement in "fashion-right engineering" combines the matchless performance of Chrysler Corporation's cars with an exciting, wholly contemporary, new design.

Why not see for yourself what THE FORWARD LOOK offers you? Visit your dealer now, and see and drive the all-new 1955 Plymouth, Dodge, DeSoto, Chrysler, Imperial!

THE FORWARD LOOK is the reason you'll say, "Now is the time for a change to a Chrysler Corporation car!"

Here are some of the new and wonderful things you will find and enjoy in the 1955 cars from **CHRYSLER CORPORATION**



**LENGTH, LOWNESS.** See how the body metal seems to be stretched into place, accenting the sleek, eager low lines and the sense of forward motion—even when the cars are standing still.



**LOW HOODS AND NEW-HORIZON WINDSHIELDS**—fully wrapped-around and *slant back!* Notice how low hoods and graceful airplane type side-posts give you unparalleled visibility and add to the forward sense of the car.



**BROAD REAR DECKS.** The broad, beautiful rear decks of these cars distinctively identify them the moment you see them. Low, wide and clean-lined, they move swiftly away from the road behind.



**LUXURIOUS ALL-NEW INTERIORS.** In flawless good taste, they use many rich new fabrics: Lurex thread cloth, quilted Jacquards, ruffled weave mylons and others . . . color-keyed to the smart exteriors.



**POWERLITE RANGE SELECTOR.** You'll be surprised to see this drive selector on your instrument panel, where it belongs, for convenient instant control of the most automatic driving of all.



**CENTERPOSED BRAKE PEDAL.** One example of the many new mechanical ideas and conveniences you'll find in these all-new cars. See them soon! Get the whole exciting new story in person!

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LIFE BIRTHDAY BOYS MILLER AND WILLIAMS AND JUDY IN HER \$150 CREATION

## IMPROVISATIONS ON A HAPPY BIRTHDAY THEME

LIFE's 18th birthday anniversary this week might easily have gone quite unnoticed if the following reminder hadn't come in from Clay Miller Jr. of Spencer, W. Va.: "Do you realize that LIFE is old enough to go to college? My son Clay III (above, left) and you were born on the same day, Nov. 23, 1936, and he just entered West Virginia University this fall. How do you feel?"

Busy. This is the biggest issue of LIFE so far this year. But while wishing Buddy Miller of Spencer my happy returns of our joint birthday we noticed an interesting improvisation on this birthday theme, involving another kind of birthday baby (above, and pp. 16-18). And still another improvisation, revolving about LIFE's cover story this week, turned up just as we went to press.

While Judy Holliday (see cover) was rehearsing her TV

spectacular (see pp. 113-118), Photographer Mark Shaw was desperately running through NBC costumes to find one suitable for a cover picture. He finally chose a red one, but Reporter Alice Thompson objected to the sleeves. "Can't we cut 'em off?" suggested Shaw. Minutes later a Holiday howl arose: "Hey, what are you doing! That's my dress!" as she rushed, too late, to save the sleeves of the dress she personally paid \$150 for—and thereafter wore in the show. In part reparation for this unwanted improvisation, a LIFE artist drew them back in (above) for readers to compare with the cover.

Getting back to birthdays, LIFE starts its 19th year next week with the first of three articles by Lieut. Colonel Yuri Rastvorov, one of the most important Soviet agents to defect to the West in recent years, who gives an MVD man's intimate story of the recent tumultuous times in the U.S.S.R.

<b>COVER</b>	
COLOR TELEVISION: JUDY HOLLIDAY IN A SPECTACULAR, FOR OTHER COLOR TELEVISION SHOWS SEE PP. 113-118	
<b>THE WEEK'S EVENTS</b>	
A BUMPER YEAR FOR GUNS AND GAME	33
A NEW GENERATION FOR THE SUPREME COURT	41
FAN AND FOE FACE JOE	42
MURDER TRIAL OF THE YEAR	44
WICKED WINGS—THE LOCUSTS INVADE MOROCCO	46
A SHOW OF NEW HANDS—50,000 BECOME CITIZENS	49
NEW YORK'S TICKET-FIXING RACKET	50
MOBY DICK IS MISSING	52
LIFE ON THE NEWSFRONTS OF THE WORLD	55
QUEEN MOTHER IS HIT OF THE BALL	74
GUSTY GAIL WINS WINDBAG TITLE	129
OKENFOSKEE DRIES UP	133
<b>EDITORIALS</b>	
MOSCOW'S 'GENIAL REAPPRAISAL'	40
STAND FAST BY FREE CHINA!	
<b>PHOTOGRAPHIC ESSAY</b>	
LADLIKE AND LEARNED	138
PHOTOGRAPHED FOR LIFE BY ESTHER BUDLEY	
<b>CLOSE-UP</b>	
IT'S EASIER TO MAKE A MILLION THAN A HUNDRED THOUSAND, by HERBERT BREAN	179
<b>ARTICLE</b>	
A VERY PROPER SWINDLE, by ROBERT WALLACE	95
<b>SPORTS</b>	
SATURDAY'S SADNESS	81
THE HAVOC OF HURLING	85

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### CONTENTS

<b>ANIMALS</b>	
GAILY GARBED GOBBLING	93
A BOOM IN BABY BURROS	120
<b>FASHION</b>	
THE NYLON LOOK HUES ACROSS U.S.	68
COLLECTION OF KUDOS FOR GALANOS	147
<b>THEATER</b>	
AUTHOR LEADS HIS ACTORS	76
<b>ART</b>	
POTS THAT SING	109
NEW MEANS FOR MODERNS	160
<b>TELEVISION</b>	
TV RIDES THE RAINBOW	113
<b>SCIENCE</b>	
FAIR WEATHER FISH FRYER	137
<b>MUSIC</b>	
LAST RITES FOR THE LATE HOT LIPS PAGE	153
<b>RELIGION</b>	
A FECT ANTICIPATES ATOMIC ARMAGEDDON	176
<b>MOVIES</b>	
A BIG YEAR FOR BONAPARTE	197
<b>OTHER DEPARTMENTS</b>	
LETTERS TO THE EDITORS	6
SPAKERS OF PICTURES: IN SE SNAPSHOTS PARENTS SHOW NEW BABY EVERY DAY FOR A YEAR	16
LIFE GOES TO A FOUR-POSTER PARTY	202
MISCELLANY: A DEER IN DOUBT	208
IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION	

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indelible to several

COVER—MARK SHAW	41—DRAWING BY ARTHUR DILLSTONE
8—ALEX FERN	42—E.P.A.
10—REAR VIEW OF CONNECTICUT BY GEORGE GILBERT GOODWIN, CONN. GEOLOGICAL SURVEY	43—LILA LARSEN—BURTON GLINN FROM MAGNUM
16, 17, 18—ROBERT WILLIAMS	38—EVYCE PASTIS INFORMATION—U.P.
20—WEST VIRGINIA UNIVERSITY BUREAU OF MINING, FROM PHOTO BY RICHARD PHILLIPS, MARK SHAW, ROBERT WILLIAMS	39—FRANCIS COCHRAN, LOOKING DOWN—K.F.A.
21—CARL WELLS	39—SHERMAN MICHAEL BOUGHNER
24, 25, 26—N. FARMAN, DESK—GEROIS—WALLACE	39—SHERMAN TRINITY FROM K.F.A.—ROBERT H. KELLEY
27—KIRKLAND COLEMAN CLARK	40—JOE CHRISTEN
28—N. FARMAN	41—72—WALLACE
29—N. FARMAN, WALLACE KIRKLAND—WALLACE	41—74—BOB WILCOUGHTRY FROM GLOBE
30—KIRKLAND	42—TAMARA H.—GARY VOLET
31—N. FARMAN	43—JOHN GORMAN
32—N. FARMAN	43—RODOLPH BUCHANAN FROM U.S.—VERNER REED
33—N. FARMAN	43—VERNER REED
41—NARA LENA	36—CHERRY BOSTON ATRENEWICH
41, 42—MARK WALLER	

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95—CONTRIBUTOR MASSACHUSETTS HISTORICAL SOCIETY—	161—HERBERT DEITH
106—VERNER REED	162—GUY WIL
108—LARRY BURROWS	176, 177—EDWARD CLARK
110—DICK CREAN	178—MAP BY TONY SODARO AND RICHARD EGGES
110, 111—GUY WIL	182—MAX HOLLAND FOR THE WASHINGTON POST-TIMES
112—114—JOHN WILLY	186—T. WALD
112—114—SCOTT PYLE	187—NARA LENA
113—ROBERT H. KELLEY	187—STAN WALMAN FROM RAYNO-CULLUMETTE
113—D. M. KELLY	187—HELMAN LEONARD—WALTER BERNETT—MILLER OF BOSTON—HELMAN LEONARD
113—CARL WELLS—PRESS INFORMATION BUREAU, GOVERNMENT OF INDIA	188—STAN WALMAN FROM RAYNO-CULLUMETTE
116—MARK SHAW	188—INTERCONTINENTAL—19th CENTURY FILE
116, 117—PAUL SCUTNER	188—INTERCONTINENTAL INC. INC. LESPEROUXES
116—PAUL SCUTNER—PAUL SCUTNER—PAUL SCUTNER	189—SANDY
116—SANDY	189—PARRIS—BURTON GLINN FROM MAGNUM
140—SANDY	189—MAX ORLERT

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## More power with less weight makes \$19.50\* G-E Portable ideal for all household mixing

Recently, General Electric's designers discovered a way to keep *all* the advantages of the portable mixer and do away with the many disadvantages women have complained about.

This was accomplished by two revolutionary General Electric innovations:

*First*—G-E engineers designed a motor that provides *enormous* power for its weight and size.

*Second*—G-E designers perfected a new cas-

ing—light as a feather, but strong as steel. *And the total weight of the mixer is less than 3 pounds.*

Your local G-E dealer will gladly demonstrate one for you. The price? Only \$19.50. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

**GENERAL  ELECTRIC**

\* Manufacturer's recommended retail or Fair Trade price.



**NO STRAIN TO HOLD.** A rubber base guard lets you rest this mixer on the edge of the bowl. Thus the weight is supported by the bowl instead of by

your hand, removing all arm strain. Speed Selector, with 3 mixing speeds, is at your fingertips—gives you the right power for each job.



**SETS DOWN LIKE A HAND IRON.** Mixer stands up on its special rest—so drippings fall back into the bowl, not on the work counter.



**HANGS UP LIKE A SAUCEPAN.** A handy keyhole slot lets you hang it up where it's always ready at hand yet never in the way. Beaters are easily released by handy beater ejector for cleaning and storage.



**GOES TO THE FOOD.** Instead of having to take the food to this new mixer, you can take it where the food is—use it to mix at the range while you cook.



THE MOMENT THAT ALL HUNTERS WAIT FOR COMES TO WINNIE HINMAN IN SOUTH DAKOTA'S BLACK HILLS AS A FINE BUCK BOUNDS BEFORE HIS GUNSIGHTS

## BUMPER YEAR FOR GUNS AND GAME

Since the first signs of frost this fall the American male, armed with rifle or fowling piece, has been taking to the woods in numbers that would have seemed unbelievable 15 years ago. Last week, as the hunting season reached its height, an army of 15 million gunners—twice the number that hunted before World War II—were stalking fields and forests. For the moment each one was a throwback to some remote ancestor who hunted to survive, and each

lived for the moment when he could catch a prize in his sights (above).

These moments have been frequent in 1954 with game as plentiful as hunters. It is a bumper year for dove and pheasant, and deer are almost numerous enough to be a nuisance. In Michigan the growing group of bow and arrow hunters alone has bagged 1,800 white-tailed deer and 30,000 more are expected to fall in the opening day fusillade of the gunning season

this week. In many states a new type of hunting has become popular, called "controlled shooting," in which farmers stock their land with game and charge so much a gun per day. Everybody seemed happy except for the duck hunters waiting impatiently for a vast migration of waterfowl which was slightly behind schedule on its way south. What made the birds tardy was the weather which, complained duck hunters, was "too nice for ducks."

# THE ASSAULT ON BOBWHITE AND WATERFOWL



**STRICKEN DUCK** begins to fall after being hit by Herbert Fleishaker in California's San Joaquin

Valley. His Labrador retriever Bandit sits quietly waiting for owner's command to fetch the bird.



**DOOMED BOBWHITE**, flushed in Wisconsin, tries desperately to flee the fire of a battery of guns.

**IMMERSED GUNNERS** wearing rubber suits stand amid swan, duck decoys in Chesapeake Bay.



**A LONE HUNTER, STANDING IN A SUNKEN BLIND**





AND SILHOUETTED AGAINST THE NOVEMBER DAWN, DRAWS BEAD AND LETS GO AT ONE OF SIX FLAPPING GEESE OVER UTAH'S GREAT BEAR RIVER MARSH





**DEAD GAME AND HUNTERS** share a pickup truck in tree farm forest owned by the Weyerhaeuser lumber company in western Washington. Part of a party

of 280, many of them loggers employed by the company, these men and their friends started out at dawn, stalked the woods all day, bagged a total of 65 deer.



**CLOSING SHOP** in Troy, lumber company foreman posts sign stopping work for hunting weekend.



**EXCUSED TO SHOOT**, Troy High School boys tarry in cafe before starting out. Their favorite way to hunt is "gassing," riding around in cars until deer is sighted, then hopping out and blazing away.

## WHOLESALE STALKING IN HUNT-HAPPY WEST

In the Northwest at this time of year nothing—including work—is quite so important as hunting. The entire male population of towns like Troy, Mont., even the parson, vanishes, leaving church, sawmills and stores untended. Recognizing this, an increasing number of corporations are sponsoring hunting trips, taking their employes by large groups (opposite page) into choice hunting grounds.

With the increase in hunters comes an increase in hunters' stories. Billings, Mont. reported the case of Betty Kuchan whose hunter husband left her to mind the jeep. A bull moose came up, attacked the jeep and Mrs. Kuchan in self-defense killed him with one shot. From Tule Lake, Calif. a goose hunter reported that he got two honkers with one shot and then was fined \$25 for being over his limit.



**ONLY BOY** in class at Troy High, Larry Perry, who did not go hunting, is center of attention.

**COOKING CLASS** (below) in hunting season is utilized to teach Troy High girls to carve, cook deer.



**COMPARING WEAPONS**, veteran Troy hunter, Mansel Coleman, 61, checks bow of Daryl Ray, 9.



CONTINUED ON NEXT PAGE



**TRAVELING IN STYLE**, duck hunters come slowly home from the blinds in a high-wheeled buckboard, after getting limit at California's Stillbow Gun Club.

## SURE SHOOTING, SOLID COMFORT

By tradition and by fact, hunting has always been a hard sport, full of fatigue and frustration. But kings used to make their hunting easy with elaborate preserves and there are people today willing to pay for certain shooting with a minimum of discomfort. Milwaukee's Rainbow Springs Club has birds flown over members' guns, charging them \$300 a year plus \$4 a pound for bagged birds. The Chesapeake Gun Club on Utah's Bear River Marsh does not try to ease a hunter's life, but it possesses a natural luxury (*opposite page*) which cures chills suffered in blinds.



**TAME TARGET** for hunters at Wisconsin's Rainbow Springs Club, a pen-raised mallard is released on hilltop. The duck flies to lake where gunners wait.



**CHOICE BIRDS**, a day's bag of duck and pheasant, are proudly displayed by chef in plush Frank Lloyd Wright-designed dining room at Rainbow Springs Club.

**HOT SPRINGS BATH** of mineral water provides community tub for hunters → at Utah's Chesapeake Club, only hunting club in the country with this luxury.



# MOSCOW'S 'GENIAL REAPPRAISAL'

For weeks it has been evident that the rulers of the Kremlin have been recasting their foreign policy in a "genial reappraisal." They have been extending a friendly hand, or at least some friendly talk, not only to the disaffected populations of their satellites, but also to the West as a whole, and most recently to the U.S. in particular.

What has happened? An obvious effort is being made to remove some of the discontent within the satellites. For example, one of the injustices which drove Tito out of the Soviet camp was the formation of "joint stock companies," ostensibly for mutual management of industries, but actually to exploit the satellites as colonies. Several of these joint companies have recently been abolished in Romania, Bulgaria and in Manchuria (where Red Chinese were the junior partners). Moreover, the Kremlin is now courting Tito as assiduously as it once sought to destroy him. As for the West, the Soviets have sufficiently relaxed their xenophobia, since Stalin's death, so that hundreds of delegations of all sorts and nationalities (Clement Attlee's being the most notable) have visited there so far this year. To one recent visiting American congressman, both Premier Malenkov and Deputy Premier Khrushchev took pains to bespeak high admiration and regard for General Eisenhower as a former comrade in arms. And to all these visitors the new rulers of Russia express, apparently with a convincing show of sincerity, their desire to live in peace with the rest of the world.

Whatever this means, it is a new situation which evidently will be with us for some time, and one which will keep all the experts sweating to figure out what shifts in our own policies are required to meet it. On that subject, LIFE will undoubtedly have other things to say later on. At the moment we shall merely sketch out the probabilities as we see them now.

The Kremlin has always had a minimum, as well as a maximum, goal in its foreign policy. One goal was to capture all of Korea, but when that proved impossible without big war, the minimum of status quo was accepted. The maximum goal of capturing all of China was realized; a minimum goal of part of Indochina was accepted, in a new sort of appeasement which alone gave Malenkov & Co. reason enough to feel genial. They may simply be talking softly while whittling a bigger stick to clobber us. The hard-boiled view is that none of these shifts represents any basic change in the Soviet determination to gobble up the world, but simply a new effort, like the Picasso peace dove and the Stockholm petition, to keep us from recognizing what they are really doing.

Yet there are others, notably Britain's Lord Coleraine, who are convinced that the Soviets genuinely seek peace, for the same reason Americans seek it, out of a fear that nuclear war

would destroy the world. As Lord Coleraine puts it, they are materialists who are now finally getting more material goods out of their Communist machine and fear seeing them destroyed. Far more likely, as inveterate chess players, the Soviet leaders recognize the H-bomb race as a stalemate which nobody can win.

Whichever is true, the fact remains that even if the Communists try honestly to prevent a major war, they will still seek to capture the rest of the world by winning small civil wars (like the rebellions they have been stirring up in Algeria, Malaya, etc.) and by exploiting political decay, economic stagnation and racial hatred wherever they find them. It may well be that, for the moment, the struggle for the world, and men's minds, is shifting away from one of mere military might to one of economic and political rivalry. If we are to meet that test, we must make bigger plans by far than any yet undertaken, and move extremely fast.

First, we must prod the rest of the free world into shedding the last vestiges of colonialism, so that freedom's moral case, before the jury of the world's watchful millions, will have no blemishes.

Second, we must undertake the leadership of a world economic expansion of an immense order, whose object must be not only to help the former colonies create viable societies but to create general prosperity as a good in itself. This may require us to attempt multibillion-dollar "show window" projects, to enable nations like India to leap from a primitive economy to industrialism, or to enable resource-poor nations like Italy to find a way around these shortages.

Third, we must overcome the unjustified stigma, which the Communists have succeeded in making stick with that two thirds of the world's people who are colored, that our own color (in the main white) is a symbol of exploitation. For that reason we must keep improving our own race relations, in the awareness that the whole world watches our democracy like a laboratory. Moreover, our own colored citizens, as emissaries of this laboratory, can themselves carry the proof of its effectiveness to other nations. And our answer to all revolutionary shibboleths must be greater use of the manifest fact that America's own political and economic revolution has created a dynamic Capitalism which makes Communism look reactionary, as in fact it is.

This sort of battle, being political and economic, is more hopeful than the prospects of a major military one. But it calls for far greater flexibility and more brilliant planning. The only answer to "genial reappraisal" is to keep our powder dry, our ears open to genuine talk of peace and our minds alive to the vast dimensions of the problem.

## STAND FAST BY FREE CHINA!

In our response to the new Soviet policy, let no one confuse the need to be flexible (see above) with the temptation to vacillate. They are not the same thing at all. The difference is well illustrated by our policy toward Nationalist China.

The British press reports that Washington is veering slightly toward the British view of China, i.e., pro-Mao Tse-tung, anti-Chiang Kai-shek. We trust these reports are as false as the shift would be disastrous. Instead of vacillating, now is the time to confirm, wholeheartedly and beyond ambiguity, our support of the Chiang government.

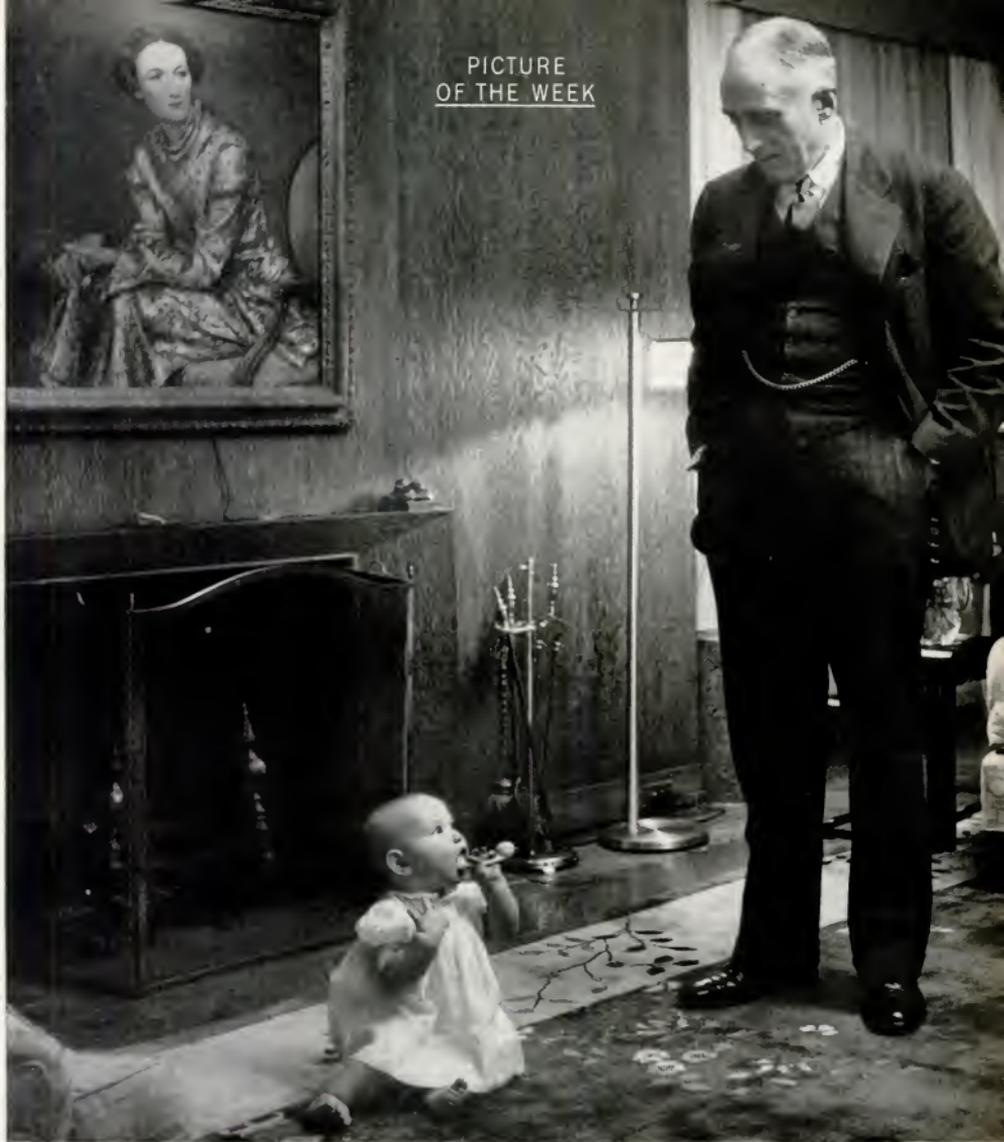
His government is one of the solidest assets of U.S. policy in Asia. It is a military and strategic asset, since his army is a major obstacle to further Red conquests in Asia. It is a political asset, for as long as Taiwan remains free, millions

of other Asians, including the ubiquitous bellwether overseas Chinese, will have continuing reason to know that the side of freedom is the side to be on.

U.S. vacillation toward Chiang in the past (1945-49) was responsible for one of the blackest pages in our history. Surely if that bitter lesson taught us anything, it is that the key to influence in Asia is steadfastness.

U.S. and Chinese diplomats are now negotiating a mutual defense pact which raises prickly questions about which of the Nationalist-held islands near Taiwan are defensible and with what types of arms. These questions should not blind us to the first requirement of a sound China policy, which is that we bind free China's fate and policy to ours with hoops of steel. Only on that basis will there be anything to defend.

PICTURE  
OF THE WEEK



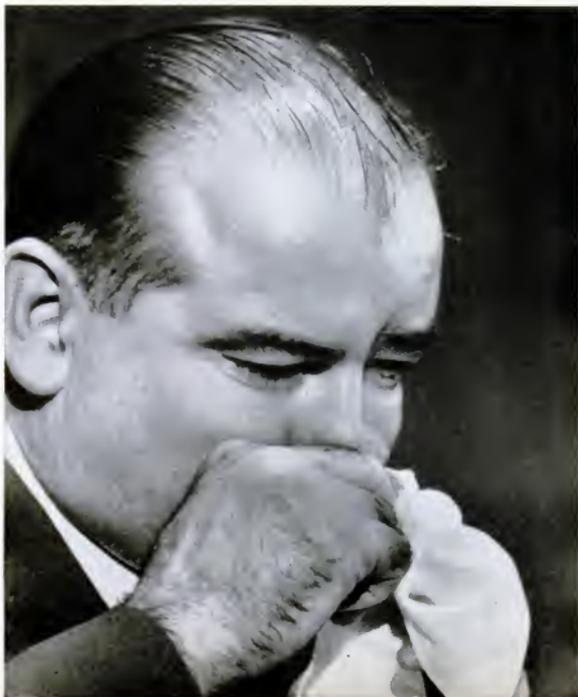
## A NEW GENERATION FOR THE SUPREME COURT

In New York last week 9-month-old Alice Newcomb looked up at her grandfather, John Marshall Harlan, newly appointed Justice of the U.S. Supreme Court, as he had once looked up at his grandfather, also John Marshall Harlan, a Supreme Court justice. The present Harlan, who is 55,

had just been named to the bench where his grandfather sat from 1877 to 1911. A lawyer with wide trial experience, he has been judge of the U.S. Circuit Court of Appeals since March, and now, subject to Senate approval, becomes President Eisenhower's second appointment to the Court.



SPEAKING TO CROWD OF SUPPORTERS, JOE SHEDS TEAR AND SNIFFLES INTO HANDKERCHIEF (BELOW)



AUDIENCE GOES WILD OVER JOE. HAPPY CROWD



INCLUDED HAM FISH JR., WESTBROOK PEGLER



REPEATING CENSURE CHARGES IN SENATE'S TV ROOM, WATKINS SHADES EYES FROM STRONG LIGHTS

## FAN AND FOE FACE JOE

As Senate debates censure, McCarthyites meet to hail their hero

"I'm back in shape," claimed Joe McCarthy. He was. As the Senate session to debate his censure got under way last week, 3,600 McCarthyites met in Washington's Constitution Hall. Joe made a "surprise" appearance, wept and vowed to fight "on and on."

But in the Senate, Joe got a far colder greeting. He infuriated Utah's Arthur Watkins by calling Watkins' committee, which filed the censure resolution, "the Communist party's involuntary agent." He drew a stinging rebuke from a Democratic member of the committee, Mississippi's John C. Stennis, who charged Joe with dealing in "slush and slime." The Senate Democrats seemed solidly for the committee's resolution. Some Republicans, hoping to get both Joe and the party off the hook, sought a compromise version. They urged McCarthy to offer a few apologies. But Joe gave no sign of wanting to get anybody off the hook.



TOM GUINN TOURED SENATE ON JOE'S BEHALF



**KEY WITNESS** Mrs. J. Spencer Hook, the first person to see Marilyn's blood-comec body, described the scene . . . "so much blood it didn't look real." Mrs. Hook's testimony that the Sheppards' 6-year-old child was sound asleep in next

room damaged the defense claim that Sheppard fought with an assailant. As the prosecution questions the witness, Defense Attorney William J. Corrigan (left) rises before Judge Edward Blythin to interpose one of his frequent objections.



**SOB SISTER**, Reporter Dorothy Kilgallen, covers trial for the Hearst papers.



**PACK OF PHOTOGRAPHERS** descends eagerly on the defendant and his attorney Corrigan (standing) just before the beginning of a day's testimony. To reduce the hubbub the judge finally forbade picture taking at any time in the courtroom.



**SLIDES** of murdered woman's crushed head are flashed in color, four feet square, on court screen as husband weeps behind screen where

# 'MURDER TRIAL OF YEAR'

## State builds case against Dr. Sheppard, accused of killing his wife

What a British newspaper called "America's murder trial of the year" moved into an exciting week of testimony. In Cleveland the state was building up its case against Dr. Samuel Sheppard, the 31-year-old osteopath of Bay Village, Ohio charged with the murder of his pregnant wife, Marilyn.

The defense was out to prove Sheppard was a quiet-mannered man incapable of the foul act attributed to him. The prosecution, trying to prove no one else could possibly have done it, battered at Sheppard's story of a nocturnal intruder who forced his way into the house, bludgeoned his wife to death, then got away

from "Dr. Sam" after a violent scuffle. Ironically it was the Sheppard family's friends who put into evidence the most harmful testimony against the accused. One testified that Marilyn had told her Sam had been thinking of a divorce. Another, Mrs. Houk, shown at the left in one of the courtroom drawings done for LIFE by Arthur Shilstone, gave evidence which threw doubt on Sheppard's story of a noisy scuffle. A third friend, the Bay Village policeman who first examined the murder scene, testified the Sheppard house showed no signs whatsoever of forcible entry. Even the dust on the windowsills, he swore, was undisturbed.



HANDCUFFED "DR. SAM" ENTERS THE COURTROOM



**SOLEMN JURY** of seven men and five women listens to evidence. Its selection required nine days of exhaustive questioning, with the defense asking such questions of prospective jurors as whether, if chosen, they would be prejudiced by

evidence the defendant had had extramarital relations. Even then the entire jury was almost thrown out when it was discovered one had once been convicted on a morals charge. Finally this one alone was replaced. Alternate juror is at far right.



he stayed to avoid seeing them. Deputy Coroner Adelson describes wounds as attorneys watch. Some jurors turned their heads away.



**INTENT CORONER** is cross-examined by Defense Attorney Corrigan, as each holds a copy of the coroner's previous testimony. Seeking to discredit the coroner, Corrigan made him admit he did not use a microscope in his autopsy on Marilyn.



**SLEUTH**, Inspector Fabian, covers the trial for Scripps-Howard papers.



## WICKED WINGS

Locust invasion hits Morocco

Out of the Sahara the black clouds rose, drifting lazily northward with the wind. As they approached the Sous valley in southern Morocco, the air defense service quickly broadcast the alarm: "Locusts are coming!" To meet the worst invasion in 31 years farmers rushed

their cattle and children indoors, put out poisoned bran and smudge pots. But, as the clouds swarmed on, the crops vanished. The locusts were moving north, and if the winds carried them past the Atlas Mountains, all of northern Morocco would be open to invasion.



*Brimming with onions, simmered to tender goodness in deep-flavored beef stock and sparkled with fine Cheddar cheese—a real French-style onion soup.*

So quick—so nutritious—so simply delicious!

*Campbell's* Onion Soup



Soup's on—  
Enjoy it  
any time!



There's something  
"SPECIAL"  
about Birds Eye  
Baby Limas

#### Recipe



*For another  
Birds Eye treat—  
Cauliflower  
à la Cheddar*

Cook 1 box Birds Eye Cauliflower as package directs. Drain. Arrange in serving dish . . . cover with Cheddar cheese sauce and 2 tbsps. browned bread crumbs. Makes 3 servings.

**Cheddar Cheese Sauce:** Melt 1 tbsp. butter. Add 1 tsp. flour, ¼ tsp. salt, and dash of pepper. Blend. Add ¼ cup light cream or milk gradually, stirring constantly over medium heat until smooth and thickened. Stir in ¼ cup grated sharp Cheddar cheese (or 1 cup process cheese or mild Cheddar) until melted.

**Look at them!** Every perfect, spring-green beauty the same "baby" size, the same young color. (Birds Eye sees to it that every Lima in every package measures up!)

**Taste them!** You'll swear they're right out of the garden. They taste so dewy-fresh, have such delicate flavor.

**No other Limas can touch 'em.** Birds Eye Limas—both babies and the big, buttery Fordhook Limas—are picked the *special minute* they're fullest of flavor. Quick-frozen before they lose one whiff of it!



Products of General Foods

*Better buy Birds Eye and get that something "SPECIAL"  
(Costs no more!)*



IN MASS INDUCTION OF 9,000 NEW CITIZENS, MEN AND WOMEN AT NEW YORK'S POLO GROUNDS RAISE THEIR RIGHT HANDS TO TAKE OATH OF ALLEGIANCE

## SHOW OF NEW HANDS

50,000 aliens become U.S. citizens on one day

From the Polo Grounds in New York clear across the country to the battleship *Missouri* in Bremerton, Wash. some 50,000 men and women stood in proud solemn throngs on Veterans Day last week to pledge allegiance to the U.S. Faces strained, right hands raised, they were about to be sworn in as America's newest citizens. It was the first time in U.S. history that citizenship was conferred upon so many people in so many mass ceremonies. Greeting 22 prospective citizens from 13 countries in the White House rose garden, President Eisenhower reminded them, "We expect you to carry the obligations just as you enjoy the rights and privileges."

DECKSIDE CEREMONY, held on mothballed *Missouri*, inducted 80 new citizens including three Japanese. On this deck Japanese signed surrender in 1945. →



## How to serve praise-winning MANHATTANS

EVERY TIME  
...and  
in just  
14 seconds!



### Simply stir with ice cubes and serve

**NO OTHER MANHATTANS BUT HEUBLEIN'S HAVE THAT DISTINCTIVE HEUBLEIN FULL-STRENGTH FLAVOR**

Do you—like so many people—order cocktails when you go out, but hesitate to serve them at home for fear they'll turn out badly?

Well, you're right. Cocktail mixing is a delicate art. Even an expert barman misses occasionally.

That's why smart hosts and hostesses everywhere serve Heublein's at home. They are sure to get superb cocktails *every time!*

Even though you never made a cocktail in your life, you can serve the kind you get in the finest clubs and hotels. Just pour Heublein's in cocktail shaker or pitcher with ice, stir, and serve in just 14 seconds. Or serve the fashionable new way—"on the rocks". Easier to make than a highball!

Your guests will sing your praises. But... be sure you get Heublein's (pronounced Hugh Blin'e's). Because *only* Heublein's have that distinctive Heublein full-strength flavor.

**HEUBLEIN'S**  
READY-TO-SERVE  
**COCKTAILS**



HOW TO KISS!.....MANHATTAN (65 proof), EXTRA DRY MARTINI (75 proof), GINSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof), G. F. HEUBLEIN & CO., INC., HARTFORD, CONN.



**TINY BADGES**, some bought for as much as \$100, gave motorists added insurance against tickets. They were especially valuable to habitual speeders.

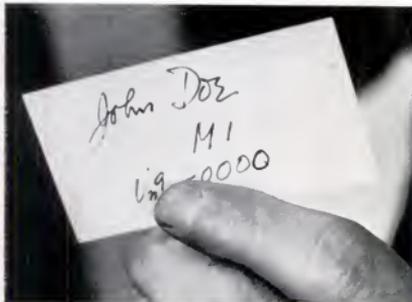
## TICKET-FIXING RACKET

New York uncovers clever 'magic card' trick

A new twist to the old ticket-fixing racket came to light in New York City last week when investigators caught up with the "magic card" game. "Magic cards" and tiny badges were given to motorists by corrupt cops or other fixers. When arrested, a motorist produced this card with his license. If the cop was in on the racket, he kept the card. Later a contact man came round to the motorist, collected \$10 or more and issued a new card. Some 100 motorcycle and patrol-car cops were believed involved in this well-mobilized "magic card" conspiracy.



**CARD COLLECTION**, seized in raids on suspected ringleaders, is examined in racket squad headquarters. Almost all cards bore names of motorists.



"MAGIC CARDS," like this replica, were inscribed on back with cop's name and police unit, making it easy for investigators to apprehend guilty officers.



BEHIND CLOSED DOORS and with their names kept secret, the first suspects testify to Brooklyn Rackets Grand Jury on operation of ticket-fixing ring.



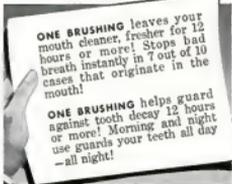
HAVE A HEART, PIGEON! DON'T SEND A GUY TO THE DEAD-LETTER OFFICE WITHOUT MAKING WITH THE "WHYS"!

ONLY ONE "WHY" DICK! YOU DON'T DO THE LATEST ON NEW COLGATE'S, CHUM!

NEW COLGATE DENTAL CREAM WITH GARDOL, CLEANS YOUR BREATH WHILE IT GUARDS YOUR TEETH! FOR GARDOL, COLGATE'S LONG-LASTING ANTI-ENZYME INGREDIENT, MAKES COLGATE'S DOUBLY EFFECTIVE!



LATER—Thanks to Colgate Dental Cream



ONE BRUSHING leaves your mouth cleaner, fresher for 12 hours or more! Stops bad breath instantly in 7 out of 10 cases that originate in the mouth!

ONE BRUSHING helps guard against tooth decay 12 hours or more! Morning and night use guards your teeth all day—all night!



NEW COLGATE'S FIXED UP THIS BIG DEAL AND NOW I REGISTER—FOR REAL!

## New COLGATE DENTAL CREAM with GARDOL\* Cleans Your Breath while it Guards Your Teeth!

Gardol forms a protective shield around your teeth that remains active 12 hours or more! This protection won't rinse off or wear off all day! Gives you the surest protection against tooth decay ever offered by any toothpaste!



**ONLY COLGATE'S GIVES YOU FULL GARDOL PROTECTION AGAINST TOOTH DECAY!**

\*Colgate's Trade-mark for Sodium Fluoride



*The world's favorite shirt  
with the stay-neat collar*

From morn til night,  
never a wrinkle,  
never a rumple!

The Arrow Dart has the best-fitting collar ever put on a shirt. This stay-neat collar remains fresh and smart-looking all day long. Mitoga® tailor-

ing (body-tapered design), anchored buttons and that all important "Sanforized" label are other famous Arrow features.

And—you can buy your Arrow Dart for only \$3.95. Arrow solid colored, woven rayon tie \$1.95. Arrow Dale in premium broadcloth, \$5.00.

You'll always look smart in an **ARROW**  
— **DART** —  
by Cluett, Peabody & Co., Inc.

# MOBY DICK IS MISSING

Movie model of white whale eludes its pursuers

Skippers in the Irish Sea were alerted recently to beware of a "white-headed whale with a wrinkled brow and a crooked jaw," a 92-foot model of Moby Dick made for a movie of Melville's novel being filmed in the British Isles. The whale consists of a steel frame with rubber skin. Towed to sea, it spouted realistically for a whaling scene. But then it broke the towline. Caught, Moby Dick pitched so violently he had to be cut loose. He vanished among the big waves. The whale could easily damage a ship, and the RAF sent out search planes. But the movie Moby proved as elusive as the original evil whale and at week's end was still at large, a malevolent menace to the Dublin-Liverpool ferry.



UNDER TOW BY A TUGBOAT, THE WHALE SWIMS DOCILELY SEAWARD AS



ADRIFT, IT IS CAUGHT BY ASSISTANT DIRECTOR O'DONOVAN-McCLORY





UNDER CONSTRUCTION, MOBY DICK RESTS AT WELSH PORT OF FISHGUARD



A LONGBOAT FROM THE "PEGUOD" FOLLOWS IT TO SIMULATE A CHASE



AND SEAMAN WHO CHOP A HOLE IN IT (BELOW) TO ATTACH A NEW LINE



## This Christmas, give them fun for life

WONDERFUL THINGS HAPPEN when your family finds a Hammond Organ next to the tree Christmas morning.

With a Hammond, you'll discover that music can be *fun*. It's like having a whole orchestra at your fingertips. You can play any piece with dozens of different, thrilling instrumental effects.

Not only that, you can match your music to your moods as never before. For only Hammond has the Harmonic Drawbars that give you thousands of beautiful tones and variations at the flick of a finger!

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Isn't *this* the Christmas for it? Hammond prices begin at \$975 L.o.b. Chicago, for the Chord Organ, not shown. And you can buy on easy terms, often with up to three years to pay. Mail coupon for further information.

### You Can Play by Christmas!

Surprise the family Christmas morning by playing their favorite carols on the Hammond Organ. Your Hammond dealer will show you how, without obligation. See him soon for full details and a free demonstration!

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MUSIC'S MOST GLORIOUS VOICE

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Without obligation, send information on the following Hammond Organ models:

Spinnet  Home  Church  Concert

Name \_\_\_\_\_

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## *Inheriting a Tradition of* **The Old South Guards**

*and an Adventure in Good Taste!*

In an era of gracious living, symbols of the adventure and gaiety of the Old South Guards were handed down from father to son. Today, a reminder of this elegant period lives on in Southern Comfort, the liquor that's as prized now as it was a century ago. *Taste it, and you'll see why.* You'll note a boldness like that of a great whiskey, a bouquet rivalling that of a fine brandy, and the smooth, delicious taste of a rare liqueur. In highballs, cocktails, or straight, you'll enjoy this adventure in good drinking. It's 100 proof, like bonded whiskey.

*Give this unusual Double Holiday Gift*  
**FOUR AUTHENTIC COLOR PRINTS**  
*of famous old South Guards, plus a bottle of*

*Deliciously Different*  
**SOUTHERN COMFORT**  
*The Grand Old Drink of the South*

**TO OBTAIN PRINTS,** beautifully lithographed on fine vellum, and without advertising, use the postage-free envelope in every Old South Guard carton, or write Southern Comfort, 2121 Olive, St. Louis, Mo. (Include 25¢ to cover handling.)  
**SOUTHERN COMFORT CORP. 100 PROOF LIQUEUR, ST. LOUIS 2, MO.**



*Also sold in Canada*



**FREE TRAK-PAK**  
with every bottle of 100

## SQUIBB ASPIRIN

Handy new plastic TRAK-PAK, the perfect way to carry aspirin with you... free with every bottle of 100 Squibb Aspirin. Look for this Squibb Special AT YOUR DRUGSTORE



**FAST • PURE • SURE**

## FOR THE FIRST TIME

a watch band of such elegance,  
so high in fashion,  
so low in price!



only  
**\$55**  
PER LINK  
gold-filled

"DEMI"—slenderest  
telescopic expansion band  
ever created!

Insist on  
**FLEX-LET**  
America's Most Beautiful  
**WATCH BANDS**

686 FIFTH AVENUE, NEW YORK 22

## LIFE ON THE NEWSFRONTS OF THE WORLD

Viets flee by sea, man in iron lung succumbs,  
wine crisis staggers Paris, an architect protests



IN OVERLOADED SAIL CANOES REFUGEES FLEE THE VIETMINH

### Refugees on the water

Seven French warships headed by the aircraft carrier *Bois Belleau*—once the U.S.S. *Belleau Wood*—steamed along the Indochinese coast picking up as many as possible of a 40,000-man wave of Roman Catholic and Buddhist natives fleeing religious persecution in the territory recently taken over by the Communists. Moving through canals and rivers, the refugees had come down to the coast and then put to sea in canoes, rafts, sampans, and anything else that would float.

*Angry Dutchmen were writing sizzling letters to their newspapers. A secret report by Police Commissioner Hendrik A.J.C. Kausinger suggesting—as Henry Ford once did 14 years ago—that the famous Amsterdam canals should be turned into roadways had just leaked out. Roared the Het Parool, "Amsterdam wouldn't survive..."*



THE LATE FRED SNITE IS FED BY HIS WIFE AND DAUGHTERS

Fred B. Snite Jr., who spent 18 years and seven months in an iron lung, died in West Palm Beach in his 45th year. Stricken with infantile paralysis in China, Snite was unable to live for any extended period outside the lung. Nevertheless he attended sporting events and the races, gave cocktail parties. In 1939 he married, fathered three daughters.

### Sobering affair in France

Frenchmen, many of whom believe that infantile paralysis is transmitted in water and that milk must always be regarded with suspicion, were faced with their greatest national pothole since the brothels were boarded up in 1946. The government of milk-drinking Premier Pierre Mendes-France, striking at the national evil of alcoholism, upped the taxes on *aperitifs* 20% and forbade the cafes to sell hard liquor from 5 to 10 o'clock in the mornings, thus erasing in their wintry mornings



# REACH

FOR THE BEST IN  
PANTRY-SHELF MEALS

*Dinner Time*  
**Pot Pies**

CHICKEN OR BEEF IN CANS!

First "no-freezing" pie, completely sealed between top-and-bottom crusts of flaky pastry within a piepan can...

Keep indefinitely with

**NO REFRIGERATION**



**OPEN. BAKE...** and serve right from the piepan can. Golden-brown and piping hot in record time (no thawing delay). And what a pie! Old-time two-crust style... rich, savory.



**HOME-BAKED FLAVOR**, with delicious chicken or lean, tender Kansas City beef, choice vegetables, rich gravy, and crisp, tender crust. Thrifty!... 3 servings like this in every pie.

Watch for the brand-new, grand new  
*Dinner Time* **MINCE PIE-in-a-can**  
ALSO AT MOST GROCERS' NOW

Trenton Foods, Inc., Kansas City, Mo.

CONTINUED ON NEXT PAGE



FOR RAIN, SLEET, OR SNOW  
PERFECT PROTECTION!  
FASHION PERFECTION!



# Rain Dears

DE LUXE (by LUCKY)®

RAIN DEARS are 100% fully molded, with no seams to come apart. So light on your feet, and so smart on your feet, but sturdy too! Transparent so that the beauty and color of your shoe shows through.

About **\$2.00**

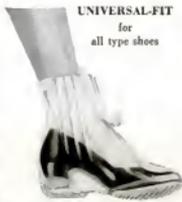
Also available in smoke.

*\*Will Outwear Rubber Boot's Tread*

RAIN DEARS outsell all other plastic rain boots  
There's a reason—they're best!

LOOK FOR THE NAME RAIN DEARS ON THE BOX.

UNIVERSAL-FIT  
for  
all type shoes



FASHION FIT  
for High and  
Cuban heel.



Extra reinforced back • Triple thick, deep sharp tread

ASK FOR THE GENUINE—ASK FOR RAIN DEARS

At shoe, notion and rainwear counters everywhere



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## NEWSFRONTS CONTINUED

the workingman's traditional simple breakfast of a cup of black coffee heavily laced with brandy. In a country in which five millions of the 42 millions of people are engaged in the production, processing or selling of alcohol these were staggering measures.



THE WRIGHT STUDY NEAR SPRING GREEN, SOON TO BE ABANDONED

### Wright snubs Wisconsin

Frank Lloyd Wright, at 85, announced that he was closing up his studio-home and architectural school near Spring Green, Wis. This was his protest against a Wisconsin court ruling that it was not a tax-exempt institution. "I regard it," said Mr. Wright stiffly, "as a decision made by old men, who, being old, put money above merit. . . ."

In a Las Vegas inn Betty Hutton put on one of the most stirring, rock 'em, sock 'em, wham, ham, alcazazam evenings of her career. Then, with tears streaming down her face, she stood while the band played *Auld Lang Syne*. She was, she announced, retiring from show business. Sniffed a cynic, "It's like a bookmaker placin' a last bet —his last, that is, until he's got another two bucks."



BETTY IN TEARS

### Old home week for Ike

President Eisenhower flew back to Abilene, Kans., to join a delegation of his brothers, his son and grandchildren in dedicating an Eisenhower museum next door to his boyhood home. The President and his brothers drove escorting police crazy by constantly changing course as they motored about the city looking for old landmarks.

For centuries doctors asked their patients to stick out their tongues. Now in an article in the British Medical Journal, Dr. Bruno Gans cites evidence that it was all a waste of time. The article argues that a furry tongue is a furry tongue—nothing more.



LORD MAYOR, SIR WINSTON, LORD MAYOR'S WIFE, CANTERBURY

### The Old Man speaks

Sir Winston Churchill addressed the Lord Mayor's banquet in London. He looked forward, he said, to the day when a strengthened West could move "along a broad smooth causeway of peace and plenty instead of roaming and peering around on the rim of hell."



Known by the Company it Keeps



Seagram's VO

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY, 86 PROOF, CANADIAN WHISKY—  
A BLEND... OF RARE SELECTED WHISKIES • SIX YEARS OLD

# First from **ADMIRAL**



## FIRST WITH "PRINTED" ROBOT TV

After eight years of research and development, Admiral brings you the amazing new "Printed" ROBOT Chassis in many 1955 TV models. More than half the circuits in this powerful chassis are "printed" by automatic machines. Chances for human error are reduced to an absolute minimum, guaranteeing uniform quality and

dependability. Other engineering advances for 1955 include new Long-Range Power . . . new Improved Sound System . . . new "Noise Gate" Control . . . new "Stabilized Reception" Circuits. These improvements combine in new Admiral TV for 1955 to bring you television's clearest picture at any operating range!



**17" TV—The Asheville**, deluxe mahogany finish. Also regular mahogany or ebony finish. Table extra. Other 17" models from \$129.95!\*

**Giant 21" TV—The Bahamas**, mahogany color. Also ebony or blonde. Table extra. In ebony only \$149.95!\*—about \$1.99 weekly.



**Giant 21" TV—The Coral Gables**, ebony finish. Also rich mahogany finish. Matching base optional, extra. About \$2.28\* weekly.

**Giant 21" TV—The Bar Harbor**, in maple. Also mahogany or blonde oak finish. Matching legs optional, extra. About \$2.76\* weekly.

\*All prices include Fed. tax and warranties...subject to change without notice. Weekly terms estimated, after small down payment. (Slightly higher South and West)



**Giant 21" TV—The Catalina**, mahogany or blonde oak finish. Other 21" TV consoles from \$199.95\*. Model shown, about \$2.96\* weekly.

**Giant 21" TV—The California**, blonde oak or mahogany finish. Deluxe cabinetry with Golden Picture Frame! About \$3.47\* weekly.

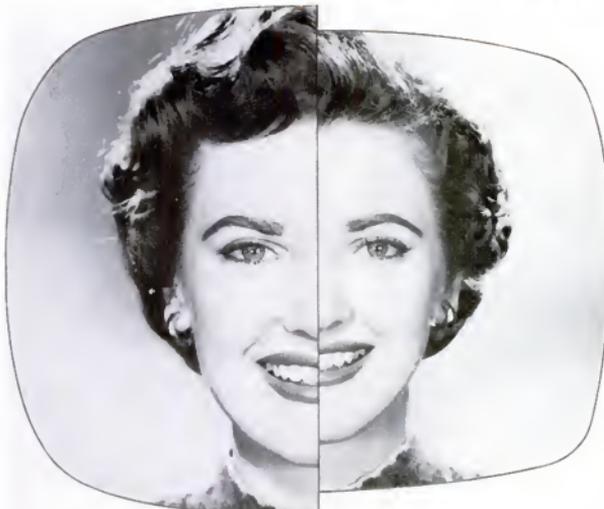


**Giant 21" TV—The El Dorado**, in mahogany with full-length doors. Also modern blonde oak or mellow maple. About \$3.94\* weekly.

**Huge 27" TV—The Trinidad**, in lustrous mahogany or blonde oak. A perfect picture... even close up! About \$4.02\* weekly.

# new giant 21" TV picture

270 SQUARE INCH SCREEN - 20% BIGGER THAN MANY OTHER 21" TV



ADMIRAL GIANT 21" TV

REGULAR 21" TV

Yes, Admiral's new Giant 21" picture tube actually gives you a full 20% larger screen than regular 21" TV! That's because—by industry standards—a 21" tube may measure anywhere from 20½" to 21½" on the diagonal. And Admiral's Giant 21" tube is expanded to measure almost 21½". Thus, it's bigger from top-to-bottom, bigger from side-to-side than regular 21" screens! Yet, thanks to Admiral advanced engineering, the picture is even brighter and sharper in detail than with smaller-size tubes.

### 3" LESS CABINET DEPTH!

Bigger in picture area, yet shorter in length, the new Giant 21" picture tube permits more graceful cabinet styling—cabinets that save floor space and look better in even the smallest rooms.



... AT LOWEST PRICES EVER!



Regular 21" TV—Rodie-Phenograph—The Monterrey, blonde oak finish—amazingly compact! Mahogany finish, only \$299.95—about \$3.06 weekly.

Giant 21" TV—Rodie-Phenograph—The Warrchester, in hand-rubbed mahogany cabinet. Also in smart blonde oak for modern homes. About \$5.36\* weekly.



**BRIGHTER, CLEARER PICTURES!** A *Magic Mirror*\* of aluminum inside Admiral's Giant 21" TV tube beams all the picture out toward you—makes it twice as bright. Admiral's dark-tinted *Optic Filter Screen*\* prevents hazy glare for wonderfully restful viewing. Surrounded by Admiral's gleaming *Golden Picture Frame*\*, here indeed is television's finest picture. Compare it with any other TV at your neighborhood Admiral Dealer's today!

\* Available on most 1955 Admiral TV Models

## Admiral

WORLD'S LARGEST TELEVISION MANUFACTURER



## STEW 'N TOMATO BISCUITS

*A delicious new way to serve stew*

There are two delicious "twists" to this recipe.

First, the use of Hunt's Tomato Sauce in the biscuits. Wait till you taste their exciting new flavor and see their appetizing color!

Second, the hearty flavor of the stew itself, which you get simply by using Hunt's Tomato Sauce in place of some of the water.

In the same ways, you can *gain flavor* for dozens of your own recipes with Hunt's Tomato Sauce. It's the all-tomato cooking sauce that blends so deliciously with other ingredients. No starchy fillers, no "soupy"

taste! Enjoy it in casseroles, meat loaf and gravies!

2 lbs. stewing beef	1 cup peas
1 teaspoon salt	4 medium carrots, cut into pieces
2 cans Hunt's Tomato Sauce	$\frac{1}{2}$ recipe biscuit dough (use Hunt's Tomato Sauce as liquid)
1 cup water	
1 large onion, sliced	
1 cup sliced celery	

Brown meat in greased 2-quart baking dish in moderate oven (375° F.). Add salt, 1½ cans Hunt's Tomato Sauce, water and onion. Cover, bake 45 mins. Add other vegetables. Cover, bake 45 mins. longer or till

vegetables are tender. Prepare biscuit dough substituting  $\frac{1}{2}$  can Hunt's Tomato Sauce for milk. Roll about  $\frac{1}{4}$ -inch thick. Cut into six 2-inch biscuits. Increase temperature to 425° F. Place biscuits on top of stew. Bake about 20 minutes longer till biscuits are done. Serves 6.



**Hunt — for the best**

**WANT RECIPES?** There's a delicious one on every can of Hunt's Tomato Sauce — at your market.  
Hunt Foods, Inc., Fullerton, California





## SATURDAY'S SADNESS

Penn coach suffers with overscheduled team

Last fall, as assistant coach at Michigan State College, Steve Sebo was one of football's happiest men. His team won the Big Ten championship and the Rose Bowl game. This fall, elevated to head coach at the University of Pennsylvania, Sebo is football's unhappiest man. His squad is probably the most undermanned and overscheduled in history. The schedule, including such top teams as Duke, Navy, Notre Dame and Army, is a hangover of a previous college administration which chose the bigtime. The squad is the product of a new adherence to Ivy League rules, one of which bans spring practice. As a result, each Saturday Sebo has sad moments like this—in which he turns in frustration from the field where his team, far behind, has fumbled one of its few scoring chances away.

CONTINUED ON NEXT PAGE

# So Fast You Need A Stopwatch To Time Its Speed!



**FAST!** Not much bigger than a toy, a midget racing car is propelled with incredible power as it streaks over the race course in excess of 80 m.p.h! That's fast—so fast you need a stopwatch to time its speed! Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—fast!

**GENTLE!** Bayer Aspirin is so gentle doctors prescribe it even for small children.

**BEST!** When you buy aspirin, remember—it makes a LOT more sense...to spend a FEW more cents...to get the best. So buy Bayer Aspirin.

GET THE BEST —  
GET **BAYER ASPIRIN**

Saturday's Sadness CONTINUED



**COACH'S CONTORTIONS** during agonizing Notre Dame game included (from left) dance of despair as opponent completed pass, gesture of horror as



**BETWEEN THE HALVES** Sobo scratches head and squad listens solemnly in locker room as Assistant Coach George Terlep (right) tries to suggest ways



**TEAM CAPTAIN** Jim Castle shares coach's gloom on a locker room bench after the game. An end, he muffed a pass that would have been a touchdown.



Fenn is penalized for being offside, involuntary kick as Irish make point after touchdown and display of disgust as Notre Dame completes another pass.



to stop Notre Dame passing attack. The team returned to the field, let Notre Dame complete seven passes and score four more touchdowns in second half.



**INFLUENTIAL ALUMNUS**, Dr. Joseph Replege of Johnstown, Pa., consoles Sebo. An ardent booster, he held out hope for some better material.

CONTINUED ON NEXT PAGE

# FOR THE CHRISTMAS THAT LIGHTS UP A LIFETIME

act now...  
choose

THE BALDWIN  
*Orga-sonic*  
SPINET ORGAN



Suddenly the world has wakened to this new joy...music you make yourself. This Christmas, in thousands of homes, there will be a new Orga-sonic Spinet Organ...the exquisite instrument that most fully and truly makes music belong to everybody. Join these happy folks who have found out what fun a family has together... with music. Order now to be sure you have an Orga-sonic under *your* tree this Christmas.

## 8 reasons why the Orga-sonic gives you most in value of any home organ you can buy

- 1 No complicated gadgets or systems to learn... no guessing. All controls are standard and clearly marked.
- 2 An infinite number of musical tones and sounds...organ, orchestra, dance band... at the flick of a finger.
- 3 No long learning; greater ease in playing. Play for hours and relax while you play.
- 4 Exclusive, patented organ touch for instant, smooth response.
- 5 All four basic families of organ tone... assure true "organ" flexibility.
- 6 Play "mellow" as an organ, then switch to "bright" for brilliant, unexpected dance music.
- 7 You can produce the "voice" of reed or string instruments: saxophone, horns, flute, oboe, strings.
- 8 No special installation. Simply plug into your house current and your Orga-sonic is ready to play.

BALDWIN BUILDS A FAMOUS ELECTRONIC ORGAN FOR EVERY NEED, EVERY BUDGET

Your nearby Baldwin dealer can deliver an Orga-sonic Spinet Organ for as little down as \$148.50

Slightly higher at distant points.

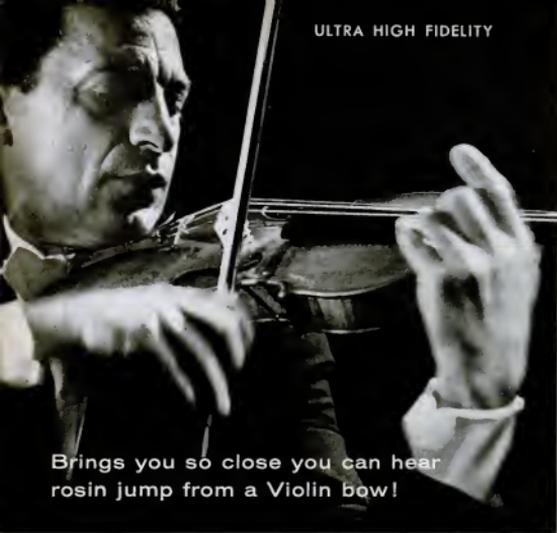
Liberal terms. State and local taxes, if any, extra.

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BUILDERS OF: BALDWIN GRAND PIANOS  
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ULTRA HIGH FIDELITY



Brings you so close you can hear  
rosin jump from a Violin bow!

Hear **PHILCO** with the amazing  
**Electrostatic Speaker**  
... a Colonnade of 16 speakers in one!

Imagine yourself enveloped  
in a magic "Cloak of Sound"  
—sound so pure, so alive you  
hear every elusive note, every  
sibilant sigh of the strings.  
Until now no phonograph  
could achieve such "presence"  
without distortion. Now, from  
the laboratories of Philco  
comes a miracle of smooth  
response clear up to 20,000  
cycles.

It's the phenomenal Philco  
Electrostatic Speaker—first new  
speaker development in 30  
years. Grouped together in a  
radial arc of 180° are 16 speaker  
columns. Each column radiates  
full-dimensional sound at a  
slightly different angle. The  
entire arc floods the room  
with a purity of sound far  
beyond the reach of conven-  
tional speakers.



**New 1955 Philco High Fidelity Phonograph with  
Electrostatic Speaker. 3-speed automatic record  
changer. History-making low price! Philco 1347.**

**Somebody in your family needs one of these "New Look"**  
**Philco Radios . . . Could it be you?**



**Clock-Radio deluxe!** Lulls  
you to sleep; wakes you to  
music or Buzarex. Turns ap-  
pliances on, off. Philco 724.



**"Personal" Portable Philco.**  
3-Speeds! Just plug-in and  
play. Your name in Gold  
on lid, FREE! Philco 1332.



**Brilliant "New Look" table  
radio. Light, compact for  
use in any room. Ideal gift.  
Big value. Philco 500.**

Saturday's Sadness CONTINUED



**GETTING THE SCORE** on other games, Sebo listens to the kitchen radio.  
With another tough schedule in 1955, he has only 28 men on freshman squad.



**FORGETTING FOOTBALL**, Sebo frolics with his 3-year-old son Jimmy  
just before bedtime. Jimmy's ambition is to grow up to be a football coach.



WHEN SMALL SNIFFLY NOSES NEED WIPING... NEW SCOTTIES DON'T GO TO PIECES

## NEW SCOTTIES STAND UP TO LITTLE SCHOLARS' BIG BLOWS

Strong for sneezes and sniffles—soft for tender chapped noses



**A SIMPLE TEST.** Hold any non-wet-strength tissue under the faucet. Water makes a hole instantly



**HOLD A NEW SCOTTIE** under the faucet. You will see how it holds water without going to pieces

In school or at home, new "wet-strength" Scotties pass every tissue test with honors. They wipe small "runny" noses neatly without crumbling. They don't tear even under a grown-up's gusty sneeze. At outdoor sporting events, they stand up to your nippy-weather sniffles without going embarrassingly to pieces.

Yet they are softer than ever on tender cold-chapped noses.

New Scotties remove make-up neatly and efficiently too—blot up the "wettest" face creams, the greasiest lipsticks without messy shredding or linting.

Now that winter is almost here, be sure to keep plenty of Scotties handy for the family's added needs. In the big family box or the handy vanity size—they are another great Scott value. Scotties are thrifty. SCOTT PAPER COMPANY.

CRASHES IN THE MARCHES CONSTANT ACHIEVEMENT



**BIGGER RADOMES FOR MORE PROTECTION.** The radar Super Constellation picket plane is an extremely vital unit for U.S. protection. It can warn the nation hours earlier of enemy air attack, because it has long range, high speed, plus more than six tons of electronic intelligence packed in radomes as big as swimming pools (like the bottom one pictured above).

**WORLD'S FASTEST PROPELLER-DRIVEN AIRPLANE** is this turbo-propeller Super Constellation for the U.S. Navy (shown below). Now flying, it will be capable of speeds 100 mph faster than any propeller-driven airplane now in service. Powered by Pratt & Whitney T-34 turbo-propeller engines, this plane promises new speed, new performance and greater economy potentials.





**NEWEST TRANSPORT CONCEPT** is Lockheed's C-130A turbo-prop assault transport, shown here in its dramatic first flight. Now in quantity production at Government Aircraft Plant No. 6 (GAP-6),

operated by Lockheed's Georgia Division in Marietta, Georgia, this giant plane literally jumped off the runway in one-third the distance normally required for today's commercial airline transports.

# 6 New Lockheeds for U.S. Protection

*Powerful Team Includes Truly Amazing Jet Fighter, High-Speed Assault Transport and Vital Picket Plane*

When you go to bed tonight, you can sleep easier because of the remarkable development of U. S. air power in recent years. A vital part of this development is Lockheed's unique team of new defenders, a wide variety of aircraft that alone would constitute the entire air force for most nations.

These new planes help the U.S. Air Force and the U.S. Navy protect our Pacific shores from Alaska to Mexico and our entire Atlantic seaboard. They include sub hunters, long-range patrol bombers and a flying radar station with radomes as big as swimming pools to warn the nation hours earlier of enemy air attack. And other new models, too secret to photograph or talk about, include the XF-104 Day Superiority Fighter, now undergoing rigorous Air Force evaluation tests, so successful the Air Force already has issued a production contract for an undisclosed quantity.

The new aircraft on these pages come from Lockheed's California Division in Burbank and Lockheed's Georgia Division in Marietta, Georgia, where Lockheed is proud to operate Government Aircraft Plant No. 6 (GAP-6), the nation's largest integrated aircraft factory.

**FLIES STRAIGHT UP, LANDS STRAIGHT DOWN.** This is the Lockheed XFV-1 Vertical Ascender, a revolutionary new concept of aircraft developed in cooperation with the U.S. Navy. Now, every ship can have its own protective fighter umbrella, every area the size of an ordinary back yard can become a landing field.



**NEW NAVY ADVANCED JET TRAINER.** Often called the world's safest jet airplane, Lockheed's new T3V-1 advanced trainer for the U.S. Navy has so many new safety and performance features it can be used for carrier landing and takeoff and can utilize existing short fields for propeller aircraft. By training better jet pilots quicker, this trainer boosts Navy's ability to protect America. Another product of close Navy-Lockheed design teamwork.

## ADVANCED GUIDED MISSILE SYSTEMS DEVELOPMENT

Eminent scientists, nuclear physicists, and engineers have joined forces at Lockheed's new Missile Systems Division in Van Nuys, California. Their mission is to solve the nation's prime defense problem, to give our armed forces *totally* reliable means of delivering our defensive and retaliatory weapons to their targets. To accomplish this vital task, Lockheed has appropriated \$10,000,000 for a program of laboratory research and development.

# Lockheed

AIRCRAFT CORPORATION

California Division—Burbank, California  
Georgia Division—Marietta, Georgia  
Missile Systems Division—Van Nuys, California  
Lockheed Aircraft Services—Burbank, California  
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LOOK TO LOCKHEED  
FOR LEADERSHIP

**NEWEST SUB HUNTER** is the Navy's latest version of the Lockheed P2V Neptune Patrol Bomber, a rugged, radar-hidden flying sentinel with many secret missions. Its primary job: patrolling coastal waters to detect presence of unidentified submarines.



It's Sheer Luxury  
Tailored To Fit Your Face

Superb Quality  
**MOLLE**

Tailored—  
FOR BETTER  
BRUSHLESS SHAVES

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard...tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



NOW ONLY \$1.00

Tailored—  
FOR DELUXE  
LATHER SHAVES

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard...tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

\*Pronounced MO-Lay

## THE IVY LOOK



HOUSTON INSURANCE BROKER Alex Dearborn, Sewance '50, wears classic three-button suit bought from representative of New York's Clipp.



ATLANTA AIRLINE EXECUTIVE William Magill, University of Chattanooga '38, wears "natural look" gray suit from Rich's department store.

# HEADS ACROSS U.S.

## Natural-shouldered suit becomes a new male uniform

The "Ivy League look," identified with determinedly inconspicuous New England males for over 50 years and with Madison Avenue advertising men for the past 10, has now got out of eastern hands and is making its way across the country (*left and below*). It has also got away from upper-bracket tailors and into the hands of cut-rate clothiers like S. Klein, whose advertisement (*right*) gives as complete and compact a definition of the look as has ever been written. The popularity of the natural-looking suit has widened quickly in the last two years as

men became dissatisfied with pale-bulky suits and flashy ties left over from their postwar splurge. Although the authentic Madison Avenue uniform perpetuated by Brooks Brothers and campus-originated shops like J. Press (*p. 70*) has nonexistent shoulders and fits so snugly that it looks a size too-small, facsimiles from volume clothing manufacturers and tailors are less severe in cut. To reaffirm their individualism beleaguered Ivy Leaguers are considering adding a fourth button to their jackets or resorting to a radical new silhouette (*p. 72*).

**S. KLEIN - THURSDAY 10 A.M.**



- NATURAL, SOFTER SHOULDERS
- NARROW, NEAT LAPELS
- 3-BUTTON STRAIGHT BOX JACKET
- SHORTER JACKET LENGTH
- PLAIN (UNPLEATED) PANTS
- BACK CENTER VENT, OF COURSE

that Madison Ave. Look in  
**MEN'S SUITS**  
Now at an S.Klein Price!

WASH WOOL FLANNELS  
AND WORSTED CHESTNUTS

**\$34**

NEW YORK BARGAIN is right on suit, ignores mandatory white button-down shirt, striped tie.

LOS ANGELES PRESS AGENT DON HELLER, OCCIDENTAL '48, WEARS GRAY WORSTED SEMICUSTOM "IVY" SUIT FROM LOCAL TAILOR, BOSHARD AND DOUGHTY



## DIRECTORY

← LOBBY  
RECEPTION DESK  
OFFICES  
STUDIO 41 ←

STUDIO 43 ←

STUDIO 31 →

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# Westinghouse GUARANTEES every flash bulb fires...or you get A NEW BULB!

Why only Westinghouse makes this offer

## 4 SURE-FIRE FEATURES

### MEAN "ONE SHOT"

### PHOTOS EVERY TIME

**1** Precision-cut aluminum foil insures full flashing power.

**2** Extra-fine filament provides sure-fire operation, even with weak batteries.

**3** Super-sensitive Zirconium triggering element gives instant response.

**4** Pre-polished base for positive socket contact.



### HOW THE GUARANTEE WORKS

Regardless of the age or cost of your camera or flashgun, if a Westinghouse bulb ever misses, your dealer will give you a brand new bulb. Simply return it to the store where you bought it. Nothing to sign, nothing to send away.



YOU CAN BE SURE...IF IT'S

# Westinghouse



TUNE IN TV'S TOP DRAMATIC SHOWS... WESTINGHOUSE STUDIO ONE AND BEST OF BROADWAY

## THE IVY LOOK CONTINUED



**PRESS FAMILY PORTRAIT** in New Haven shows uniformly dressed salesmen standing behind founder's sons, Irving, Yale '26 (left), and Paul.

## ITS HOME IN NEW HAVEN

A New Haven institution which rivals Yale in some well-tailored hearts is J. Press, established in 1902 and now carried on by the founder's two sons. Its slope-shouldered product, which the Press boys consider the only acceptable dress for a normal Yale man, has scarcely changed over the years. Press has branch stores in New York and in Cambridge and maintains traveling representatives to replenish the wardrobes of scattered alumni customers. Sometimes regarded as more of a club than a clothes shop, J. Press is delighted rather than dismayed that its look is now capturing the country.



**YALE TACKLE** Philip Tarasovic tries to minimize heroic shoulders.



**ODD JACKET**, a style supposedly begun by a Yale student in 1928, is fitted to James M. Brown III, Yale '56, in the same tweed worn by Press salesman.

CONTINUED ON PAGE 32

**if** you want to be always prepared with "holiday desserts" for surprise guests, then...

Qwip's the product made for you because

**Qwip never, never**  
**sours** no matter how long you take to use up the can.

Made from real cream!

So easy to use!

Whips at your fingertip!

AVOSET COMPANY,  
SAN FRANCISCO, CALIF.



IS THIS THE NEXT LOOK?

World's smartest, most useful gift...

the *Emerson*

"POCKET RADIO"



WORLD'S SMALLEST PERSONAL PORTABLE!

Emerson "Pocket Radio" • Model 747, \$40, including batteries.

So small... it slips into  
a man's breast pocket!So small... it tucks  
in a woman's purse!

- Most compact radio ever made!
- Weighs less than a pound!
- Startling "big-radio" volume!
- Unusual fidelity to sound!
- Made with Swiss-watch precision!
- Gem-like case in Decorator colors!

See the wide variety of Emerson Clock Radios,  
Portables, Hi-Fi Instruments, Phonographs,  
Radio-Phonograph Combinations and Table  
Radios priced as low as \$16<sup>95</sup>

SHOP—LOOK—LISTEN  
—AND YOU'LL BUY*Emerson*EMERSON RADIO AND PHONOGRAPH CO., N. Y., N. S. A.  
MADE IN U. S. OF A. PRICE IS ONLY ONE OF THE MANY REASONS WHY

**New!**  
Clock Radio, Model 826,  
Clock Radios, from \$24.95

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!



DRASTIC ALTERNATIVE FOR IVY, the "moderate Edwardian" silhouette now available only from custom tailors, appears in tweed suit worn by New York Publicist Patrick O'Higgins. Made by Bernard Weatherill, it combines features of British riding clothes and a guardsman's uniform. Jacket flares in back and is four inches longer than usual. Pockets are at a deep slant and buttons on sleeve actually unfasten. Tapered pants are 15½ inches at cuff.



The most beautiful way  
to give fine whiskey



HEAD OF THE  
BOURBON FAMILY

OLD GRAND-DAD  
in this  
CLASSIC DECANTER

PERSONALIZE YOUR  
GIFT IN 23 CARAT GOLD

A seal of purity 23 carat gold is packed with  
every Old Grand-Dad Classic Decanter.  
With it you can write your personal greeting  
directly on the decanter.

OLD GRAND-DAD  
IS ALWAYS AVAILABLE  
IN THE STANDARD  
BOTTLE





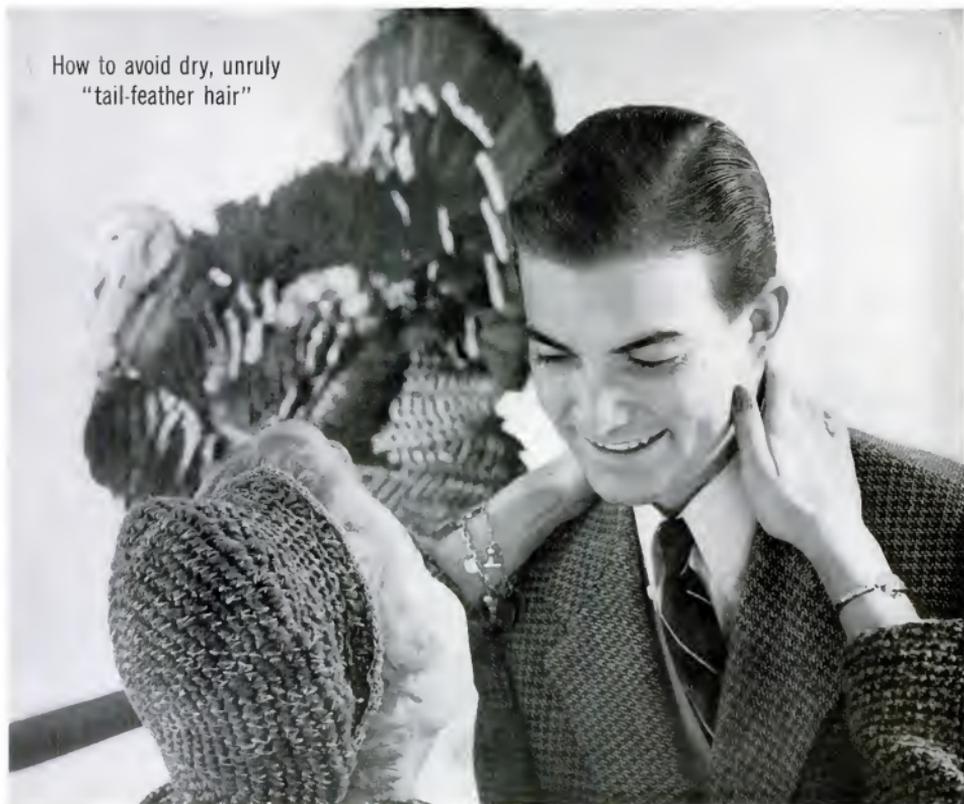
## SIGHT TO SEE

Queen mother is hit of the ball

Guy Lombardo's orchestra played bravely on in New York's Seventh Regiment Armory, but the crowd preferred to stare at the queen of the ball rather than dance. In her jeweled dress and diamond tiara, Queen Mother Elizabeth, who the day before had been given an honorary degree by Columbia University, attended a party given

by the Associated Commonwealth Societies of New York. As she chatted with dignitaries, honor guards kept the guests moving so that everybody could have a close look. The queen mother did not dance, but the orchestra played her request numbers, *Hey There*, *Hernando's Hideaway* and *People Will Say We're in Love*.

How to avoid dry, unruly  
"tail-feather hair"



## NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

### New Vitalis with V-7 relieves dryness, makes hair easy to manage

The gentleman above manages to keep his hair in excellent condition from morning till night—and he does it without grease! He uses new Vitalis with V-7.

You'll find no animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

You can use it often—  
even every day

Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection from dry, brittle hair and parched scalp—whether they're caused by outdoor exposure or your morning shower.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. He's an expert on making your hair look its best.

\* \* \*

"My hair is dry and stubborn so I use Vitalis every day."  
Hear the Arthur Godfrey Digest, CBS Radio Network, Friday, 8:30 P. M., E. S. T.



### "TISSUE TEST" proves greaseless Vitalis outdates messy oils



NEW VITALIS

MESSY OILS



In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

## NEW VITALIS® HAIR TONIC WITH V-7.

A PRODUCT OF BRISTOL-MYERS

## THEATER



# AUTHOR LEADS HIS ACTORS



AT REHEARSAL, Odets behaves like a symphony conductor, urging and cajoling actors and exploding with approval when they do well.

Playwright Clifford Odets undertakes the hard job of launching his new comedy

Special kinds of Broadway agony attach to a playwright watching his play go into rehearsal, and to a director putting a play through its rehearsal weeks. In a big bare room, Clifford Odets, celebrated as a playwright, was dovetailing these agonies by directing his own new comedy, *The Flowering Peach*, which will open on Broadway next month. Treating his actors gently, like a father teaching his child to walk, Odets went

over the tone, the tempo, the motivation of every sentence. The actors, for the most part, had the lines memorized so they could concentrate on learning the action of the play, a biblical comedy of Noah's struggles to launch his ark amidst his own family squabbles. The sessions were deceptively gentle, for under them—as at all rehearsals—lay the tense, urgent drive to attain perfection in a few short weeks of practice.

ACTRESS JANICE RULE, WHO PLAYS NOAH'S SENSITIVE DAUGHTER-IN-LAW, LISTENS INTENTLY WITH ANOTHER ACTOR AS THE DIRECTOR EXPLAINS A SCENE



# Don't get stuck in SNOW SLUSH MUD

## THE **GENERAL** *Winter-Cleat*

Start and Stop **SAFELY** all Winter

The General Winter-Cleat takes the work and worry out of Winter driving.

Until you've driven a car with a pair on the rear wheels, you can't imagine how safe and easy driving through snow, slush and mud can be.

**Reserve a Pair for Your Rear Wheels NOW!**

Don't wait for the first storm to bog you down. See your General Tire Dealer now. He will reserve a pair in the proper size. General Winter-Cleats are also available with white sidewalls.



**NO BOGGING DOWN**—even in hub-deep mud. Power-traction General Winter-Cleats take soft, rutted, unimproved roads in stride.

**THE  
GENERAL  
TIRE**



**NO SPINNING**—NO SKIDDING getting away from ice-rutted curbs. General Winter-Cleat power-traction pulls you away easily, quickly.



**NO SLIPPING**—NO SLIDING on inclined driveways. General Winter-Cleat power-traction makes the going effortless.

NOTICE TO  
PERSONS SEEKING  
CHRISTMAS GIFTS

The joyful Season of Christmas being upon us, many Persons will wish to delight the hearts of Friends and Acquaintances with Meritorious Gifts.

All are respectfully informed that HIRAM WALKER & Sons, Distillers, offer for sale a Quantity of highly elegant Glass Decanters containing the fine straight Bourbon Whiskey that bears their name: WALKER'S DELUXE.

The Decanters represent a Triumph in the Art of native American glassware; their Beauty suffices at a glance. The Whiskey put into them is held

to be unsurpassed by any other. It is made of purest grain and aged fully 7 yrs. in Barrels of charred Oak.

Owing to their handsome Appearance and the excellence of their contents, these Decanters are greatly recommended to Persons of Taste, both as Gifts and for their own Entertaining. Those blessed with many Friends may wish to purchase by the Case.

Persons desiring to make a most felicitous choice of Gifts are advised to visit a Dealer in Liquors and inquire for the Hospitality Decanter.

*The Hospitality Decanter  
of Walker's De Luxe*

STRAIGHT BOURBON WHISKEY  
90.4 PROOF  
HIRAM WALKER & SONS INC.  
PEORIA, ILLINOIS



JOHN J. GARDNER

**BROADWAY REHEARSAL**  
CONTINUED

AS NOAH, Menasha Skutnik rehearses a scene in which he confesses to God he is too little a man for the big job of building the ark.



NOAH'S SON (Martin Ritt) says to his frantic father, "Everybody in this room loves you, but nobody thinks you're in your right mind."

GRATEFUL DIRECTOR kisses Skutnik while Mrs. Noah (Berta Gersten) watches. Says Odets, "This is going to be a beautiful scene."



CONTINUED ON NEXT PAGE

**Looking for Something?**

**PLUMBERS**

Classified Telephone Directory

**FOR HOME OR BUSINESS NEEDS  
LOOK IN THE  
'YELLOW PAGES'  
OF YOUR TELEPHONE DIRECTORY**

LIFE SIZE *Sweet Sue* LIFE LIKE



SHE WALKS!

SHE BENDS HER ARMS AND LEGS!

SHE'S A PERFECT PLAYMATE!

**The most magnificent doll ever made!**

The youngster who gets wonderful Sweet Sue for Christmas will really believe in Santa Claus! Sweet Sue is life size — 31 Inches Tall — The Nearest Possible Thing To A 3 Year Old Child. She has soft, curly, natural looking, rooted Saran hair that can be washed, combed, brushed and set.

She can walk, stand, sit, kneel — do things no other doll can do because she is fully jointed at elbows and knees. Sweet Sue is dressed like a dream in the height of fashion from school girl to bride.

From \$24.98 at leading stores everywhere • For a free 32 page catalog write American Character Doll Co. • 200 Fifth Ave., New York 10, N. Y.

She has **ROOTED SARAN HAIR** that can't pull out

BROADWAY REHEARSAL CONTINUED



**POINTING TO THE SKY**, where the dove is soon expected to appear, Olets instructs Janice Rule (left) to convey a mood of hopeful anticipation.



**HAM'S GIRL FRIEND** tells Noul's leering son, "I'm not very stable at the moment. If you don't go away I'll begin to scream."



**AT BREAK IN REHEARSAL** Skulnik puts arm around Olets as they look into the night and reassure each other that the play rehearsals are going fine.

**L**ong before the first Thanksgiving turkey turned a golden brown over an open fire...tobacco brought peaceful relaxation and comfort to our forefathers.

Ever since 1760 the makers of **Old Golds** have provided millions and millions of Americans with the world's best tobaccos.

Yes, nearly 200 years of tobacco experience — unequalled by any other cigarette company — makes **Old Gold (Regular or King-Size)**... a treat you can trust. You'll thank the day you bought your first carton.



# We bring you



**A** BRIGHT NEW FRESHNESS greets your eyes and tells you:  
*Buick's done it again.*

You see it in the bold distinction of that gleaming Wide-Screen Grille. You see it in the rakish sweep of the rear-end contours. You see it in the whole fore-and-aft newness of fleetlined grace that marks Buick the beauty thrill of 1955.

#### **New horsepower—up to 236**

You learn more when you get the power story. Up to new peaks go the horsepowers of every Buick V8 engine—a walloping 183 hp in the low-price SPECIAL—a mighty 236 hp in the CENTURY, SUPER and ROADMASTER.

And it's new, more responsive, far abler power you can literally feel as you go.

But even bigger Buick news for 1955 is something more than style and power. It's what the "variable pitch propeller" now has done for Dynaflo Drive.\*

#### **Up goes performance—and gas mileage too**

When you find it necessary to push the pedal to the floor board, you do more than call on the greatest high-compression V8 power in Buick history.

You do what a pilot does when he heads his plane down a runway.

You do in oil what he does in air—you cut down take-off time by using "variable pitch propellers."

In this case, the propeller blades are inside the Dynaflo unit. But they're engineered to swivel or change their "pitch" just

# the 1955 Buick

— new thriller in style — power — performance



like plane propellers—and with the same result: one pitch for getaway, another pitch for gas-saving fuel efficiency.

*And what you get in the way of instantaneous safety-surge with absolute smoothness, you can only believe when you feel it.*

#### **This you have to try**

Of course, we want you to come and see the trend-setting new Buicks—look into the betterments in gasoline mileage that add new thrills to these spectacular cars.

But this year, “seeing” is only the beginning. So—while you join the crowds viewing the new Buicks this week end, make a date to get behind the wheel as soon as you possibly can. We promise you the thrill of the year.

\*Standard on Roadmaster, optional at extra cost on other Series.



**NOW ON DISPLAY**

*be sure to visit*

**YOUR BUICK DEALER**

WHEN BETTER AUTOMOBILES ARE BUILT  
BUICK WILL BUILD THEM



For easy days...

## Perfect Rice Without Cooking!



1. It's prepared instantly. Just add Minute Rice to boiling water!
2. It's trouble-free. No washing! No boiling! No draining! No sticky pans!
3. It's foolproof. White, fluffy delicious rice—perfect every time!
4. It's just plain good eating—the easiest way to round out a well-balanced meal!

Product of General Foods

# THE HAVOC OF HURLING

Irish champions demonstrate their rough sport

**LEAPING** in vain, New York goal tender Patrick Fleming misses high shot which passes over crossbar for a one-pointer. Ball hit into the net is scored a goal, worth three points.



Hurling, the Irish national game, is a sport in which teams of strong young men in short pants line up 15 to a side with spoon-shaped shilleghs called camans and try to bat a hard, leather-covered ball into each other's goal. A blend of field hockey and lacrosse, the game is played regularly by enthusiastic Irish-American emigres in New York from early spring almost to winter. The big event of the 1954 season took place when County Cork, the All-Ireland champions, came over to play an all-star team of New Yorkers at the Polo Grounds. Although the rules forbid swinging at an opponent with a stick or fist, players were felled throughout the game (*below and next page*). The bloody violence, said Christy Ring who led the Irish team to a 29-19 triumph, was routine. "It was nothing," he remarked, "compared to when we play at home."

**SCRIMMAGING** at the goalmouth, Fleming dives for ball after his caman was knocked out of his hands. He caught it. Stick-work of Cork players gave him frantic day in the net.



**FELLED** after being hit behind the ear by a stick, Fleming clutches his head and writhes in pain. After several minutes of recuperation he was back in action, played whole game.



For a happy change  
to a lighter highball,  
cocktail or straight drink.

# CORONET V.S.Q. BRANDY



BRANDY DIST. CORP., 330 FIFTH AVENUE, N. Y. 1, N. Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF

## Hurling Havoc CONTINUED



RIVAL TEAMS come on field. County Cork (left) was led by Captain Christy Ring, Ireland's greatest hurler, New York by Tipperary-born John Kennedy.



BLEEDING CAPTAIN Kennedy leaves field after only two minutes of play with gash in forehead. Doctors stitched wound and he played second half.

CONTINUED ON PAGE 89



# A tiptoe touch...so easy to use

## ... a new kind of electric typewriter

You and your boss should compare what your present machine does for you with the five chief advantages of the new Royal Electric. All set?

**Speed-flo Keyboard.** Race through "Now is the time for all good men, etc.," or any speed sentence. Or, start copying a difficult invoice.

Immediately, you'll discover that here is a *lighter, smoother, faster* touch than that found on any electric typewriter yet designed. Your Royal Representative will show you the seven major keyboard improvements that make it possible.

**Repeat Keys.** Try them once and you'll say, "This is really living on a typewriter!" Automatically

underscore all across the page . . . or make hyphens . . . or space backward and forward—*just by holding down the appropriate repeat key.*

You can't make a mistake, because on the new Royal Electric the repeat keys are independent of the regular keys. *A Royal Electric exclusive!*

**Instant Space-Up Key.** Ever been in the middle of a line and wanted to space up without reaching for the carriage knobs? The commonest situation is "Yours truly" with the writer's name about four spaces below. On the new Royal Electric, the *Instant Space-Up Key* clicks up as many spaces as you like? Simple. What could be simpler?

**Copy Control.** Carbons that look like a very shaggy dog turn up in every office. Lady, relax! Sparkling carbons now are your meat with this major improvement. Just have the Royal Representative show it to you.

**Quiet Carriage Return Mechanism.** Remember how carriages used to come bouncing back with a jolt that would jar your back teeth? *Not now. No, sir!* Royal's new mechanism is the quietest, smoothest, and fastest in the field.

Coming in a variety of colors, the new Royal Electric is a joy to the eye . . . easy as pie to use. Ask for a demonstration.

World's largest manufacturer of typewriters...

**ROYAL** *electric, portable  
standard  
roytype business supplies*



"THANKSGIVING DINNER," by John Gurnam. Number 4:1 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours . . . Beer Belongs—Enjoy It!

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation . . . Chartered 1862





**JOCKEYING FOR POSITION** is what Irish call the type of body checking being performed above by New York's Desmond Donoghue (21), a full-back, and Cork's William Dowling (14), a full forward. Violence of exchanges is considered quite proper and neither man nor any grudge at game's end.

CONTINUED ON NEXT PAGE

this Christmas  
go **Hollywood**  
with **Keystone**  
for better Home Movies!



"Oscar" Winner Bill Holden takes and shows life-in-action movies of his growing family with Keystone. Pictures are sharpest, clearest home movies he's seen.



Happy User Jim Horne, like 600,000 others, picks value-loaded Keystone for sparkling movies his family will always enjoy.



Your camera dealer will tell you that Keystone cameras, projectors offer more features, more fun, more ease of operation, dollar for dollar, than any other make. For home movies that cost less than snapshots, it's dependable, precision made Keystone!

**Keystone Bel Air Camera, 8mm.** The world's easiest-to-use, lowest-priced "magazine" movie camera, loads instantly in broad daylight; 27 ounces, lightweight, compact, optical zoom-type finder. **ONLY \$89.50**  
8mm. cameras \$54.95 to \$239.50  
16mm. cameras \$99.50 to \$269.50

**Keystone Regal Projector 8mm., 750 watt** for extra brilliance, most complete projector in the world with built-in "editor-viewer," splicer, room light switch, other exclusive features, with case, **new low price \$159.50**  
other 8mm. projectors from \$89.95 also 16mm. projectors from \$129.50



backed by  
Lifetime Guarantee

Keystone Camera Co., Inc.  
Boston 24, Mass.



**A BEAR HUG** for the hero is given Christy Ring by jubilant midfielder Joe Twomey after Cork's decisive triumph. Ring scored a total of eight points.



**A NIP** is taken after the game by New Yorker Joe Looney in players' locker room. Like all his teammates, he learned to play hurling as a boy in Ireland.

The green **T** sticker tells you

The neckband can't sag!

**Non-Sag Neckband**

\*U. S. PAT. 2,511,685

Munsingwear **T**-shirt with nylon-reinforced neckband\* that holds its shape forever

Look for the T-shirt with the green "T" sticker! Munsingwear's Nylon-reinforced neckband can't sag ever! Knit of premium combed cotton . . . light-in-weight, strong-in-body with the guaranteed non-sag neckband!

**\$150**

Guaranteed not to shrink out of fit

**Munsingwear.**



\$1

Stretchy-seat Brief. Exclusive seat panel stretches up and down as you bend! Patented comfort-pouch can't chafe!

Munsingwear for men's and boys' underwear, sleepwear and sports shirts. Write Munsingwear, Inc., Minneapolis, Minn., for the stores nearest you. Manufactured and sold in Canada by Stanfield's, Ltd.



## How do Italians make Spaghetti Sauce? With meat—like this!

**H**OW LONG has it been since you sat down to such a tantalizing dish? Steaming spaghetti, topped with a rich, thick meat sauce that tastes just exactly like the slow-simmered kind Italians make.

In this case, the meat sauce is FRANCO-AMERICAN Spaghetti Sauce. And of all spaghetti sauces, we believe you'll agree it tastes the most like "home."

The recipe for it is quite complicated and

"Italian." First of all, it includes meat—fine quality beef, chopped into juicy bits. And there are thirteen other ingredients—such as onions and parsley and garlic and tomatoes and spices.

If you cooked a sauce like this at home, it would take you *hours* to prepare. But when you serve FRANCO-AMERICAN Spaghetti Sauce, all you do is heat it! Three or four minutes—and you're ready to ladle it out.

Just for fun, see how many people ask you for the recipe when you serve this "home-made!" Italian-style sauce. (You can tell them it's a deep, dark secret. It is.)

Best of all, this enticing, honey-tasting sauce costs less than 8 cents a serving!

**Franco-American**  
Spaghetti Sauce WITH MEAT



Famous Old Forester  
presents a new concept  
in decanter beauty

The season's most distinctive gift decanter...created by Raymond Loewy Associates, world-famous designers, to complement this finest of all bourbons...each crystal-bright decanter contains the same bonded Old Forester famous since 1870... "there is nothing better in the market."



*Gift decanter  
costs no more  
than regular fifth*



THEIR CROPS SUPPORTED BY TIGHT-FITTING, COLORFUL HALTERS, A PAIR OF TEXAS GOBBLERS (FOREGROUND) AND FIVE HENS STAND ABOUT IN A BARNYARD

## GAILY GARBED GOBBLERS

Texas farmwoman's snug halters support her turkeys' sagging crops and boost their market value

Pecking away in the barnyard, turkeys fill up their crops with food, which normally then passes to the stomach. But occasionally a bird's crop grows so enlarged it retains food indefinitely, swells out and sags like a goiter. This defect, called "pendulous crop" and possibly an inherited tendency, detracts from the market value of the bird. Discovering

pendulous birds on her turkey farm, Mrs. Wyatt McLaughlin of Lockney, Texas tried massage and surgery without success. Then she turned to the well-established principles of the lingerie trade. Sewing together halters, she fitted them to the birds, found they uplifted the crops gently but firmly, reducing the sag and allowing grain to pass along more easily.

# Bigelow's *Chapel Hill*

*broadloom is a beautiful  
family carpet!*



**Perfect for families with children or pets!** Bigelow's Chapel Hill is so beautiful... you'd never dream it's the practical family carpet that it is. Chapel Hill hides foot and soil marks like no carpet you ever knew. What's more, its fine, rich pile protects the children from drafts, cold floors, and it cushions their falls.



**Doesn't show scuff marks!** Chapel Hill is a blend of wool and the new wonder fiber, Viscalon.\* Whether you use it in the living room, dining room, bedrooms or hall, Chapel Hill will add beauty, quiet and carefree comfort to your modern or traditional home.



**Easiest upkeep ever!** When you realize how easy it is to keep Chapel Hill fresh and new looking, you'll want it for every room in your home. And when you see the price tag, you'll be further convinced it's a very smart idea. See it at your Bigelow retailer's. Easy budget terms.

**Your Bigelow retailer** will show you Chapel Hill Texture (shown here) and other gorgeous Chapel Hill patterns.

**Get your free copy of *Carpets—Their Selection and Care*** at your Bigelow retailer's. Or send name, address and 10¢ to Bigelow, Dept. B, 140 Madison Ave., New York 16, N. Y.

\*Special carpet rayon.



## Bigelow

*Number 1 name in Carpets*



WITH HIS TRUSTY GLASS, ZOLTÁN HARASZTI EXAMINES A RARE BOOK IN THE BOSTON PUBLIC LIBRARY

# A VERY PROPER SWINDLE

Expert uncovers century-old masterpiece of thievery  
by three Bostonians of three of world's rarest books

by ROBERT WALLACE

A FINE old crime has a charm and an aroma that no raw new product can imitate. Here is a delicate little masterpiece without a hint of violence or a whisper of bad taste, in which all that happened was that three Bostonians stole three books. So skillful was the job that it was 25 years before the victims even realized that they had been superlatively diddled. Today, a century afterward, the rich bouquet of it all is just beginning to develop. It seems that the book involved in the most famous sale of recent times is—as the term is applied to stolen goods—a hot item.

The story of the crime has never before been told in all its succulent detail. In fact it was only a few moments ago, as the life of this deplorable but immortal accomplishment is measured, that the last fragments of it were pieced together by Mr. Zoltán Haraszti, Keeper of Rare Books at the Boston Public Library. A few cloistered bibliophiles have known of it, but even their knowledge has been incomplete until now.

Recently Mr. Haraszti, a scholar and an authority on John Adams (*John Adams & the Prophets of Progress*), sent into the library's vaults for a valuable volume he wished to examine. Mr. Haraszti has been delving into the old mystery for some time and had concluded that he might possibly find something of interest in that particular rare book.

The book that Mr. Haraszti wished to look at was encased in a little box of leather. He opened it, removed the book and opened the book to its flyleaf. He stared with great curiosity at the

flyleaf, turned the book to and fro to catch the light. When he held it just so, he saw a very dim, faded—and very cryptic—note in pencil. Mr. Haraszti read the note. His were the first eyes to read it, very likely, in a century. It irritated him; indeed, it made him angry, because he had the knowledge to understand it in all its peculiar significance.

Time is like an onion with layers that can be peeled off. To understand Mr. Haraszti's anger one must begin by peeling off nearly eight years.

ON the evening of Jan. 28, 1947, at the Parke-Bernet Galleries in New York City, there occurred an exceedingly dramatic auction.

The object for sale was a little book, about the size and shape of a 25¢ drugstore paperback, which was 307 years old. Most of the people who had gathered to make offers, or simply to watch, were in evening clothes, as a gesture of respect not for each other or the galleries but for the book. The connoisseurs in the audience were scarcely surprised when the auctioneer announced an opening bid of \$30,000, although a few sightseers gasped.

For several minutes the crowd sat murmuring, but no other offer was made. Then the Scribner Book Store and a representative of Bibliophile A.S.W. Rosenbach edged into the deep water. Scribner's was represented by David Randall, who was prepared to bid up to a startling figure—\$90,000. Rosenbach was represented by John Fleming, who also was prepared to go very high, although he thought he might



"HOT" PRAYER BOOK, one of the three that were swiped, found its way to Brown University where it is now in glass case.



Popular new idea in  
winter refreshment...  
**Sunkist**  
**Frozen Lemonade!**

There's nothing seasonal about *thirst*. And nothing that answers thirst like Sunkist Frozen Lemonade! So it does make sense to enjoy it any time you want refreshment.

So healthful, too. Sunkist Frozen Lemonade is a natural fruit-juice drink. And it's a good source of the vitamin C you need daily in winter to ward off colds.

Sunkist is the brand to get. Produced by the Sunkist Growers themselves from their own fine, juicy California lemons. The best—yet it costs only a few cents a glass.

TREATS TO ENJOY WITH SUNKIST FROZEN LEMONADE



Hors d'oeuvres



Pretzels



Cheese and Crackers



Sardines and Crackers



Tomato Salad



Sandwiches



HIGH BIDDER A.S.W. Rosenbach studies his prize *Bay Psalm Book* after agent has bought it for him at auction.

VERY PROPER SWINDLE CONTINUED

get the book for about \$85,000. But unlike Randall, Fleming had no established ceiling. His employer, Dr. Abraham Simon Wolf Rosenbach, was then—he died two years ago—the world's foremost rare book dealer, and a wealthy man.

Fleming and Randall kept up a slow, steady battle for perhaps half an hour. When the bidding reached \$72,000 the most knowledgeable of the spectators were in a state of great tension and excitement, realizing that that sum was a major landmark in the history of book collecting. In 1933 John Fleming, representing Dr. Rosenbach, had bought a First Folio of Shakespeare for \$72,000, which had stood until this evening as the largest price ever paid for a book in the English language sold at public auction.

The two rare-book men, wrapped in struggle, gave no sign that \$72,000 meant any more to them than 72¢. Presently the bidding reached \$80,000.

The little volume on display in the glass case was called the *Bay Psalm Book*; its correct title was *The Whole Booke of Psalmes Faithfully Translated into English Metre*. This particular copy was described in the auction catalog as the "Crowninshield-Stevens-Brinley-Vanderbilt-Whitney" copy, the names denoting its previous owners. Its most recent owner had been the late Gertrude Vanderbilt Whitney.

Fleming and Randall kept on. Randall, who had thought his \$90,000 would be ample, could see defeat ahead. Nevertheless he made his final bid boldly, as though he were well prepared to continue. When Fleming topped it, Randall dropped out. For a moment it appeared that Fleming would get the book at that point, but then suddenly a new bidder appeared. Up rose Mr. Cornelius Vanderbilt ("Sonny") Whitney, son of the book's late owner, saying in a firm voice, "One hundred thousand dollars."

Fleming felt as though he had been stabbed but gave no outward sign. He glanced briefly at Sonny and topped his bid by \$1,000.

When Whitney made it \$105,000, Fleming again raised him \$1,000, and here the true bibliophiles in the audience flirited with thrombosis. The highest price paid at a public sale for any book anywhere at any time had been \$106,000, given in 1926 by Dr. Rosenbach for a Gutenberg Bible.

"One hundred ten thousand dollars," said Sonny.

Fleming quietly raised another \$1,000.

"One hundred fifteen thousand dollars," said Sonny.

Fleming bid \$116,000.

"One hundred twenty thousand dollars," said Sonny.

Fleming had maneuvered himself into a small strategic advantage. He could raise \$1,000 at a time while Whitney, already committed to the steamroller technique, had to raise by \$4,000 or appear to be quibbling. The bidding continued in this way until it reached \$150,000. At that point, Cornelius Vanderbilt Whitney was through.

"One hundred fifty one thousand dollars," bid Fleming grimly,

CONTINUED ON PAGE 38

Spark Avenue  
special



*Chocolate from the finest imported chocolate beans*

**MARS BAR**

LIKE A CHOCOLATE NUT SUNDAE



Honest-to-Goodness MILK CHOCOLATE



TOASTED WHOLE ALMONDS



CREAMY NOUGAT

*This Christmas*

Start him on a New Life  
of Shaving Luxury!



with the **world's newest shaver**—most compact,  
yet most powerful—and Super-Honed for Super-Shaves!

FROM this Christmas on, make his daily life easier—*much* easier—by giving him a New Custom Schick — the most modern electric shaver made!

Not only will the New Custom Schick free him forever from the muss and scrape of blade shaving, but it will give him close, clean shaves with a new kind of luxury! For the New Custom Schick has an exclusive *Bulk-Free Design*. It packs the most amount of power into the least amount of

space. It is also the only shaver with heads just the right size to get every whisker, everywhere on a man's face! And it's the only shaver that's *Super-Honed for Super-Shaves*.

The result? The smoothest, cleanest shaves a man ever had—and the easiest!

What a handsome gift, too! Packed in a new, slim, Space-Saver Caddie Case that doubles as a traveling case and a handsome shaver holder for his bathroom shelf!



**FREE After-Christmas HOME TRIAL**

Simply ask your dealer for a New Custom Schick on a Free Home Trial. Let your man shave with it for 14 days *after* Christmas Day. Then, he must *send* to keep it—or return it to your dealer for a full refund! It's a luxury gift—and a no-risk gift!



P.S. — For the budget-minded—The Popular SCHICK "20" with Caddie Case, only \$26.50

**New Custom Schick**

with Space-Saver Caddie Case, \$28.75

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

On TV... "The Jackie Gleason Show" and "Pro-Football"

Schick Incorporated, Stamford, Conn.

and the book was his. More accurately, the book was Rosenbach's, and more accurately still it was the Yale library's, the Rosenbach Company having acted as agent for a group of people who wanted to present it to the university as a gift.

Although it is a very tidy, in fact immaculate, sum, \$151,000 is not the highest price ever paid for any written or printed book but merely the highest price an individual has ever paid. Governments and institutions have topped it on two occasions. The all-time record, as far as anyone knows, is \$511,250 paid by the government of Great Britain for a manuscript Bible called the *Codex Sinaiticus*. The second highest price on record is \$165,000 for the *Bedford Psalter and Hours* and the \$151,000 for the *Bay Psalm Book* is third. However, there are some things about this particular \$151,000 book more interesting than its price. It is one of three expertly filched a century ago by three very proper thieves.

Now one must peel a great many more layers off the onion.

**I**n September 1638, 18 years after the landing of the Pilgrims, the ship *John* arrived in the Massachusetts Bay Colony from London, carrying the first printing press ever to be set up in what is now the U.S. The press was established in Cambridge and operated by a locksmith named Stephen Daye. The first thing Daye printed was the *Freeman's Oath*, a broadside; the second was an almanac, a pamphlet. The third was the *Bay Psalm Book*, the first book and in point of survival the earliest printed matter, no copy of the *Oath* or the almanac having endured.

The Pilgrims brought with them from England various established translations of the Psalms but disliked them all. So the ministers of the colony (in that day, any man educated for the ministry could read Greek, Latin and Hebrew) took a portion each to be translated, and produced their own, Puritan versions. "Thirty pious ministers" in all worked on the translations, the chief being Richard Mather, Cotton's grandfather. The poetry was terrible; what they did to the 23rd Psalm will stand forever as a warning that Puritans should keep their bony fingers out of literature.

The Lord to me a shepherd is,  
want therefore shall not I,  
Here in the folds of tender-grass,  
doth cause mee down to lie;  
To waters calme me gently leads  
Restore my soule doth hee:  
He doth in paths of righteousness  
for his names sake leade mee. . . .

The book is printed in octavo and has 147 leaves, or 294 pages. The title page has a crude ornamental border, with the date 1640 at the bottom. The edition consisted of 1,700 copies, enough for each family in the colony to have one. Of all of these, only 11 are known to have survived. Four are perfect (though one of these is "made up" with alien leaves and another is badly soiled); three slightly flawed; and five incomplete, lacking a varying number of leaves. The book is therefore valued because of its physical rarity, not its beauty, and because as an expression of the American spirit it must be put on the same shelf with the original copies of the Declaration of Independence and the Constitution.

In 1703, when the book was still relatively common in New England, the Reverend Thomas Prince of Boston began to collect the great "New England library" which he bequeathed in 1758 to the Old South Church, of which he was pastor for 40 years. In his 55 years as book collector, Prince managed to lay his hands on no fewer than five copies of the *Bay Psalm Book*. He was very well aware of their worth. In his will he was explicit beyond question. He stipulated that his library "be kept entire." His books were to remain together in the library not for a decent interval, or a century, but unequivocally "forever." When the Reverend Thomas Prince said "forever," he meant forever.

Around 1820 a portion of the Prince library was sent to the Massachusetts Historical Society, upon which the Rev. Mr. Prince's shade must have ground its ethereal teeth. In 1866 the whole collection was reunited and deposited in the Boston Public Library, where it has remained ever since. But by that time only two of the five copies of the *Bay Psalm Book* remained; the other three had been "given" away.



ORIGINAL OWNER of books was Thomas Prince, pastor of Old South Church.

*A Message...* to the Homeowner,  
Merchant, Manufacturer and other Businessmen:

*....Now you can pay Insurance  
Premiums the new, modern way...  
in Suitable Installments!*



Housewives and haberdashers—bachelors and businessmen—all are acclaiming the new plan that makes it possible for you to pay your fire, auto, casualty and marine insurance premiums in convenient monthly installments.

This streamlined service cushions the impact of sizeable insurance premiums—helps you conserve your cash position and budget premiums in an orderly, confusion-free manner. You save worry, too, because the plan enables you to make certain your coverage is proper and adequate.

Here are the facts:

- Premiums covering fire, marine, inland marine, automobile, and casualty policies can be budgeted in advance and paid in regular equal installments.
- One or more policies may be included in a single budget contract.
- Policies of other insurance companies may be included in the same budget contract with policies of an America Fore company.
- Budget contracts may be arranged in a number of different ways—to best suit the requirements of the individual or business.

Your premiums will be financed at reasonable rates through AFCO Incorporated, 100 William Street, New York 38, N. Y. Full information is available and all arrangements can be made quickly and conveniently at your America Fore agent's office.



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- \* The Continental Insurance Company
- \* Fidelity-Phenix Fire Insurance Company
- \* Niagara Fire Insurance Company
- \* American Eagle Fire Insurance Company
- \* The Fidelity and Casualty Company of New York

EDWARD A. CROWNSHIELD, whose name is listed as "first" owner (after Prince) of the \$151,000 copy which was sold at the auction, was a wealthy adornment to Boston society. He is memorialized in the *Proceedings of the Massachusetts Historical Society* for 1879-80. To save one the trouble of having to go downstairs to consult one's copy of the work, parts of the memoir are here quoted: "He was a man of very prepossessing manners and appearance. . . . Born to a competent estate . . . he had a love of literature and a love of books which supplied him with object and purpose. . . . In his acquisitions he was guided by knowledge, sagacity and, above all, exquisite taste. He wanted the best editions of the best books, and not only that, but that they should be bound in the nicest and most appropriate manner. His library was not very extensive, but it was very choice. . . . His mind, his manners, his speech exhaled the fine perfume of scholarship and cultivation. . . ."



EDWARD CROWNSHIELD

In contrast to the elegant Mr. Crownshield, Samuel T. Armstrong was something of a bourgeois. It is true that Samuel T. Armstrong served as lieutenant governor of Massachusetts from 1835 to 1835, serving briefly in the latter year as acting governor. But he was, alas, an ordinary sort of fellow. Daniel Webster knew him, and scorned him as "one of the common people." However, Samuel T. Armstrong, in the latter years of his life, occupied a position of considerable interest to Mr. Crownshield. Mr. Armstrong was a deacon of the Old South Church.

On the flyleaf of one of the two copies of the *Bay Psalm Book* which still remain in the Prince Library (i.e., in the Boston Public Library) there is the dim, cryptic note in pencil which Mr. Zoltán Haraszti recently discovered. It says: "This book was bound at the cost of Mr. Ed Crownshield and given in exchange for No. 259 in the catalog. Jan. 1850. STA." The reference is to the first catalog of the Prince Library printed in 1846; Entry No. 259 consists of a single line: "The Whole Book of Psalms, translated into English metre. 1640. (Perfect copy)." The "STA" of course stands for Samuel T. Armstrong.

"AMBIGUOUS, isn't it?" says Mr. Haraszti. "If the grammar is right, the note means that Crownshield gave a copy—the one with the penciled note—in exchange for the perfect copy, No. 259, which he obtained. It also means that he had that copy—again, the one with the note—freshly bound. But this was not the case. Crownshield gave only the binding and not the book. The title page still has the shelf number it once had in the parsonage of the Old South Church."

The binding provided by Crownshield is cardboard covered with imitation black leather. Today it would cost about three dollars; in 1850 it could scarcely have been worth more than a dollar. "It would have been better," continues Mr. Haraszti, "if Mr. Crownshield had spared himself this expense. The margins of the book would not then have been cut by the binder."

Mr. Haraszti guesses that what happened, 104 years ago in the church parsonage, was this: Mr. Ed Crownshield (exhaling the fine perfume of scholarship and cultivation) called on Samuel T. Armstrong and suggested a deal. The bindings on those five old books must have been getting pretty shabby, after 210 years, and Mr. Ed Crownshield would be kind enough to have a new binding put on one of them, if Mr. Armstrong would be kind enough to let Mr. Crownshield have one of the extras.

What motivated Mr. Crownshield is obvious—even in 1850 a *Bay Psalm Book* was a rare and valuable object, and everyone who knew anything about books was aware of it. What motivated Mr. Armstrong to make the deal can only be guessed at; perhaps Daniel Webster's calling him "one of the common people" stuck in Mr. Armstrong's raw. He may have wanted to do a big, secret favor for one of the uncommon people, thus hoisting himself onto the uncommon man's level. In any case he did it, and left a guilty sort of note to record it.

After Crownshield's death his copy of the book was bought by a famous London book dealer named Henry Stevens, who sold it to George Brinley of Hartford, Conn. for \$750. When Brinley died in 1879 the book was bought by Cornelius Vanderbilt for



Model 77 \$89.95  
Slightly higher in  
For West. Available  
at leading stores in  
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**ONLY LEWYT ROLLS READY-TO-USE** from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



**ONLY LEWYT ROLLS OVER SCATTER RUGS,** door sills, from bare floors to deep carpet! Not only swivels but rolls room-to-room — no lugging or tugging!



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- NEW!** Instant dust disposal. Flip open hinged top, toss out "Speed Sack". No clamps to undo! No dust bag to empty!
- NEW!** Extra rug cleaning power! New Dual-Turbo Motor plus No. 80 Carpet Nozzle clean rugs 4 ways at every stroke!
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**Telechoice** . . . new shelf or wall clock. In red, white or yellow for kitchen, bathroom. Also brown with brass color trim.

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You'll find world-famous, dependable TELECHRON electric timing in the finest clocks, clock-radios, ranges, defrosters and heat controls



**Decor** ... new with luminous features. Beautifully streamlined in design, it's a decorator's delight. Alarm.

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**Tele-Jour** ... new calendar alarm that shows day and date automatically. A real conversation piece ... an unusual gift. Alarm.

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**Swirl** ... gay wall clock for kitchen or bath. Cut-out numerals. Red, blue, yellow or gray. Amazingly low priced.

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**Gracewood** ... new with luminous features. In mahogany, as shown, provincial maple or blond finishes. Alarm.

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lets you cook these 7 exciting ways without an extra pot, pan or skillet!



Also available without Fast-Done.

## Easiest-to-clean ovens ever known!

Save time and work with Quick-Clean Ovens. All parts slide out, even heating units. 1-piece interiors wipe clean quickly. Lifetime Porcelain Finish. Inside and out, won't stain; resists scratches. Accurate auto-

matic baking and roasting is simple with new Imperial Cook-Master Oven Control. Two big, convenient ovens and waist-high broilers. See scores of other built-in features at your Frigidaire Dealer's soon!

- 
1. Deep-fat fry in fast-heating, built-in fryer. Automatic heat control.
  2. Broil on special pans, smokeless-type grids. Two broilers waist height.
  3. Thrift-bake on Multi-Duty Thermizer rack. Automatic heat control.
  4. Pop corn in Multi-Duty Thermizer—stirring rod snaps onto lid.
  5. Simmer, braise and stew in thrifty six-quart Multi-Duty Thermizer.
  6. Roast chicken or turkey in V-shaped racks on deep broiler pans.
  7. Griddle and fry on Kant-Slide Griddle. Fits snugly on surface unit.

## PLUS fast, accurate, easy top-of-range cooking!

Radiantube units have five best heats for all surface cooking. Units lift up for easy cleaning. Thermizer deep-well heating unit adjusts to make fourth fast-cooking surface unit.

Choose this exciting range Arthur Godfrey recommends, in Sherwood Green, Stratford Yellow or snowy white—to match the new Cyclamatic Frigidaire Food Freezer-Refrigerators. Look for your Frigidaire Dealer in phone book under "Electrical Appliances". Ask him for exact terms.

Model RT-700  
Illustrated. About **\$4<sup>39</sup>** a week . . .  
after minimum  
down payment



## Frigidaire Electric Ranges

Built and backed by General Motors

**VERY PROPER SWINDLE** CONTINUED

\$1,200, and it remained in the Vanderbilt-Whitney family until the auction in 1947.

Very soon after Mr. Ed Crowninshield wangled his copy from Armstrong, Mr. George Livermore of Boston got another. No written record of this transaction remains, but the pattern is clear. Mr. Livermore and Mr. Crowninshield were not merely friends but very close friends indeed. Crowninshield must have told Livermore of his accomplishment, because Livermore promptly got a second copy of the *Bay Psalm Book* from the church library, being probably responsible for the new, cheap binding on one of the leftovers.

Mr. Livermore was even more prominent in Boston than Mr. Crowninshield. In the *Proceedings of the Massachusetts Historical Society* his memoir runs to 54 pages; to his memory men such as Oliver Wendell Holmes and Edward Everett Hale paid affectionate tributes. Robert C. Winthrop, president of the society, said: "Ardent, intelligent, laborious, liberal, philanthropic, he was untiring in his exertions. . . . His beautiful library—with its remarkable collection of rare editions of the Sacred Scriptures, including not a few Bibles which had the special charm of having belonged to illustrious persons of other ages and other lands. . . . Nor can anyone forget that exquisite bibliographical taste of his. . . ."

During his life Livermore traded away several of the leaves of his copy of the *Bay Psalm Book* (which was incomplete when he got it), thus greatly reducing its value. In 1894 it was sold by his estate to Alfred T. White of Brooklyn, N.Y. for \$425, and is now in the private collection of White's son-in-law, Adrian Van Sinderen, also of Brooklyn.

The disappearance of the third copy of the *Bay Psalm Book* from the library in which it was to remain forever was arranged in a manner even more startling than the carrying off of the first two.

The Hon. Nathaniel B. Shurtleff, M.D., was a learned man and a formidable book collector. He has made all students of American history his debtors by printing in 11 volumes the records of the Bay and Plymouth colonies.

At the time Dr. Shurtleff obtained his copy, a gentleman named Loring Lothrop was one of



NATHANIEL SHURTLEFF

the original editions of Winthrop's *New England*, and Belknap's *New England Biography* . . . which I would gladly give in exchange (for) one of the duplicates. . . .

Nath. B. Shurtleff  
Deacon Lothrop—one can imagine him all twitter with excitement—promptly let Nath. B. Shurtleff have the best copy of the *Bay Psalm Book*. It was an author's copy, having been owned and autographed by Translator Richard Mather himself. The two books given in exchange by Shurtleff are now in the Prince Library, each bearing the inscription "Given to the Prince Library of the 'Old South Society' of Boston, Mass., by Nathaniel B. Shurtleff, M.D., in exchange for the 'Bay State Psalms.' Boston, Jan. 11, 1860."



GEORGE LIVERMORE

	
New York to Philadelphia 40¢	Cleveland to Pittsburgh 45¢
	
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These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the federal excise tax.

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CONTINUED ON NEXT PAGE

# NEW! E-Z POP

## the popcorn that pops in its own MAGIC POPPER!



### POPPER!

E-Z POP contains popcorn, oil and salt in its own aluminum popping pan. You just fold back the top to form the handle. Then place the pan over a gas or electric burner. *It's Easy!*



### POPPING!

At the first pop, start shaking the E-Z POP pan back and forth. See its aluminum foil-top puff up like a silver balloon as the corn pops. Kids love to do it. *It's Magic!*



### POPPED!

When the popping has just about stopped, remove E-Z POP from the burner and tear open the foil. There you have almost a full gallon of delicious, hot, popper-fresh popcorn. *It's all fun and no fuss!*

Pop and Serve E-Z POP in Its Own Pan!  
Nothing to Add and Nothing To Clean Up!  
Look for E-Z POP Everywhere . . .  
in This Red, White and Blue Box.



MIDWEST: Mfd. by Top Pop Products Co., Detroit, Mich.  
EAST COAST: Mfd. by Taylor-Red Corp., Glenbrook, Conn.  
WEST COAST: Mfd. by Frontier Foods Corp., Los Angeles 58

### VERY PROPER SWINDLE CONTINUED

Dr. Shurtleff's letter skillfully avoided any reference to the relative worth of the books. He spoke of the "original editions" of the books he wished to trade, and twice referred to the "duplicate" copies of the *Bay Palm Book*. One may readily believe that he had "a strong veneration" for the latter. At the time he made his fortunate exchange, Winthrop's *New England* was worth about \$5 on the market, and Belknap's *Biography*, \$3. Today, of course, the price is higher. One might have to pay \$15 for the two.

In 1867 Dr. Shurtleff was elected mayor of Boston. He served three terms in succession and died in 1874.

A year after Dr. Shurtleff's death and about 25 years after Crowninshield and Livermore extracted their copies, the Old South Church finally got sore. Two deacons sued Shurtleff's estate, demanding that his copy of the *Bay Palm Book* be put back.

A short time ago Mr. Haraszi, in the fond hope that something might be discovered that might somehow right the ancient wrong, consulted the legal archives. "After a considerable search," he says, "the clerk located the old file and handed it to me. It contained about a dozen documents, summonses, briefs, affidavits—and that amazing letter of Shurtleff's to Lothrop. I don't believe anyone else has looked at the file since it was put away 79 years ago. Of course I should have known how the case turned out even before I looked at it. The deacons were too late—the statute of limitations had run."

After the failure of the suit, Shurtleff's copy was sold by his estate, has since passed through various hands, and is now in the John Carter Brown Library at Providence, R.I. As the finest of all existing copies, this one could be worth as much as \$250,000.

The two deacons who finally summoned the guts to bring legal action on behalf of the Old South Church were named Avery Plumer and Frederick D. Allen. Plumer was a flour merchant and Allen the owner of a dry-goods store. Neither of them ever got elected mayor of anywhere; they did not belong to the élite of Boston society; they were not members of the learned societies; they were not even Harvard graduates. Neither, of course, is mentioned in the *Proceedings*.

Time, as it usually does, has largely mended the effects of the "exchanges" of a century ago. Mr. Zoltán Haraszi will never forget Crowninshield's "love of books," or Livermore's "exquisite bibliographical taste" or Shurtleff's "strong veneration for the old volume," since the result has been that Mr. Haraszi has three fewer rare books in his vaults. However, more people may see the Rev. Mr. Prince's *Bay Palm Books* now than if all of them were still cheek to cheek on one shelf in Boston. This may have been the line that Messrs. Crowninshield, Livermore and Shurtleff took if they attempted posthumously to placate the Rev. Mr. Prince. It would have been exceedingly interesting to hear what the Rev. Mr. Prince had to say in reply.



WHAT THE LIBRARY GOT in return for one copy of *Bay Palm Book* was book collection then worth about \$8.



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*Buy a used car you can believe in!*

It's a great feeling to shop for a used car and know you don't have to wonder about what you're buying.

That's exactly how it is when you pick out an OK Used Car at your Chevrolet dealer's. First of all, you'll find the red OK Tag on only his best used cars. It means they've been thoroughly inspected and reconditioned. It means they're backed by a dealer warranty in writing. As a result, that red OK Tag tells you that

it means you're buying a used car you can believe in.

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## Only Glenmore distills and bottles the whiskey in the beautiful *Flame* decanter

On every bottle of Glenmore—including the brilliantly beautiful new FLAME decanter—you'll find the words "Distilled and Bottled by"—a phrase the government allows us to use because we, ourselves, make *every drop!* This assures you of uniform *top quality* in every bottle. Get the new FLAME decanter this year and be *sure* that you've bought Kentucky's finest straight bourbon as well as the smartest of gifts!

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FIVE EARTHENWARE PIECES BEAR ELECTRONIC PATTERNS ACCORDING TO THE WAY IN WHICH EACH WAS TAPPED

## POTS THAT SING

Englishman gets designs for bowls from sounds they make

David Rawnsley, a Londoner who has been an architect, engineer and moving picture producer, turned a couple of years ago to making pottery. Working with a very hard, baked clay, he found that when he tapped his bowls they gave off a ringing sound almost like that of crystal. Looking for some way to link this up with patterns for his pottery, he made oscillograms of each bowl's sound (*next page*). Then he photographed the wiggly lines and worked them into designs for the bowls.

Different taps, Rawnsley discovered, produced different patterns (*above*). A soft knock with a piece of clay made a complicated swirl. A brisk rap with a wooden mallet produced a simpler arrangement. Londoners, having seen the first of his singing pots at an art show, are keeping Rawnsley and his staff at their potter's wheels full time to meet the demand for more.



AT POTTER'S WHEEL, RAWNSLEY MOLDS THE LIP OF A BOWL

CONTINUED ON NEXT PAGE



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on a portable  
Holiday fonograf

Parties are always more fun with the automatic, 3-speed Webcor Holiday Fono on hand. You'll be thrilled with its true-fidelity reproduction. The large permanent magnet speaker and powerful amplifier bring the orchestra right into the room with you!

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all music sounds better on a

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WORLD'S FIRST AND FASTEST PORTABLE!



Smith-Corona  
**SILENT-SUPER**, complete  
with the exclusive, new  
"Holiday Case" — \$118.50\*  
With standard case — \$113.50\*  
Other models, shown below,  
with standard cases only.

Pay as little  
as \$1.25 a week

The gift that never stops giving — a Smith-Corona portable typewriter — particularly the *Silent-Super*, illustrated here. Every feature for big machine performance, plus the fastest *Keyset Tabulator* on any portable.

And now, in the exciting, new, slim-line "Holiday Case" it's a smarter-than-ever gift, to get or to give. See it demonstrated — at Smith-Corona dealers everywhere. Look in your Classified Telephone Directory.

INSIDE SECRET! The ingenious metal frame, shown here, in position, locks your portable in place for carrying. Your *Silent-Super* slips in and out instantly and easily.



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Smith-Corona **SILENT**. Every feature for big machine performance, including our own amazing Page Gage. \$106.50\*



Smith-Corona **STERLING**. Hand-set tabulator, among other features. Top performance at a medium price. \$99.00\*



Smith-Corona **CLIPPER**. A handsome, rugged, feature-packed portable typewriter at a low, low price. \$92.50\*



Smith-Corona **Skywriter**. Lightweight, with full-size keyboard...extra convenient for use everywhere. \$69.50\*

\*Prices for all states permitting Fair Trade laws. Subject to change. Slightly higher on terms. Excise tax and any applicable sales taxes to be added.

Wrap up the  
one really new thing  
in writing!



*Enlarged view of Parker's  
Electro-Polished Point*



## The all-new **PARKER '51'** Pen with the **ELECTRO-POLISHED POINT!**

You tie a bright Christmas ribbon around the most important single development in writing when you give a new Parker "51" Pen. For its gleaming new Electro-Polished point (pictured above) reflects more hours of *actual writing pleasure* than anything that's happened to fountain pens in a dozen Christmases—and maybe more.

Look closely at this new point. You don't see a nick, a flaw or rough edge on it (as you would if this were even a superb hand-ground point). A new electro-chemical process, *exclusive with Parker*, has removed them all—leaving the point

so mirror-smooth that it's a sheer, silken delight to touch it to paper. It makes you *want* to write!

You give so much else that's new in a Parker, too. A pen designed with only one moving part (nothing to repair). A pen with a Pli-glass ink sac (instead of rubber) and with filling made so *easy* that you draw in thousands of words just by squeezing *two fingers!*

See your dealer's beautiful gift selections now. Electro-Polished Parkers start at just \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

# TV Rides the Rainbow

## PARADE OF COLOR SHOWS BEGINS TO DAZZLE U.S.

The autumn of 1954 will go down in entertainment history as the time when television harnessed the rainbow and really started its first rush of multihued productions. So far only seven or eight hours of color shows are on weekly view over the networks and only some 10,000 color TV sets are in use. But 150 stations are equipped to splash color across the U.S. and the number is jumping every month.

Though the use of color TV is still limited, it is causing unlimited excitement in TV studios. CBS rushed the season in August with a single color telecast of Ed Sullivan's *Toast of the Town*, and NBC last month launched its handsome series of 33 "spectaculars" with a new musical comedy. Getting such big shows ready requires twice as much technical planning for color as for black and white. Since all color shows are also telecast in black and white, tints and tones must be carefully tested to be effective in either medium. Lighting must be three to five times its usual intensity; the CBS studio carries enough current to light the town of Danbury, Conn. Actresses become doubly fussy about costumes and make-up. Stage designers, knocking themselves out to create eye-filling sets, turn their studios into jungles of color, hung with cables and ablaze with light.

For the millions of TV viewers who have not yet had a chance to see TV color, LIFE reports on some of the season's new shows and the backstage hubbub which swirled around them.

**FANCY TRAPPINGS**  
for *Toast of the Town* include carousel (right), a knight on horseback and girls in mink. Standing by merry-go-round are Janice Faige and John Raitt; camera focuses down on Eartha Kitt, Ed Sullivan.





**EARTHA KITT**, in a spangled magenta outfit, was even more of an eye-stopper than usual as she clung to a carousel and sang *Monotonous* on *Toots of the Town*.

**FRENCH DOG ACT** in circus colors has a spitz-dressed like a man standing in foreground, while trainer, Miss Malta, encourages dachshund to toot a tiny horn.



**MERRY-GO-ROUND WHIRLING BEHIND DANCERS** MAKES A PATTERN



OF BLURRING COLORS AND GIVES EFFECT OF FRENCH IMPRESSIONIST PAINTING. CAROUSEL WAS TRANSPLANTED FROM AMUSEMENT PARK TO "TOAST" SET



REHEARSAL CONFAB takes place on the set of NBC's *Satins and Spurs* between Betty Hutton and

Producer Max Liebman (foreground). Show's scenery had subdued color to set off bright costumes.



NIGHTCLUB HUBBUB from *Satins and Spurs* took on an authentic air because the color cameras

brought out swanky finery. At this moment Betty is slopping the customers with a rowdy ragtime song.



AFTER THE FIRST SCENE OF "SATINS AND SPURS"





DANCERS RUSH FROM BROADWAY SET. STAGEHANDS ALTER CABLES AND PROPS WHILE TV CAMERAS FOCUS ON SECOND SCENE IN ANOTHER PART OF STUDIO



**SPY SHOW** (left) on CBS *Danger* series was given once in color to prove color can increase mood of suspense. In this scene agent eavesdrops on skulduggery in Egyptian cafe.



**SPY QUEEN** of *Danger* (Sylvia Daneel) has her red-headed allure heightened by color TV. Color cameras accurately catch flesh tones and often make pretty girls look prettier.



**DRAWING ROOM ELEGANCE** dominates setting for *The Royal Family*, which is part of monthly CBS series of Broadway hits, all in color. Here Fredric March as Tony Cavendish bursts in to greet his

mother (Helen Hayes) and his niece (Nancy Olson). He has brought Indian giant and caged monkey with him. Standing at right is Tony's sister (Claudette Colbert) and, at far right, her suitor (Kent Smith).

# An important message to everyone who takes aspirin

for the relief of headaches, discomfort of colds, muscular aches and pains.



# BUFFERIN<sup>®</sup> acts twice as fast as aspirin!

*Won't upset your stomach*

Check these facts with your physician:

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

2. Bufferin combines aspirin with two antacid ingredients, opens the stomach valve, gets the pain reliever into the blood stream twice as fast as aspirin.

3. So Bufferin acts twice as fast as aspirin to relieve pain. Take two Bufferin tablets the next time pain strikes and get fast relief!

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

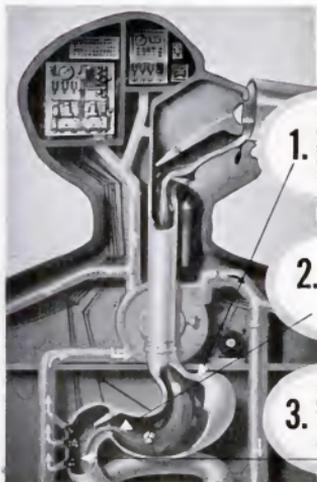
8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed. Bufferin has met the same rigid tests a doctor demands of medicines used in his own practice.

These tests prove the antacid ingredients in Bufferin speed the pain-relieving ingredient into the blood stream twice as fast as aspirin. They also protect you from the upset stomach aspirin often causes.

Note: BUFFERIN was first made available to the medical and dental professions in October, 1948. Since then, EACH YEAR, MORE AND MORE PEOPLE, by the hundreds of thousands, have switched from aspirin to BUFFERIN for faster relief of pain without stomach upset.

Most people take two Bufferin tablets as the usual dose.

P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.



## CATCHING COLD? TAKE BUFFERIN!

Acts twice as fast as aspirin to relieve cold miseries.



A PRODUCT OF BRISTOL-MYERS



WITH LONG EARS COCKED, CISCO THE BURRO STANDS PATIENTLY STILL AS BOBBY AND PHIL HOGAN TRY TO BRUSH THEIR NEW PET'S DARK, COARSE HAIR

## A BOOM IN BABY BURROS

Phil and Bobby Hogan's friend Cisco is one of thousands imported from Mexico as children's pets

Cisco arrived in Scarsdale, N.Y. one morning in an express car on the 8:45 train and ever since has been leading a curious life for a burro normally brought up as a beast of burden in the Mexican mountains. As the new pet of Phil and Bobby Hogan, aged 5 and 3, Cisco lives in a steam-heated garage and is hand-fed every morning. Every afternoon he is carefully brushed, then saddled and taken out for his day's work—giving rides to Phil, Bobby, their two older sisters, and their friends. Through all this Cisco serves with a

docility which has led to a boom in burros as pets for U.S. children.

The boom began last spring when the Spencer Gifts company of Atlantic City, N.J. advertised Mexican burros at \$85 each. Texas and has been selling them at the rate of 40 a day. A good size for children (40 inches high), burros are hardy, live on hay and water and, except for stubbornness, are very placid. Cisco has settled down nicely in Scarsdale but has grown so used to having people around that now, if left alone for too long, he brays for company.

Observed in the  
best circles...

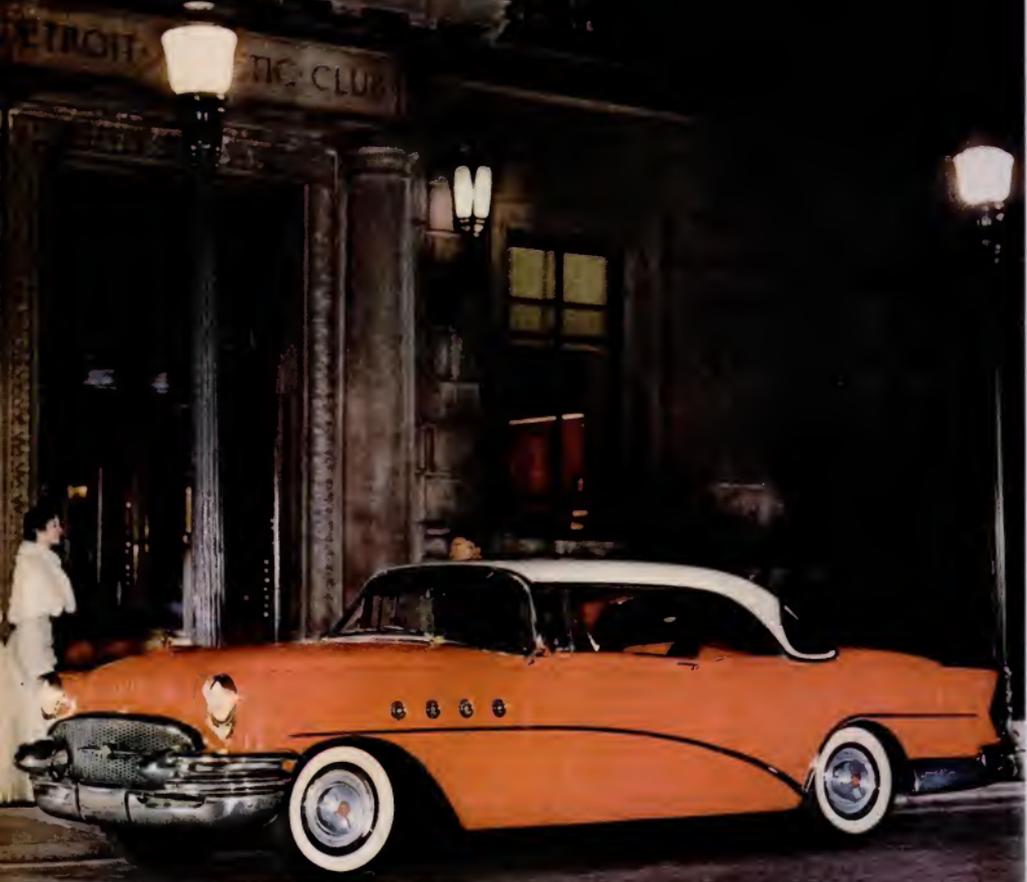


**OLD  
HICKORY**  
STRAIGHT BOURBON WHISKY

86 PROOF—ALSO AVAILABLE IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLING CORPORATION • PHILADELPHIA, PA.

NIGHT LIGHTS BY THE D.A.C. · WHITE MINK CAPE BY REVILLON FRERES · 1955 ROADMASTER RIVIERA BY BUICK

# Body by Fisher





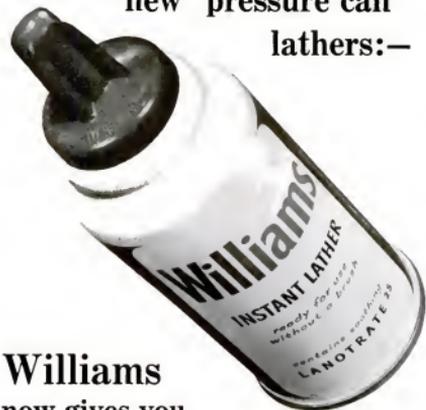
**MULISH STUBBORNNESS** is exhibited by Cisco as Hogan children try to get him in his stall, which has displaced one of the cars in the family garage.



**A FRIENDLY VISIT** is paid to Cisco's stall by Bobby. Cisco gets a cup of oats a day, cannot be given more because he would feel them, grow too frisky.

CONTINUED ON NEXT PAGE

To the 6 million men  
already using today's  
new "pressure can"  
lathers:—



**Williams**  
now gives you  
an instant lather with Nature's own  
**"SKIN SMOOTHER" BUILT IN!**

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on food-handlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

**Williams' discovery—Lanotrate<sup>25</sup>**  
—revolutionizes shaving

LANOTRATE<sup>25</sup> is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

**All three with LANOTRATE<sup>25</sup>**

LANOTRATE<sup>25</sup> is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Laxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



**A full 3 months' supply!** Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE<sup>25</sup> Instant Lather

younger looking. With regular use, LANOTRATE<sup>25</sup> helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



if you like fine things  
(AND HAVE A KEEN SENSE OF VALUE)

# PM IS for YOU



Experience has undoubtedly taught you that high price is seldom the measure of true value. And therein lies the secret of PM's great popularity. For smooth, celebrated PM is truly fine whiskey whose presence spells pleasure — and whose purchase spells savings!



National Distillers Products Corporation, New York

## Boom in Burros CONTINUED



**UP IN THE SADDLE** goes Phil, as Carol tries to prevent Cisco eating. Used to dried-out grass, Cisco could get sick from too much nibbling on green lawn.



**AFTERNOON RIDE** finds Bobby ready but Cisco intent on grazing. Cisco has learned to obey a bridle, and children hope to ride him to school one day.

# New Philip Morris "Snap-Open" Pack

*opens in a jiffy... closes tight to keep flavor in!*



You get all the rich flavor and fine aroma of  
more *rare vintage tobacco*—King Size or Regular!

See for yourself what vintage tobacco means to *you* in taste, smoothness and enjoyment. Try PHILIP MORRIS, the cigarette that contains more rare vintage tobacco than other leading brands. And remember, you just...

ZIP   
the tape...

SNAP   
it's open...

PRESTO   
it closes!

What a convenient pack for America's *finest* cigarette!

**CALL FOR PHILIP MORRIS KING SIZE or REGULAR**

# Easy Dinner Dishes Deluxe

What makes them Deluxe?  
The new-day corn meal  
and grits with that

# Fresh Corn

## Ham 'n Cheese Grits Ring

A 1-dish dinner... Quick, easy, good,  
and pretty, too... (6 servings)

### Grits Ring:

- |   |                                      |
|---|--------------------------------------|
| 6 cups boiling water                                | 1/4 cup flour                        |
| 1 1/2 teaspoons salt                                | 2 cups milk                          |
| 1 1/2 cups Quaker or Aunt<br>Jemima Enriched Grits* | 1 1/2 cups grated American<br>cheese |

### Ham Cheese Filling:

- |                                |  |
|--------------------------------|--|
| 1/4 cup butter or<br>margarine | 1/2 cup canned mush-<br>rooms, drained |
|--------------------------------|--|

For Grits Ring, slowly stir grits into boiling salted water. Cook 25 to 30 minutes over direct heat, stirring frequently. Pour into greased 1 1/2 quart ring mold and let stand about 25 minutes. Unmold onto plate and fill center with Ham Cheese Filling.

For Ham Cheese Filling, melt butter over low heat. Blend in flour. Stir in milk slowly and cook till thick and smooth, stirring constantly. Add cheese and ham; stir until cheese is melted. Stir in mushrooms.

\*With Quick Quaker Grits, use 2 cups grits and cook 2 1/2 to 5 minutes.



## Hamburger Corn Bread Skillet Dinner

Oven-ready in minutes... And no pot-watching...  
(6 servings)

### Corn Bread:

- |   |                              |
|---|------------------------------|
| 1 cup Quaker or Aunt<br>Jemima Corn Meal<br>(yellow or white) | 4 teaspoons baking<br>powder |
| 1 cup sifted flour  | 1 egg                        |
| 1/2 teaspoon salt   | 1/4 cup milk                 |
|   | 1/4 cup shortening, soft     |

Sift dry ingredients into bowl. Add egg, milk and shortening. Beat with rotary beater until smooth, about 1 minute. Do not overbeat. Pour into greased 10-inch skillet. Top with ground beef patties. Bake in hot oven (425° F) about 25 minutes. Serve with quick 'n easy mushroom sauce made by heating together 1 can cream of mushroom soup and 1/2 cup milk.

Busy Day Dinner  
Put it in the oven  
and forget it.

Too busy to peel potatoes?  
Learn how good, how easy-fixin'  
Hom 'n Grits are.



Have you heard about it? Corn Meal with Fresh Corn Flavor! Yes, this wonderful flavor is now yours in every package of Quaker (or Aunt Jemima) Corn Meal, both white and yellow.

Homemakers north and south find this new-day corn meal gives them easier mixing, faster cooking. And such a smooth, moist, non-crumblly texture!

Sparkle up your menus with Fresh Corn Flavor. The Skillet Dinner here says "welcome home" to your men folks. The pretty but extremely easy Grits dish is a nice change from potatoes.

And please, but please don't miss the new and best of turkey stuffings. Get Quaker (or Aunt Jemima) Corn Meal soon.

Excellent results on all recipes only if Quaker or Aunt Jemima Corn Meal or Grits, Quick or Regular, is used.

Try This Better Stuffing!

### Quaker Corn Bread Stuffing and put it in an

### Armour Star Broad-Breasted Turkey Corn Bread Stuffing

(For 12-pound Turkey)

One recipe Corn Bread crumblly  
6 cups soft bread crumbs  
1/2 cup butter or margarine

1 cup chopped celery  
1/2 cup chopped onion  
1/2 cup chopped green pepper  
2 teaspoons salt

1/2 teaspoon pepper  
1 1/2 teaspoons poultry seasoning  
2 eggs, beaten  
1 to 1 1/2 cups water

Cut butter into tiny pieces; mix with corn bread and bread crumbs. Lightly brown celery, onion and green pepper in a small amount of fat. Add with seasonings to corn bread mixture, mixing thoroughly. Add beaten eggs. Gradually sprinkle water over surface, stirring lightly until dressing is of desired moistness. Stuff lightly into neck region and body cavity of bird.

1 cup Quaker or Aunt Jemima Corn Meal (yellow or white)

### \*Corn Bread

1 cup sifted flour  
1/2 teaspoon salt  
6 teaspoons baking powder

1 egg  
1 cup milk  
1/4 cup shortening, soft

Sift together dry ingredients into bowl. Add egg, milk and shortening. Beat with rotary beater until smooth, about 1 minute. Do not overbeat. Bake in greased 8 inch square pan in a hot oven (425 F.) 20 to 25 minutes.

Be sure it's on Armour Star Brand Breast-Turkey. More white meat—less bone waste. Write "Turkey Recipe," Box 5224, Chicago 77, Ill., for new free booklet: "Bring on the Bird!"



# Quaker and Aunt Jemima

## CORN MEAL & GRITS

{ QUICK } WITH THE  
{ REGULAR } FRESH CORN FLAVOR



Both Quaker and Aunt Jemima bring you the choice corn, new milling methods, new packaging—for the Corn Meal (and Grits—Quick or Regular) with the fresh corn flavor, in bag or box, with either of these famous faces.

Bright new idea that's sweeping the country!

MARTINI & ROSSI

Vermouth  
"on the rocks"

Some like it sweet...



Some like it dry...



Some like it  
Half and Half...



Find out why!

SO MODERN... this bright new idea that's sweeping the country! It's delightfully light... and downright delicious. Try Martini & Rossi Vermouth "on-the-rocks" yourself—and taste why so many smart people are serving it today! Yes! find out why it's great when you drink it straight!

And don't forget:

Insist on genuine imported  
Martini & Rossi Vermouths...  
Sweet for Matchless Manhattans  
Extra dry for Marvelous Martinis.



RENFIELD IMPORTERS LTD., N. Y., N. Y.

Wherever you go, you'll find  
**MARTINI & ROSSI**  
imported vermouth



TALK, TALK, TALK WITH NO ONE AROUND TO CONTRADICT HAS BROUGHT THIS EXPRESSION OF EXQUISITE AGONY TO FACE OF ENDURANCE CHAMPION SHEEHAN

## GUSTY GAEL WINS WINDBAG TITLE

In amazing exhibition of Irish garrulity he sets nonstop record with a speech lasting 127 hours

In the English town of Oldham, a loquacious Irishman named Kevin Sheehan from Limerick, which is a good 55 miles from the tower of volubility at Blarney, having decided to show that he could talk longer without stop than any man had ever before, surrounded himself in a public hall with throat lozenges and medicated cigarets and a paying audience and started chattering on this and that, uttering criticism of Bernard Shaw, a dramatist he considers poorly, preferring James Joyce, who was seldom

a dramatist, and Sean O'Casey, who is often one, but all of them Irishmen, and moved from there in a rich and effusive brogue to the philosophies of Aristotle, Plato and Socrates, pausing to give his opinions on hypnotism, capitalism, Communism and the lost civilizations, all the time without a note to guide himself by, just blathering, blattering and blethering along without stop, nattering, patterning, prating and prattling until in the 127th hour, claiming a record and suffering a sore throat, he stopped.

**100%  
GUARANTEED**  
for the LIFE  
of your car\*

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THE BEST,  
NOW BETTER THAN EVER

with  
AC - DC FACTOR  
added



100% Guaranteed for as long as you keep your car for which you purchased your Span-O-Life battery.\*

Corrosion of the grids can be blamed for a great majority of all battery deteriorations.

Now, SPAN-O-LIFE, the only battery built with the

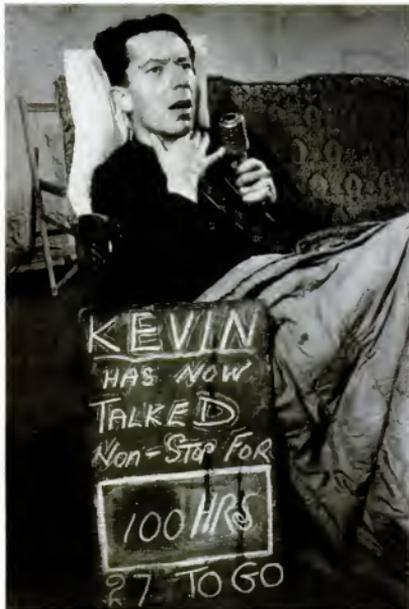
**ANTI-CORROSION — DOUBLY-CONCENTRATED** factor added by a secret process, defies corrosion and makes possible SPAN-O-LIFE'S unique unqualified guarantee, not prorated, but 100% guaranteed for the life of your car.

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SPAN-O-LIFE — America's quality battery—designed to outlast the ownership of your car, yet priced just a few dollars more than an ordinary battery.

**Span-O-Life**  
CORPORATION

NEW BRAUNFELS, TEXAS



AT 100-HOUR MARK, a slightly hoarse Sheehan was far past the 22-hour record set by Wayne Morse of Oregon in the U.S. Senate and was going strong.



NEAR THE END, with his trainer and a nurse working over him, Sheehan labbed gamely on, murmuring "the villains of sleep are hammering at me."

*you never  
know when  
ACID INDIGESTION  
will strike*

In the movies—at a game—driving a car—or when you're trying to sleep... acid indigestion may strike. But no need to suffer with wonderful little Tums handy. Eat them like candy. Acid indigestion, heartburn go fast.



STILL ONLY 10¢ A ROLL

AND YOU COULDN'T BUY SAFER,  
QUICKER RELIEF FOR A TEN DOLLAR BILL

give him the  
**EXECUTIVE  
POWER TOOL KIT**  
a new Gift Idea!

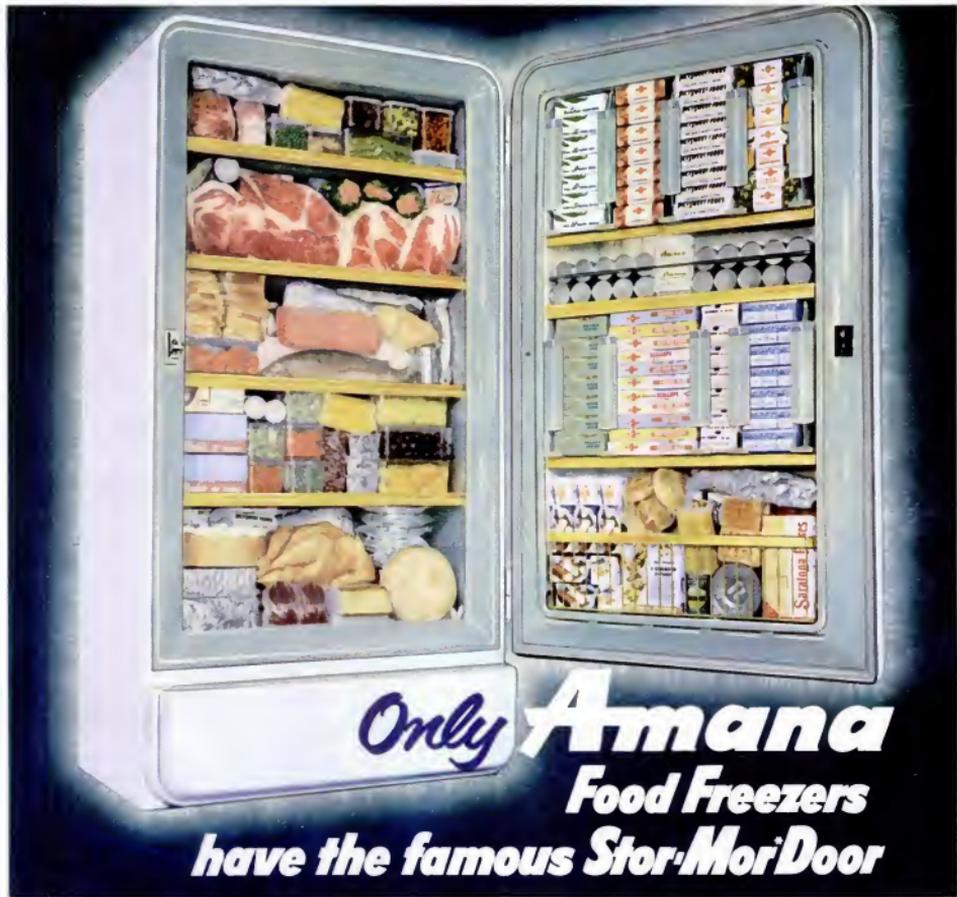


He'll have a real fistful of power to do 1001 jobs around the house, shop, garage, or farm.

Custom-tailored, handsome water-proof holster gives new protection... new portability... new convenience for drilling, sanding, buffing.

**EXECUTIVE KIT INCLUDES:**  
200J 1/2" SpeedDrill with Geared Key-Operated Chuck and Hi-polished Castings, Tough Exvlin Holes, 7 Chrome Vanadium Steel Bits, 4" Rubber Backer, 4 1/2" Bonnet, 10 Sanding Discs, Miscellaneous Hardware. At better dealers everywhere... only \$29.50 complete.

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**Food Freezers**  
 have the famous **Stor-Mor Door**

**It holds 4 times more . . . serves you automatically!**

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**EXCLUSIVE AMANA DISPENSER:**  
 Eight separate food dispenser compartments in the Stor-Mor Door serve packages in the correct order automatically. See how the first package stored is the first package served.

**116 PACKAGES IN THE DOOR ALONE!** Holds a full month's supply of food—116 packages including 20 cans of frozen juice concentrate in special rack. More easy-to-see, easy-to-reach storage—no groping, you can easily see every package! No inventory records to keep.



**6 FREEZING SURFACES**



**3-year double warranty at no extra cost**

- Food protected against spoilage if due to mechanical failure.
- Freezer warranty on complete refrigeration system.

**GUARANTEED TO OUTPERFORM ALL OTHERS**



\*PATENT APPLIED FOR

- See the exclusive latch for easy opening and closing—plus tumbler lock to safeguard storage.
- Send today for **FREE** booklet—over 20 famous Ann McGregar recipes, tips on how to save money on your food bill and money-saving "when-to-buy" calendar.

**Watch the Amana sponsored NCAA College Football Games on the ABC-TV network**

**Amana**  
**FOOD FREEZERS and AIR CONDITIONERS**



# Everything is more delicious

WITH THE SENSATIONAL NEW

## Sunbeam Automatic FRYPAN

because it has

### Controlled Heat



*Give Sunbeam  
and you give  
the finest*

Your bacon is like  
this every time  
in the Sunbeam  
set at 340°



Here is what happens with  
uncontrolled heat!

When the pan gets too hot, the bacon  
curls up, chars and shrivels. Only 2  
strips of bacon will lie flat in an  
ordinary round 10-inch skillet — the  
other 4 strips curl up the sides.

YOU GET THE PERFECT

### Controlled Heat

FOR MORE  
DELICIOUS FOOD  
BY SIMPLY  
SETTING THE DIAL  
RIGHT IN  
THE HANDLE



Plugs into any outlet—  
use any place you wish



### Marvelous New WATER-SEALED ELEMENT

You can immerse the entire  
pan in water up to the control  
panel for quick, easy washing.

Now, with the new Sunbeam Automatic Frypan you can fry and cook at the correct controlled heat every time. The Sunbeam's highly accurate thermostatic control maintains the perfect heat for wonderful cooking and frying results without constant watching.

The Fryguide, right in the handle, gives correct temperature. No guesswork. The shortening is always at just the right temperature, resulting in less grease absorption into the food. Plugs into any outlet.

The new square shape permits you to cook 20% more in the same area than you can in a round pan. Use anywhere you wish, on any table because of protective bakelite legs.

High dome covers of either aluminum or heat-resistant glass are available for fried chicken, roast, etc. See your Sunbeam dealer.



See Sunbeam appliances on these great NBC-TV shows: Sunday Night Color Spectaculars, "Ethel & Albert" every week, and HDNI, the daytime "Magazine of Television." Consult your local TV schedule



THE SUWANNEE RIVER WHICH DRAINS OFF WATER FROM THE OKEFENOKEE IS NOW DOWN TO A TRICKLE. NORMALLY ITS BED IS FILLED TO THE PLANTS WHICH LINE THE BANKS

## OKEFENOKEE DRIES UP

The worst drought in Georgia swamp's history makes life hard on all its inhabitants

Across 430,000 tangled acres in southeast Georgia stretches the Okefenokee Swamp, once the home of the Seminoles and, in the U.S., second in size only to the Everglades. Normally flooded, its rivers have dwindled to trickles and its wide lakes have sunk into stagnant pools. Fires smolder threateningly in the dry bogs of bladderwort and swamp grass, and flat-bottomed sightseeing skiffs are without waterways. Four years of drought have brought the swamp water to an all-time low.

The drought has had a mixed effect on Okefenokee's inhabitants. Fish have died by the millions and otters have been forced out in search of food. But the alligators are better off, for in the small pools fish and turtles are easier to catch. The drought has barely touched humans, since only one family, the Chessers, lives in the swamp (below). But it has brought an unexpected problem to an entirely different segment of Okefenokee's population (next page).



**COON GOES BEGGING** for a handout as meals grow hard to come by. Shrinking ponds reduced population of frogs and crayfish on which it lives.

**AN EGRET TAKES OFF** over dry swamp bottom. With fewer fish available, many of the water birds which feed on them have flown to the Everglades.



**FAVORITE FISHING HOLE** of Farmer Tom Chesser is dry. Said he, "It'll take a lot of water, it sure will, to put this swamp back to where it was."



You actually  
ride on air ✨



—through the heart of America's scenic beauty

...by Greyhound  
Scenicruiser, or  
Highway Traveler!



\* **Magic AIR SUSPENSION eliminates metal springs!**



There has never been anything like it in highway travel—that "floating-on-a-cloud" sensation you get when you're aboard either of Greyhound's great new Air Suspension Coaches—the luxurious two-level Scenicruiser or the handsome Highway Traveler, with panoramic picture windows.

The secret of Air Suspension Ride is a set of 12 flexible rubber-nylon air bellows which replace conventional metal springs... absorb road shock and vibration... actually float the entire bus body on columns of compressed air.



**COMPLETE WASHROOM** on each Scenicruiser—with wash basin, toilet, mirror, other conveniences.

Both Scenicruiser and Highway Traveler offer comfort-controlled air conditioning—warm in winter, cool in summer. And the six-foot picture windows give you the most dramatic sightseeing in American travel!



**FREE! ILLUSTRATED MAP—WITH TOUR INFORMATION**  
Mail to Greyhound Tour Dept., 71 W. Lake St., Chicago, Ill., for full-color Pleasure Map with details on 50 exciting Expense-Paid Tours.

Name \_\_\_\_\_  
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Send me special information on a tour to: \_\_\_\_\_

EVERY MILE A MAGNIFICENT MILE!

**GREYHOUND**



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Make a good time a *better* time...with  
*Premium Quality Falstaff Beer*

*Open House Parties* are in season again...with Falstaff on hand in millions of hospitable homes. Make *your* holiday party more enjoyable, too. Welcome each guest with smooth 'n golden mellow Falstaff... for three generations, America's *Premium Quality* beer.

THE NATION'S TOAST FROM COAST TO COAST





ON HIS IMPORTED SOLAR STOVE COLORADO BANK PRESIDENT WILLIAM WHITE FRIES UP A BATCH OF FRESH TROUT

## FAIR-WEATHER FISH FRYER

India's new solar stove enables U.S. backyard chefs to cook with sunshine

In India, a scorching land long on sun and short on fuel, a new stove has been developed that catches the sun's rays in a concave aluminum apron and reflects them with cooking intensity on the underside of a pan. The odd-looking contraption is fuelless, fireless, fumeless and sootless. But put on sale for 80 rupees (\$16.80), in impoverished India it also proved just about buyersless. Imported by Abercrombie & Fitch Co. of New York, the Indian solar stove is being offered to gadget-loving American campers and backyard chefs for \$75.

For best results it must be used at least two hours after dawn and two before dusk and should be given a short sunbath to warm up the pan. Then the cook, standing back to avoid being blinded, puts in his trout or hamburgers and lets them simmer for about half an hour until his meal is cooked—unless, of course, clouds close in and turn the solar stove off.



EXPERIMENTAL MODEL is tested in New Delhi by Dr. Madan Lal Chai, who supervised its development.

## Andy Variopapa World's Champion Bowler tells The "Ideal" Way To Bowl A Strike



**Approach.** Feet move forward naturally. (Andy makes it look as easy as combing your hair with Fitch Ideal!)

**Backswing.** Andy's backswing goes no higher than his shoulder. Body relaxed. Knees slightly bent, eyes straight ahead.



**Downswing.** Step and slide on left foot, letting right leg act as a brake. At end of slide, left foot finishes two to six inches from foul line.

**Finish.** Keep toes in balance, hand and eyes in line with target point. (Notice how Ideal keeps Andy's hair in place through all the action!)



## Try Andy's "Ideal" way to groom your hair too!

Use this amazing new discovery that keeps your hair neat all day without gooey oils and creams... keeps your hair and scalp cleaner, too!

Want to score "300" in the well-groomed league? Use Fitch Ideal Hair Tonic and your hair will be good-looking and neat all day long!

Ideal also helps keep hair and scalp cleaner, because it isn't oily, sticky or creamy—won't trap dirt to clog scalp pores. And its tingling tonic action is right down the alley. Relieves itching, acts to free scalp of flaky dandruff.

Get a bottle of Fitch Ideal Hair Tonic at any drug counter today. Ask your Barber for a professional application too!

FITCH  
*Ideal*  
HAIR TONIC





NEW GIRL IS HELPED WITH SCHOOL TIE

# LADYLIKE AND LEARNED

Cheltenham sternly trains English girls

Photographed for LIFE by ESTHER BUBLEY

In somewhat the way England's strength on battlefields has been forged on the playing fields of Eton and Harrow, the strength of her upper middle class homes and families has been formed by the rigors of her girls' schools, notably those like Cheltenham. A "ladies' college" for girls 11 to 18, Cheltenham sets its pupils in a relentless pursuit of learning and decorum, training them to be primly correct even while off campus (*right*). It has been this way at Cheltenham for 100 years, and now, starting its second century, Cheltenham does not want or expect to change.

One of England's largest girls' "public" (in U.S. terms: private) schools, Cheltenham Ladies' College draws its 760 students—at about \$700 a year—mostly from professional families. Whether they go on to universities—as most do—or not, they leave as educated citizens. If, in a less rigorous world, they lose some of their primness, they never lose the sense of fitness that characterizes their class and their country.



GATHERED "IN THE GARDEN," students top off 20-minute midmorning break, which includes compulsory downing of bun and milk, with girlish gossip.

EYES DUTIFULLY AVERTED FROM TOWN BOYS, GIRLS RETURN FROM CHURCH →







AT MORNING CHAPEL SERVICE THE UNIFORMED STUDENT BODY SITS IN DISCIPLINED SILENCE AWAITING APPEARANCE OF PRINCIPAL TO LEAD IN STRAIGHT-BACKED CHAIRS AT WOODEN DESKS GIRLS STUDY CLASSICS



IN CHEMISTRY COURSE beginning students cluster eagerly about girl using a Bunsen burner for the first time in a laboratory experiment on crystal structure.





18-MINUTE SESSION OF PRAYERS AND HYMN SINGING. THEN GIRLS GO OFF TO FIRST CLASSES OF THE DAY  
IN ONE OF COLLEGE'S ORIGINAL BRICK-WALLED, GOTHIC-DESIGN ROOMS



PATIENT PORTER relieving the girls of mental chores, carts their book sacks to class buildings.

## UNIFORMED SCHEDULE

From the 7 a.m. rising bell to lights out at 8:30 p.m. (for younger girls) to 10:30 p.m. (for older girls), the life of a Cheltenham girl can be told by the clock. When breakfast is out of the way, the girls line up in neat rows to head for prayers through corridors where they are never permitted to speak. The morning is given to classes whose teachers make stiff demands and keep the school's scholastic standards high. These over, the girls rush off to lunch at the school's 13 houses. Compulsory sports (pp. 142, 143) are followed by tea, and in turn by compulsory "prep" (short for preparation), supper, more prep and bed.



LATIN TEACHER, Miss A. M. Grant, occasionally interrupts a session in translations to josh slow student about the need for "boiling you publicly in oil."

## A ROUTINE FOR RELAXING



**CHEERING THEIR TEAMS,** student spectators watch a field hockey match between boarding students and non-

boarders. Most prized sports trophy is hockey stick that once belonged to a headmistress named Miss Faithfull.



**ON THE PLAYING FIELD** two girls devote a free period to practicing field hockey. To make one of the school

or house teams, a girl must be able to dribble the ball between the chalked lines for a distance of at least 20 feet.





ON SATURDAY NIGHT junior girls remove their uniforms, put on mufti and, shoeless, cut loose in sitting room lajiaks.



A BRISK BRUSHING is housemistress Miss G. Epitau's method of helping a youngster be well groomed.



PREPARING FOR BED, a senior pours water left over after kitchen session of cocoa-making into friend's hot water bottle.

## TEA AND TREATS

When a girl moves from one of the 11 "junior" houses into one of two "senior" houses, the starkness of her life eases somewhat. As a senior she may have a radio in her bedroom, although one housemistress makes a practice of confiscating any radio she can hear after 10 p.m. On free time she may go far afield—but only in supervised groups—to the outlying village churches, a favorite outing for Cotswold Club members (*opposite page*) whose main hobby is tracing brass designs. But within the town of Cheltenham itself she may not attend dances, ride in any public conveyance or walk on heavily trafficked streets. Much of the town actually is mapped out as "out of bounds" to all girls, and, senior or not, no girl is ever allowed to bicycle around the Cheltenham Boys' College.



UNIFORM INSPECTION, from hat to shoes, is required before the girls leave grounds for church. Here housemistress's assistant straightens girl's skirt.



DOING "TOAST DUTY," A GIRL INVITED TO SUNDAY TEA BY TWO OLDER SISTERS REPAYS THE FAVOR BY CARRYING BREAD SLICES TO THE TOASTER



PARENTS' FIRST VISIT, permitted only after a girl has been at the school three weeks, reunites Catherine Scrase (*left*) with family for a Sunday excursion.



PREFECTS "PIG IT" on outing that is special privilege of school monitors. Here they do away with a "tea" of bread, butter, cakes, jam, ice cream sundaes.



# You can have that lovely kind of Judy Garland complexion

## that's the beauty of LUX

*Marginal notes by yours truly—  
Judy Garland.*

Lux lather penetrates the skin—  
cleanses thoroughly yet rinses away completely.  
That's why Judy Garland, like 9 out of 10  
Hollywood stars, uses it every day.

How about you?

Judy Garland's complexion is worth a fortune.  
But truthfully, isn't yours just as important to  
you? And doesn't it make sense to give your  
complexion the same careful care the stars do?

Hollywood stars depend on Lux Toilet Soap  
and use it regularly. In fact, more women all  
over the world buy more Lux than any other  
soap. There's a reason—many reasons.

Judy Garland, for example, stands by Lux's  
mildness and gentleness. There's nothing else  
like it. And she's especially fond of Lux's rich,  
creamy "rinse-away" lather. It penetrates the  
skin, really cleanses, but washes away completely  
—leaving no after-film to mar your complexion.  
Leaves nothing, in fact, but that fresh Lux glow.

Remember that Lever Brothers uncondition-  
ally guarantees that everything said about Lux  
Toilet Soap is true—and you may have your  
money back if you don't think it's the nicest  
complexion care you've ever had.

*...only since I was 12,  
and made my  
first movie*

*—even when you've  
been wearing heavy  
theatrical make-up!*

*what could be  
fairer than that?*



9 out of 10 Hollywood stars believe in it and today more women  
all over the world use Lux than any other complexion care.



JUDY GARLAND starring in "A STAR IS BORN"

A Transcona Enterprises Production

Color by TECHNICOLOR

Filed in CINEMASCOPE

Presented by WARNER BROS.

# COLLECTION OF KUDOS FOR GALANOS



**SURROUNDED BY ELEGANCE**, present and past, Galanos sits in Costume Institute of Metropolitan Museum where he

received "Winnie." Live girls wear his new clothes in satin, brocade, wool (\$325-\$895). Designs on dummies go back 150 years.

## 29-YEAR-OLD DESIGNER MAKES OFF WITH TOP TWO FASHION AWARDS

This lone male seated tailor-fashion in a crowd of live models and wax dummies has found sudden success on the frontiers of fashion. After three short years in his own business, James Galanos, 29, Philadelphia-born of Greek parents, has won U.S. design's two most important annual prizes—the Neiman-Marcus Design Award and the Coty American Fashion Critics' "Winnie." After an apprenticeship in Paris, Galanos started his business in Los Angeles in 1951 with \$200 and a staff of two. Five dresses which

constituted his first "collection" were snapped up by a local store. Now, with 50 workers, Galanos' designs sell to 45 top U.S. stores. This season he sold nearly 1,000 of a single \$325 style. Galanos dresses (he makes no suits) are not radical in design but are intricately cut to look simple and are made of spectacular and expensive fabrics. Though makers of less costly clothes cannot copy the high-priced fabrics Galanos uses, they can—and undoubtedly will—try to achieve his effect of elegant simplicity.

## She's really very shy

She may not be shy when it comes to telling the world what a wonderful guy she married. But how often does she speak up for the things she secretly craves for herself? (Like a Hamilton watch, for instance—she could have wanted one for years, but never came right out and said so.) Prove you're every bit as wonderful as she thinks you are! Make *this* the special Christmas you give her the Hamilton her heart has long been set on.

It means  
so much more  
to give—or get—a

# Hamilton

Janis, \$69.50. Pamela, \$89.50. Nina, \$79.50. Prices include Federal tax.



FREE: Color folder of Christmas watch styles, send name and address to Dept. L-51, Hamilton Watch Co., Lancaster, Pa. 17604.



COCKTAIL DRESS of smooth black wool (\$285) has low-notched neckline, a Galanos specialty, filled in with pearls.

## EEGEE'S SUSAN STROLLER

will walk into your  
child's heart

DE RE SANTA.

PLEASE SEND ME  
SUSAN STROLLER, THE  
MOST WONDERFUL DOLL  
A GIRL COULD HAVE.

SHE HAS ALMOST  
REAL HAIR I CAN  
BRUSH, COMB, AND  
CURL. SHE WALKS WITH  
ME SHE CLOSES HER  
EYES WHEN SHE SLEEPS  
AND CRIES FOR  
COMPANY, TOO.

LOVE, LINDA

P.S. MOMMY SAYS SHE  
COST MUCH LESS THAN  
OTHER DOLLS LIKE HER.



she  
walks

an  
EEGEE  
DOLL

Available in 29", 23", 18" and 14" sizes. From \$3.95 to \$25.00

AT YOUR FAVORITE STORE

EEGEE DOLL Division of Goldberger Doll Mfg. Co., Inc., New York 10, N. Y.



COAT DRESS of heavy tweed (\$285) is his substitute for a street suit. It is worn with silver fox boa (Mr. John, \$175).

# Even if you never baked one before, you'll get angel food like this with new Swans Down Mix!



Yes! You'll get angel food with all 4 "musts" of homemade angel food—the very first time!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

*It's true!* Your very first angel food will turn out as heavenly high, as angel-tender and moist as the finest homemade—with Swans Down Angel Food Mix.

*It's so easy* to get all 4 "musts" of homemade angel food with this new miracle mix. Nothing to add but water. Just follow the simple a-b-c directions on the box, and you're sure to get cake with homemade size, texture, moistness, taste.

*Want to know why?* It's because of specially wonderful ingredients. You see, Swans Down wasn't satisfied with the ingredients available when they created their new mix. So they had ingredients especially prepared to make sure you'd get the finest angel food on earth!

*Today*, thrill your family with a heavenly beauty made with Swans Down Angel Food Mix.



Products of General Foods

#### TODAY'S SHOPPING LIST

- |       |           |                |
|-------|-----------|----------------|
| SWANS | } WHITE ✓ |                |
| DOWN  |           | ✓              |
| MIXES |           | DEVIL'S FOOD ✓ |
|       |           | ANGEL FOOD ✓   |

# The new "Swing-Needle"

# SINGER Automatic

does 101 stitch variations as simply as it sews a straight seam



The secret—the Automatic has **"FASHION Discs"**!

HERE is truly the most versatile, the most advanced of all machines—an automatic Swing-Needle machine that takes hard work, handwork, and guesswork out of your sewing!

No counting stitches. No tricky adjustments. With the Automatic you get a set of "FASHION Discs," each marked with a picture of the type of stitch it produces.

Just slip the Disc you want on your SINGER Automatic. Then watch your machine turn out either arrowheads, dominoes, scallops, zigzags, or any of 101 stitch

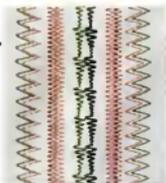
variations—*completely automatically.*

It's a marvel for decorative work. The Discs also save you hours on every step of dressmaking, from overcasting seams to shaping scalloped collars.

**Finest straight stitching, too!** Each Disc will also do the basic, perfect straight stitching that is so essential to home sewing... the kind of stitching for which all SINGER Machines are famous the world over. See this new all-purpose Automatic... discover the most nearly human sewing machine ever designed.

**Cabinet or portable.** The new SINGER® Automatic Sewing Machine comes in black or eye-rest beige—in your choice of modern or period cabinets, or trim, easy-to-carry portable case.

De luxe in every way, it's built with true SINGER dependability and backed by the nationwide service only SINGER can offer. The famous SINGER course of personal sewing lessons is included at no extra cost.



### New Twin Needle

lets you sew in two colors!

In addition to the regular needle, you also get the exciting new Twin Needle.

It lets you sew with two different color threads at once—as easily as you sew with a single thread. You can use it with any "FASHION" Disc... get gorgeous two-color effects, shadowed monograms, toned embroidery, smart edgings.

A great new machine in the SINGER family —

- The SINGER Straight-Needle
- The SINGER Swing-Needle\*
- The SINGER Stant-Needle\*



**S** Don't be misled. SINGER sells and services its products only through its company-owned SINGER SEWING CENTERS, identified by the Trade-Marks SINGER and red "S" on the window, and listed in your telephone directory only under SINGER SEWING MACHINE COMPANY.

There are more than 1500 SINGER SEWING CENTERS coast to coast... and more than 5000 SINGER service cars always ready to bring SINGER service right to your door.

## SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU



SINGER

All the above stitching was done on the new SINGER 46-K Automatic.



A Modern Chest with unusually smart, graceful lines. Blond oak, equipped with self-lifting tray. Model #3082. Lane Table #257. Chest price, **\$59.95\***

The perfect Christmas gift for the one you love!..

## A LANE CEDAR CHEST!

SOMEWHERE on this page you'll find *exactly* the right Lane Cedar Chest for . . .

**Your Sweetheart**—whose Lane will say "I love you" always. A Lane Chest will keep her trousseau lingerie, linens and blankets fresh and fragrant—safe from moths and dust—as no other storage method can.

**Your Daughter**—to protect her favorite sweaters and wools . . . and (with the help of gift-giving friends and relatives) help her

collect lovely things for a home of her own some day.

**Your Wife, Sister or Mother** . . . A Lane is the perfect answer to her storage problems . . . a handsome piece of furniture, too! A gift she'll enjoy every day of the year!

You'll find Lane Chests at most leading department and furniture stores. When you see them, remember: *Just one nice garment saved from moths can pay for a Lane!*

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee, underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L. Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

Over 100 styles **\$49.95\*** Also makers of Lane Tables Easy terms Many at . . .

\*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



Blond Oak Chest with self-lifting tray. Model #3081. \$49.95\*



Space-Saver Chest. Blond oak. Opens front, 2 pull-out shelves. Model #C-128. \$69.95\*



Modern Chest in Seafoam mahogany. Has self-lifting tray. Model #3082. \$69.95\*



Stunning Modern Chest in American walnut. Self-lifting tray. Model #3008. \$59.95\*



Space-Saver Chest in blond oak. Opens at top, drawer in base. Model #3100. \$59.95\*



Handsome 18th-Century Chest in mahogany with self-lifting tray. Model #2601. \$59.95\*



Unusual Modern Chest in blond oak. Drawer in base. Model #2852. \$79.95\*



18th-Century Chest in mahogany. Full-length drawer in base. Model #2221. \$79.95\*



## LAST RITES FOR THE LATE HOT LIPS

Oran ("Hot Lips") Page, who died this month at the age of 46, was a man who lived for trumpet playing and was incapable of much melancholy. So the last rites which his friends held for him were not irreverent. After they had seen his remains to the train for burial in Dallas, the mourners tramped off to New York's drafty Stuyvesant Casino and there raised the roof in memory of a great jazz man.

Hot Lips had poured out some of his finest New Orleans-style tunes in the Casino, and more than 200 musicians and a thousand jazz fans gathered there to honor him. Among them were (clockwise from top left) Eugene Seldrie, George Stevenson, Gene Krupa, Myra Johnson, Conrad Janis, Eddie Shu and Jack Teagarden, who kept the room rocking even though the beer barrels ran dry early. It was the kind of crowd Hot Lips loved to play for, the kind that would get him to put down his horn and, in a gravelly voice, start singing *Take Your Shoes Off Baby or Stop Running through My Mind*.

CONTINUED ON NEXT PAGE





**WEEPY PEE WEE—** Clarinetist Pee Wee Russell—cannot play. Hot Lips—once played at benefit to pay Pee Wee's hospital bills (*LIFE*, Feb. 12, 1951).

**JOYOUS FAN,** lifted up out of his seat by jazz beat (right), claps hands. The crowd was larger, more attentive than any Hot Lips ever played to in Casino.

**FRONT FLIP** on stage is Dancer Lew Wills Jr.'s way of thanking Pianist John Guarneri and Trombonist Jack Teagarden for a lively Dixieland chorus.



## Stomach **UPSET?**

*Indigestion? Nausea? Diarrhea?*

**Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!**



**1.** Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

**2.** Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea —without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

**PEP. MONITOR!** Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A BOWDITCH PRODUCT

*Take Hospital Tested*

# Pepto-Bismol®

*...and feel good again!*





# Kiddiegem

## JEWELRY

From  
Birth  
to Teens



K 8940  
Magnificent Chain Bracelet with heart-shaped Colored Stones.



K 8907\*  
Bracelet or Anklet, 1/20 12K Gold-Filled. Choice of Brilliant Stones.



Set K 37  
Birthstone Expansion Bracelet and Locket Set.  
Locket opens for inserting photos. Set \$1, plus tax.



K 8905\*  
Fendant 1/20 12K Gold-Filled.  
Choice of Brilliant Stones.



K 100/2  
BIRTHSTONE RINGS, beautifully styled.  
Mountings are 1/20 14K Gold-Filled,  
set with bright, lustrous stones.



K 100/1\*  
K 100/4  
K 100/3



K 8908\*  
Gold-Filled 1/20 12K Branch Pin.  
Choice of Brilliant colors.



**\$100** Beautifully Gift Boxed  
Other Kiddiegem Jewelry  
from 29¢, plus tax

\*Matched 4 Pc. Ensemble \$4.00 plus tax

## Guaranteed for a Lifetime

Oh, how the young ones love "Kiddiegem"  
Fashioned and made just like Mommy's most expensive jewelry and sold with a written Lifetime Guarantee. The ideal gift anytime.




**Sold in all leading Chain and Department Stores throughout United States and Canada.**

January GARNET	February AMETHYST	March AQUAMARINE	April WHITE SAPPHIRE	May EMERALD	June ALEXANDRITE
July RUBY	August PERidot	September SAPPHIRE	October ROSE ZIRCON	November GOLDEN TOPAZ	December BLUE ZIRCON

**UNCAS MFG. CO. • AMERICA'S LARGEST RING HOUSE • Providence, R. I., U. S. A.**

CONTINUED ON NEXT PAGE



you get no viewing 'blind spots' with

# Panoramic Vision

CHAIRS BY ENLOW-THIELLE

\* Patent applied for

an exclusive feature of  
**STROMBERG-CARLSON**

The **BROADVIEW II**—with 21 inch Panoramic Vision picture. Smart contemporary cabinet, with decorative recessed speaker grille, in hand-rubbed mahogany or bleached mahogany veneers. Superb performance on VHF and UHF, even in difficult fringe areas. Stromberg-Carlson Panoramic Vision models are priced from \$349.95. Other 21 inch models from \$199.95 including excise tax and warranty (slightly higher in South and West).

You've seen and heard a lot about the new panoramic automobile windshields—how they widen your viewing angle and get rid of "blind spots".

Stromberg-Carlson had that idea *first*—with its Panoramic Vision TV picture!

With Panoramic Vision you can sit practically anywhere in the room and still see *every inch* of the picture!

And with this true *room-wide* viewing, you can place your receiver where it looks best—and still give everyone a front row seat!

Before you decide on any television receiver, visit your nearby Stromberg-Carlson dealer. See for yourself what a big difference Panoramic Vision makes in your viewing enjoyment. Only a Stromberg-Carlson has it!

"there is nothing finer than a  
**STROMBERG-CARLSON.**"

STROMBERG-CARLSON COMPANY, ROCHESTER 8, NEW YORK





**PAGE AT WORK** blew broad tone, rasped out vocals, always tried to make music sound "happy."

## TRUMPET SEEN BUT NOT HEARD

Hot Lips Page, who was born in Dallas, started on the trumpet when he was 12. He led his own bands, later joined Artie Shaw's group as one of the first Negroes in an all-white band. The most famous of his records are *St. James Infirmary Blues* and *The Hucklebuck*, which he sang with Pearl Bailey. Though he was no imitator, his playing was often compared to Louis Armstrong's. "And if it weren't for that Satchmo," one mourning fan said, "Lips would have been the best."



**HOT LIPS' SON** Oran Jr., 15, was given \$1,785 raised at benefit concert. He plans to use the money to help pay for his education in medical school.



**HOT LIPS' HORN** was placed on piano when session started but was not played by performers. Late at night Oran Jr. carried it to his New York home.

For Christmas

# Le Coultre

THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

*Ladies'*  
LE COULTRE  
*Backwind Watches*

Three of a series of fashion-leading watches in exquisite taste — with exclusive LeCoultre back-winding stem. Left to right: Par Excellence 12; Royal U; Royal 69. In 14K gold and platinum, many with diamonds, priced from \$300.

LE COULTRE  
DIVISION OF LONGINES-WITTMANER WATCH COMPANY

give a **RICOHFLEX**

this  
Christmas!



The camera that produces professional results! Priced under \$50! Highly corrected, coated F:3.5 Anostigmatic Lens. Takes 12 pictures on standard 120 film... in color or black and white. Handy Ricahkin Adapter allows you to use 35mm film, too!



At Leading Camera Stores Everywhere  
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Photographic Importing & Distributing Corp.,  
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# THE FIRST 12 WEEKS

August 16th, as this was written, was a scant 12 weeks ago—but in those 12 eventful weeks, SPORTS ILLUSTRATED has started prize fights and settled ancient debates; it has provided spectacular department store displays and colorful TV and radio program fare. It has sold, for its advertisers, 2 out of 3 of the following products: ships, shoes, sealing wax; also sports cars, luggage, cameras, men's and women's apparel. It has been cut up by kids, bound in leather by executives, welcomed by mothers.

In its 3-month life, SPORTS ILLUSTRATED's 851 pages of editorial (178 of them in full color) and 190 pages of advertising have opened a weekly window of magazine pleasure for more than 525,000 reader-families.

*"I never realized that there could have been such a gap in our lives—until we began reading SPORTS ILLUSTRATED."*—J. D. Gunther, V-P, Air Reduction Co., Inc., New York.

## SPORTS ILLUSTRATED'S World

SPORTS ILLUSTRATED's business is pleasure. Here's where it has taken you in the three short months of its pleasant life. You started with the greatest race ever run between two humans. You wandered leisurely back through the golden history of great sports events.



Color cameras took you into the ring with Rocky Marciano, into the batter's box against Robin Roberts. You went to Saratoga for the sale of yearlings, rode a speedboat with the fastest man afloat. You had an expert's eye view of the U. S. Amateur, scouted the World Series, played golf at the Greenbrier, hiked in the Himalayas, and swam in the cool world underseas.

You've fished in the great Northwest, sailed to Bermuda, watched the ducks sweep down from the North—and maybe you've

discovered, with SI's editors, that sports is a world without limit.

And the fun has only just begun.

*"You have aroused my interest in other sports that I hardly read about previously."*  
—Miss J. A., Salem, Mass.

## The Writers

Each week SPORTS ILLUSTRATED has brought between the covers of a single magazine the finest writing that exists on sports. Outstanding authorities provide a regular battery of sports columns never before found in a single publication: Red Smith, Herman Hickman, John Bentley, Victor Kalman, Tex O'Reilly, Billy Talbert, Herb Wind bring to SPORTS ILLUSTRATED their appreciative, sometimes wry, always penetrating insights into the sports they have spent their lives enjoying.

Famous writers have turned their brilliant talents to the world of sports: John Steinbeck, James T. Farrell, Jerome Weidman, Cornelia Otis Skinner. And Paul Gallico has returned to sports—via SPORTS ILLUSTRATED.

*"Never has it been such a pleasure to make out a check. SPORTS ILLUSTRATED is superb, and is interesting in every respect."*  
—Chester L. Kingsbury, 189 Court Street, Keene, N. H.

## Circulation and Success

SI is priced high for a weekly, but not too high for those who appreciate the uniqueness of a national sports magazine. Its newsstand price is 25 cents. Its regular subscription price is \$7.50. (Its \$6.00 charter-subscriber offer was also the highest in magazine history.) Yet high price or not, the world of SPORTS ILLUSTRATED seems to be a hard world to resist.

Because of the originality of its idea, subscriptions exceeded 250,000 before the



magazine even had a name. Newsstand sale was immediate and fast. Paid circulation since the first issue has been well over 500,000 copies.

Charter subscribers were given the option of paying their bills at the Charter rate, \$6.00, or getting three months' additional copies for \$7.50. Out of the first 200,000 checks received, 96,000 were for \$7.50.

Subscription insert cards have appeared in several issues, for the convenience of families who had been away during the summer, and for newsstand buyers. More than 60,000 of these have come in to date, first at \$6.00, then at the regular rate of \$7.50.

*"Since the days of the American frontier, sports have been the keynote of our way of life. Today, Americans have more time and income to indulge their love of sports. Translate this into dollars, and you come up with a multibillion dollar business..."*  
—Charles Harris, Pres., Zero King Sportwear.



## Advertising Results

SPORTS ILLUSTRATED makes no claim that its impact alone has made business such a pleasure for its advertisers. But there does seem to be something about this wonderful world of sports that makes spending enjoyable. A few examples:

Eighty Ford dealers totalled more than \$250,000 worth of orders as a direct result of Ford's Thunderbird announcement in SPORTS ILLUSTRATED.

A couponed ad in SPORTS ILLUSTRATED for a leading life insurance company produced inquiries at a lower cost per thousand than any magazine carrying the copy.

One 71-line ad produced \$5,000 worth of business for a golf club maker in less than 3 weeks.

A single announcement ad sold two

\$6,000 sports cars in the first two days after it appeared (the total is now 12).

The Pedwin Division of The Brown Shoe Company, reporting dealers' tie-ins up 75% in one month had 86% the next, said, "We never felt effects like this from magazine advertising before."

A motion picture camera manufacturer said, "The way dealers snapped up our products when we told them they were going to be advertised in SI, our campaign is already a success."

Cunard Lines' travel—L. L. Bean's famous sporting goods catalogue—Knox's new line of hats—Brooks Bros. clothing—and many other advertisers report specific success from their advertising in SI.

### 111 New Advertisers

Since publication, 111 new advertising accounts have joined the 201 with which SPORTS ILLUSTRATED started in business. And 1955 plans show the pace of new business for SPORTS ILLUSTRATED is rapidly increasing.



"It brought us more action in our young sportswear department than we've had in two years."—John Brunelle, Buyer, Women's Sportswear, I. Magnin, Beverly Hills.

### Shopping for Pleasure

The nation's department stores, who have long used sports as an up-beat merchandising theme, welcomed SPORTS ILLUSTRATED like Rock Hill, S. C., welcomed Dusty Rhodes.

Since publication, literally hundreds of stores in 311 cities have used SPORTS ILLUSTRATED as a major selling medium. Somehow, something happens to sports themes that makes them make sales sense in SPORTS ILLUSTRATED—even unlikely subjects, such as poodles and ball players, football helmets and ducks and cowboys . . . as well as the new fabrics and the outdoor fashions.

"We are enthusiastic about your wonderful magazine, SPORTS ILLUSTRATED. We believe it fills a definite need in a most interesting and entertaining way.

"Sports are for women as well as men, and I like the way you cover both.

"Sportswear is the fastest growing group of departments in every store. We here at Halle's are grateful for anything that calls attention to the places and occasions on which sportswear is worn. SPORTS ILLUSTRATED does both beautifully."—Marjorie Reich, Fashion Director, Halle Bros., Cleveland.

### Influence

"Ezard Charles came here to the University of Illinois to take a series of physical fitness tests under Professor Thomas K. Cureton. Charles read about Cureton's fitness tests in an article in SPORTS ILLUSTRATED . . . Charles said he feels that he has about 3-4 more good years left in him and these tests may help him regain the heavyweight championship."—Edward J. Wojtas, Champaign, Ill.

The International Boxing Commission liked two ideas suggested in the August 16th issue by SPORTS ILLUSTRATED's boxing columnist Budd Schulberg (also well known, we understand, in the field of literature and the cinema). Result: 49,600 people paid 600,000 pesos in Mexico City to see a good fight; and a second, for the world's bantamweight title, is now pending.

The Winged Foot Golf Club in Mamaroneck, N. Y. picked up an idea suggested by another SPORTS ILLUSTRATED article, "Golf's Greatest Putt." Result: four former U. S. Open Champions attempted Bob Jones' great 1929 putt—under the eye of



the master himself. Even a minor-sized N. Y. *salle d'armes* reported new fencing pupils as a result of Paul Gallico's impassioned piece on that exciting but satisfying sport.

### Vitality

"I can hardly wait for the next issue to come . . . SPORTS ILLUSTRATED is improving with each issue and I always look forward to the coming week so that I can enjoy your publication."—Bob Feller.

As a fast-closing news weekly, SPORTS ILLUSTRATED has been able to move with the speed and vitality of sports themselves. To readers, this is obviously ideal. And to advertisers it has an even more important meaning: immediacy combined with selectivity combined with modest cost.

"This new magazine is a natural and we plan to advertise in it in a big way."—Harry Doniger, Pres., MacGregor Sportswear.

### Opportunity

As a weekly, SPORTS ILLUSTRATED joined a selective group of publications. Before August 16th, there were just seven general weeklies.



Now there are eight: SPORTS ILLUSTRATED, LIFE, Saturday Evening Post, TIME, Newsweek, U. S. News and World Report, The New Yorker, Business Week.

When America got its first national weekly of sports, advertisers got a new opportunity for sales. For many of them, SPORTS ILLUSTRATED has already become "the national magazine we've been waiting for." It is moderate in price. It has a selected audience. It has the vitality only a weekly can have.

Moreover, in an economy of abundance, pleasure is an increasingly important factor in making sales and profits. And not until now has America had a truly national weekly—whose business is pleasure—52 times a year.

525,000 WEEKLY CIRCULATION

# SPORTS ILLUSTRATED

William W. Holman, Advertising Director, 9 Rockefeller Plaza,  
New York 20, New York



**PLASTICIZED CLOTH** is used by Robert Cronbach to make birdlike forms of his sculpture, *Flight*. Wet fabric was stretched over aluminum rods. When dry, forms were strung together by wires.



**WOOD CURLS**, caught in fanciful scramble between panes of glass, are arrangements of Emil Hess who hangs them from the ceiling or uses them as table tops. He also makes designs on glass with tapes.



**STEEL ROD**, oxyacetylene torch and goggles are standard equipment for artists at New York City's Sculpture Center. In rear, Barbara Lekberg uses torch to weld metal to surface of sculpture.



**HANDFUL OF DUST** is collected by Enrico Donati at start of painting. Fascinated by lava-like, earth textures, he tries to achieve similar primeval effects (opposite page) by building up surface with variety of materials, including scattering of ashes from his pipe.

## NEW MEANS FOR MODERNS

Artists try out rayon, rods and rubbish

There are strange goings-on in the art world today. Studios have been transformed into foundries, carpenter shops and laboratories. Artists, garbed in mechanics' aprons instead of smocks, wielding acetylene torches instead of chisels, are in the throes of experiment, surrounded by automobile paints, rayon fiber, liquid plastics, wood shavings, metal rods, glass, wires. This transformation, which has come about largely since the war, stems from the modern artist's desire to express new ideas, achieve new images and effects. With 20th Century aptitude he has begun to make use of modern industrial products. To dramatize luminosity he has learned to paint on orlon; to create lightweight, aerial sculpture he is molding forms out of plasticized fabric. Such experiments, of which a few are shown here, have resulted in often startling, sometimes impressive works and are helping to enlarge the territory in which an artist can work.



**RAYON, DUST AND AUTO PAINT** are all used in the latest paintings of ultra-abstractivist Enrico Donati. Into a base of wet and gooey paint and glue he works

sand, stones, rayon fiber, coffee, vacuum cleaner dirt, building up an inch-thick surface, here coarse in texture, there smooth. He then works and models it with

his palette knife. Donati prefers to use the natural colors of his materials. The results, he says, are "surfaces as hard as rock, which don't crack or break."



COPYRIGHT THE STABLE GALLERY

**INK ON ORLON** produces brilliant colors for abstractionist John Ferren, who stretches orlon over a window so that the light comes through and paints over it with bright, nearly translucent inks. The paintings must also be displayed in windows. They give something of the effect of stained glass, although much brighter, the light from behind producing a luminous glow. Ferren has found a second advantage in orlon: it does not shrink and stretch as a linen canvas does.



**WOOD IN PLASTIC** is used by Japanese-born Sculptor Leo Amino, who here breaks open a mold. Amino pours transparent liquid plastic into the mold, lets it reach a jellylike consistency, and embeds wood and other objects to add texture, color and form to the final work. Then he fills the mold with plastic, lukes it hard and finally files and burnishes it to a high finish. His *Hunter* (right) has pieces of polished mahogany set inside to accentuate the line of face and figure.



COPYRIGHT THE SCULPTURE CENTER

# An American Toy means real Christmas joy



These American toys are on sale at your local stores...

...or write manufacturer for name of nearest dealer



**MAGIC!**

THE LIGHTS YOU PLACE ANYWHERE ON THE CORD!

## America's Finest ON-A-LITE\*

Tree trimming is fun with ON-A-LITE. Just string the cord on the tree, place lights — ANYWHERE on the cord. Each light burns independently. Fireproof, foolproof, shockproof. Use INDOORS or OUTDOORS, use as many as 25 lights to a cord—UL APPROVED! 7 light set with lamps and 12' cord, \$2.98. Without lamps, \$1.98. Extra sockets, 3 for 69¢.

ON-A-LITE CORPORATION  
Peoria 5, Illinois



## Gay as Christmas! SPARK-TEX

The original, popular, non-flammable decorative drape for your Christmas tree base, mantel, and many other holiday decorations. Fire-proof cotton snow glittering with adhering aluminum flakes of silver, or silver, red-and-green. 32"x64" strip in cellophane bag, shown, 98¢. Other sizes available at 49¢ and \$1.29.

UNION WAAGING COMPANY  
Fawcett, R. I.



## "TONTO" HOLSTER SET and Indian Headdress

Listen for the whoops of joy when your budding "Brave" or "Squaw" opens this package. An authentic, richly-colored feather headdress, Indian gun and holster—just like the Lone Ranger's pal wears. Gun is popular break-open type. Feathered headdress and holster set \$3.95. "Tonto" holster set alone \$2.98.

ESQUIRE NOVELTY CO.  
200 Fifth Ave., N. Y. 10, N. Y.



## KEYWORD Crossword Game

The Best of All Crossword Game Sets

A great favorite with all ages. Fast, easy scoring makes play interesting and delightful. Three exclusive features add to your fun! Rules include Solitaire, Partnership, and Keyword for 2, 3, 4 players. Ilius, No. 686, wood tiles, \$3. No. 686, Ivoroid tiles and exclusive Timer, \$5. No. 684, "Keyword letters," \$2.

PARKER BROTHERS, INC.  
Salem, Mass.



## Real Junior Miss SEWING MACHINE

When dolly hasn't a thing to wear, her little "mommy" can whip-up a dress in nothing flat! This 10" sturdy steel machine sews actual stitches — with thread—just like Mother's. "Perfectly safe, easy for any child to operate; and marvelous training." Base fastens to table. Guaranteed for life. Comes with complete instructions. \$5.98.

THE LESLIE-HENRY CO.  
200 Fifth Ave., New York 10, N. Y.



## Famous Walking Spring Toy SLINKY®

The original squiggly, squirmy toy that walks down stairs and slopes. Slinky performs dozens of fascinating tricks... provides fun-filled hours for children of all ages. Nothing to wind up, Slinky is the perfect toy for stuffing a merry Christmas stocking. \$1.00.

JAMES INDUSTRIES, INC.  
Paoli, Pa.



## Transgram LITTLE COUNTRY DOCTOR PLASTIC KIT

Realistic safe plastic models of doctor's equipment. Kit includes lung meter, health machine, microscope, vinyl uniform, stethoscope, etc., to provide fun for all little play doctors. There's a complete Little Play Doctor Kit for sister, too. Each packed in rigid plastic carrying kit. \$2.98 each. Others at \$1.98 and \$1.00.

TRANSGRAM COMPANY, INC.  
200 Fifth Ave., New York 10, N. Y.



## Just Like Dad's INTERNATIONAL HARVESTER TRACTOR

Looks, sounds like the real thing! Your 3 to 8-year-old can drive this tractor himself. Chain-driven action, rubber tires, fingertip steering, automatic trailer hitch. Plus built-in safety features. Guaranteed indestructible aluminum alloy with baked red enamel finish. 39 1/2" long, 27 1/2" high. \$32.95.

THE ESKA COMPANY  
100 W. Second St., Dubuque, Iowa

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

Imported slightly modified in West and South

See last page of this toy section for list of stores carrying these 104 American Toys.

# Here's an American round-up of toys...

These American toys are on sale at your local stores...



## Everyone Likes EASY MONEY

Build your own real estate empire, run a night club, or win cash in a lottery! The whole family will have fun salore as they win or lose fortunes in this fast-moving game of business. Twenty thousand "dollars" in fun for two players or a crowd. Deluxe Edition shown, \$2.50. Also \$2.00. Another Milton Bradley Key To Fun and Learning.

MILTON BRADLEY CO.  
Springfield 2, Mass.



## The Original LINCOLN LOGS\*

Hours of real pioneer fun for youngsters... making miniature cabins, stables, barns, bridges and wagons. Easy-to-handle, notched interlocking logs 3/4" in diameter. Stained brown and waxed. 78 pieces include red tables, chimneys, wheels and axles; green roof planks, building instructions. Ages 5 to 12. \$2.00. Other sets \$1.25 to \$7.00.

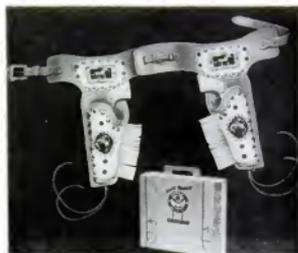
LINCOLN LOGS  
1750 N. Lawrence Ave.  
Chicago 47, Ill.



## Sturdy steel DOLL'S WARDROBE TRUNK

Here's a doll's wardrobe trunk grownup enough to go 'round the world! Roomy drawers, sliding hanger bar, doll's clothes hangers, silk ribbon tie, and 2 locking latches—plus colorful travel stickers. Colorfully decorated lining. Baked enamel finishes in bright red, grey, blue. Inside dimensions, 16" trunk (illustrated) \$3.50, 18" trunk \$6.50, 20" trunk \$7.50.

RAPAPORT BROS. INC.  
1825 S. Wastenan Ave., Chl. 8, Ill.



## "LONE RANGER" Top Grain Double Holster Set in Carrying Case

Designed in the true tradition of the Old West, it's a "LONE RANGER" Double Holster Set in top grain cowhide. Decorated with jewels and metal conchas with a real western flavor. Complete with 2 break-open guns in durable luggage carrying case, \$9.95. Other holster sets for as little as \$1.98.

ESQUIRE NOVELTY CO.  
200 Fifth Ave., N. Y. 10, N. Y.



## For ages 6 to 8 HUFFY-BYKE\*

You can ride this "Huffy Super 24" safely. Designed to fit small children who want a "big bike," it looks big, fits small. Adjustable Fitis-Sooner\* frame grows with the child, still fits years later. Tough, rugged, built to take a beating. Guaranteed long-as-you-own-it! A Fitis-Sooner\* Huffy for every age. Girls, too.

THE HUFFMAN MANUFACTURING CO.  
Dayton 1, Ohio



## Sparkling FROSTY SNOW\*

An attractive, flameproof decoration for Christmas Tree—Mantel—any Holiday use. Gleaming multi-colored flecks, frosting snow-white cotton, gives real sparkling "Frosty Snow" effect. 16" x 64" drapable sheet in Holiday wrap. Made by the original makers of widely used "No Flame" cotton. 39¢—Higher in some areas.

LOCKPORT MILLS, INC.  
Lockport, N. Y.



## Rolling Rocking Toy! DONALD DUCK\* w.o.p. ROCKER\*

This sassy inflatable Donald Duck Rocker will be your tot's favorite toy! Made of rugged Boltedex plastic with built-in noise-maker that squeaks with every merry bounce. Stands 24" long by 21" high and has patented construction for extra durability. Decorated in 5 colors with jaunty sailor hat and ribbon. For ages 3 to 8. Only \$2.98.

KESTRAL CORPORATION  
Springfield, Mass.



## Weeks of Play in These NEW FUN-PACKED BUSY BEE BOOKS

Days of busy fun in each book by 160 vibrant pages by famed CHILD LIFE editors. Hundreds of games, puzzles, play ideas, coloring pictures, and full-color cut-out toys from 3-foot teepee to 8-foot train! Two books each for ages 4-7, 6-9, 8-12. Can also be bought separately. Package size of six, \$6.

GARDEN CITY BOOKS  
Div. Doubleday & Co., Inc.  
575 Madison Ave., N. Y. 22, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.

# To thrill every girl and delight every boy!

... or write manufacturer for name of nearest dealer



## "MODEL" UNIT MOBILE CRANE

A junior road engineer's dream! "MODEL" Crane's clam shell scoops up earth, swings wide on big 18' boom. Cargo hook lifts astonishingly heavy loads. Operations are controlled from cab. Front wheels steer by tow bar. Real rubber tires, dual rear wheels and baked enamel finish on heavy steel body. For ages 6 to 12. \$13.95. 11 Western states, \$14.75.

THE CHAS. WM. DOEPKE MFG. CO.  
Recessmoyn, Ohio



## Fisher-Price's MUSICAL SWEEPER

Plays gay musical notes... and sneeps, too. A fun-giving aid to the child beginning to walk. Satisfies need for educational and dramatic play and desire to "help" Mother. Wire bound brush, dust compartment, colorful steel cover, sturdy wood sides, wheels and 18 1/2" handle. For ages 2 to 6 years old. \$2.00.†

FISHER PRICE TOYS, INC.  
East Aurora, Erie County, N. Y.



## REVELL'S "ADMIRAL'S FLEET"

FIVE authentic, miniature Naval models are in these construction kits! All parts, designed to accurate scale, precision-molded in easy-to-assemble plastic. Set contains Battleship Missouri, Baltimore Class Heavy Cruiser, Submarine Nautilus, PT (Patrol Torpedo) Boat, and Destroyer Sullivan. Complete with cement, paints, brush, instructions. \$6.95.

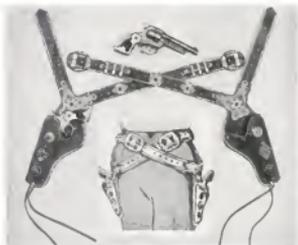
REVELL, INC.  
4223 Ocean Park Ave., Venice, Calif.



## Real Music Maker! "EMERIE" GOLDEN SLIDE TROMBONE

No need for costly music lessons! Full scale of notes are played automatically as slide is operated by looking at fully visible dial indicator. Plastic, gold-finished trombone has solid brass tubing for slide, sterilized mouth piece. Complete with stand, song-book, and carrying case. 5 to ten-age. \$7.00.† For instruments from \$4.00 to \$15.00.†

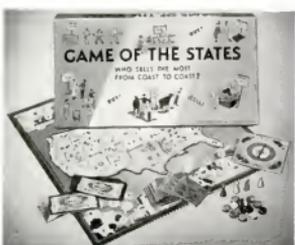
EMERIE INDUSTRIES  
200 Fifth Ave., N. Y. 10, N. Y.



## NEW "TWIN-SLING" DOUBLE HOLSTER SET

Authentically styled after the sets of the old Westerners, this new double holster set—complete with two Texan Junior repeating pistols—slings over both hips. Genuine ponyskin-finish leather, with binding for durability. Extra bullets on belts, leather tie strings on pockets. Jeweled medallion and bright nickel stud decorations. \$5.95, complete.

J. HALPERN COMPANY  
810 Penn Ave., Pittsburgh 22, Pa.



## Geography Can Be Fun GAME OF THE STATES

With this highly entertaining and educational game, the youngsters can "drive" from coast to coast, learn the location of states, capital cities and their important products. Children make sales and deliver goods to all corners of the country. Ages 6 to 12. \$2.00. Another Milton Bradley Key to Fun and Learning.

MILTON BRADLEY CO.  
Springfield 2, Mass.



## Real-life detail! "FRIENDLY FOLKS" MOTEL

Modern living in miniature, and such fun to assemble! Includes 2 different guest rooms, full kitchen, adjoining bath, Registration office, signs, auto for vacationers, and a family of 6 with their own luggage. 75 pieces in all! 5-color metal with unbreakable plastic furniture, figures. Easy instructions. Ages 3-9. \$6.95.

KIDDIE BRUSH & TOY CO., INC.  
Jonestville, Michigan



## FOLDING DOLL COACH

Everyone stops to kiss the doll baby when her little "mother" has this beautiful, traffic-stopping carriage. In maroon-and-cream non-toxic simulated leather with aluminum frame and wheels, rubber tires, and 4 bow hood with sun visor. Tubular handle and foot brake. Washable, easily folded for storage. For girls 4 to 8 years. \$8.00.†

PLAYTIME PRODUCTS INC.  
442 N. Detroit St., Warsaw, Ind.

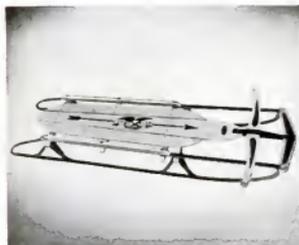
ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.



# Each play-packed toy is American-made...

These American toys are on sale at your local stores...

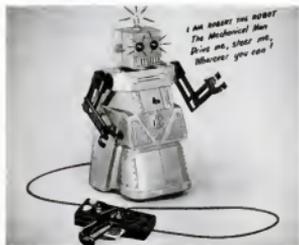


## FLEXIBLE FLYER\*

The Greatest Name  
On Snow

For the fastest, safest, best sledding it's Flexible Flyer. The only sled with "Airlite" safety runners and "Supersteering." New automotive type bumper means Flexible Flyer is stronger and better looking. Ash wood throughout. Two coats varnish. Illust. Super Model 251—\$12.45. Other models from 37" to 65".

S. L. ALLEN & CO., INC.  
5th and Glasswood Ave.  
Phila. 40, Pa.



## IDEAL'S ROBERT THE TALKING ROBOT

Out of science fiction comes Robert the Robot! He walks in any direction. His hands clutch objects. Lights go on or off. He'll recite a secret poem, too! Metallic-finish high-impact plastic with winding crank, "control box." For ages 2-5. . . "It's a wonderful toy, it's Ideal." \$5.98.

IDEAL TOY CORPORATION  
200 Fifth Ave., New York 10, N. Y.



## Baby's Best Friends TOYLAND PET SHOP

A pack of personality pups, ready to join in baby's fun: for crib, tub, or carriage. Molded of sanitary, washable, vinyl-plastic, soft and cuddly to hug or chew. Lightweight, easy to hold. Each pet "speaks" when squeezed by tiny hands. For tots 1 month to 4 years. Choice of 5 pups. Sets of 3 at \$2.98, or 1 pup, individually boxed, for \$1.00.

MOLDED LATEX PRODUCTS, INC.  
Paterson 3, New Jersey



## For Tomorrow's Spaceman SPACE CRUISER

Take off for the stars in this beautiful red, white and yellow space cruiser! Chain drive, ball bearings: two-way adjustable safety-type bucket seat saddle allows use by older children. Flying saucer gun really shoots. Swiveling front wheel permits 360° turns. 48" long. For boys and girls, 3 thru 8.

GARTON TOY COMPANY  
Sheboygan, Wisconsin



## "CIRCUS PARADE" TOY CHEST

It's fun to be neat as a pin with this gay, appealing toy-storage chest. Of sturdy furniture pine lacquered to a hi-gloss finish. Circus animal decorations in eye-catching colors. One-piece lid with riveted hinges takes a heap of banging. Boys and girls of all ages can pack plenty of toys in this big, roomy chest. 30 1/2" x 14 1/2" x 13 1/2" high. \$12.95.

THE MODERN CRAFTS COMPANY  
6180 Barter Ave., St. Louis 14, Mo.



## PAINT WITHOUT PAINTS\*

Make full colored pictures with plain water! Like magic the artist just "paints" with a brush dipped in water over black and white pictures. Instantly, magic colors appear. Eight books containing 64 pictures to color, with story on each reverse side. Two brushes and water-pan included. \$1.50. Other Paint Without Paint Sets at 75c.

THE PLATT & MUNK CO., INC.  
200 Fifth Ave., N. Y. 10, N. Y.



## STRATOBLEASTER

Repeating Cap Rifle with  
3 Power Telescopic Sight

This big 26 3/4" inch optical quality telescopic sight brings the target up 3 times larger than seen with the naked eye. Shoots standard roll caps. Breech opens to load. Durable plastic, 5 times tougher than ordinary plastic toys. Ages 4 to 12. \$2.98.

REXWAL MANUFACTURING CO., INC.  
Teyland Park, Minneola, N. Y.



## "MODEL Toys" AMERICAN-LAFRANCE AERIAL LADDER

A Prestige Toy—the most authentic model fire engine on the market! Features include die-cast aluminum extension ladder with revolving base, spring ladder lifts, extension jacks and auxiliary ladders. Length, 33"; height (ladder extended), 42". Baked-on enamel finish. Ages 4 to 10. \$19.95. 11 Western states, \$20.75.

THE CHAS. WM. ODEPKO MFG. CO.  
Rexsmeyne, Ohio

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.

# There's a barrel of fun in this Christmas parade

...or write manufacturer for name of nearest dealer



## Transgram "LADY LOVELY" \* BEAUTY KIT

Perfect for little girls who want to be like Mommy! Dainty pastel pink-and-blue beauty kit contains: plastic vanity with real mirror and removable drawer; plastic lipstick that really turns; dainty plastic compacts for powder & rouge; manicure set; cleansing tissues; and other safe, plastic beauty aids. \$1.98.† Others at \$2.98, \$1.00.†

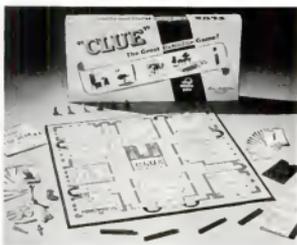
TRANSGRAM COMPANY, INC.  
200 Fifth Ave., New York 10, N. Y.



## Carnival Fun MERRY-GO-ROUND

Perfect pull-toy for any boy or girl. The horses spin 'round and 'round and the music comes out ding-dong as the toy is pulled. The carousel horses and their jaunty riders are painted in safe, bright and appealing colors. 18" long, with steel wheels that can take the bumps. \$2.98.

THE N. N. HILL BRASS COMPANY  
East Hampton, Conn.



## CLUE The Great Detective Game

A BEST SELLER. Exciting and of intense interest throughout. Fascinating to adults and teen-agers alike. CLUE has many enjoyable features, entirely new in this age of smart games. CLUE contains the finest equipment for as many as six players—and is a detective game that would delight any sleuth! \$3.00.

PARKER BROTHERS, INC.  
Salem, Mass.



## 100-Toys-in-1! PEG BLOCK

This new, different block set contains 44 bright, durable wooden blocks... 11 basic shapes... that can be easily assembled into trucks, jeeps, planes, tractors, buildings, boats by means of connecting wooden dowels. Develops coordination, creative interest. Ages 6-12. With design sheet. \$1.50. Deluxe set \$3.00.

LINCOLN LOGS  
1750 N. Lawndale Ave.  
Chicago 47, Ill.



## JUNIOR ROADMASTER SIDEWALK BIKE

"Jack and Jill" deluxe model with removable cross bar to convert from boy's to girl's style. Detachable trainer wheels. Chrysler Oilite bearing wheels with semi-pneumatic tires. Steel frame, luggage carrier. Chrome plated fender shields, handle bar, truss rods. Maroon or black with red and white trim. For ages 4 to 7. About \$27.95.†

JUNIOR TOY CORPORATION  
Hammond, Indiana



## Bright and Sparkling WALCO COSTUME JEWELRY

Dress up like Mother with the beautiful bracelets, necklaces, pins and earrings you can make for yourself. Fancy-up your ties, belts, combs and hat bands. You get pearls, rhinestones, sequins and assorted beads; thread, wire, glue, needles; clasps, earring-backs, bar pins. Happy creative hours for girls 9 and up. Instruction booklet. \$3.00.†

WALCO BEAD CO.  
37 West 37th St., New York 18, N. Y.



## #1203 BANNERTONE \* TEA SET Fit For A Queen

She can pour tea for the nursery set or for grownup Sister's friends with her beautiful Bannertone Tea. Set of moulded two-color plastic. Tea pot, creamer, sugar bowl, 4 cake plates, cups, saucers in choice of dark blue or coral with white. Knives, forks, spoons finished in Banner's silver-like Metallone. Girls 4 to 12. \$1.98.

BANNER PLASTICS CORPORATION  
Paterson 3, New Jersey



## Safe PRANCER HORSE

Prancer is made by Thayer, Builder of Better Things for Babies. He is safely suspended from 4 thick corner posts by strong level springs, which can be adjusted for any young dunder 2 to 8. He's dapple white with bright red saddle and bright blue harness. 28" long, 15 1/2" wide, 33 1/2" tall. \$14.95.

THAYER INC.  
Thayer Square  
Gardner, Massachusetts

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

†Prices slightly higher in West and South

See last page of this toy section for list of stores carrying these 104 American Toys.



# You'll find toys for learning and toys for play

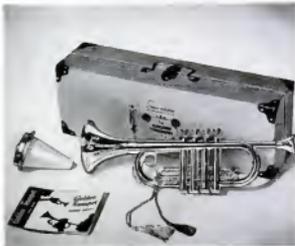
These American toys are on sale at your local stores...



## For Woodburning Art Work ELECTRIC WONDER PEN

Lasting pictures burnt in wood. Guaranteed, underwriters approved, brass-tipped pen with cork holder. Easy to use. 4 additional pen points for achieving special effects. Set includes bleached bass wood plaques, paint set, instruction booklet, and 11 interesting wood-burning designs. For ages 7 years and up. \$3.00.

AMERICAN TOY & FURNITURE CO.  
6130 N. Clark St., Chicago 28, Ill.



## "EMENEÉ" GOLDEN TRUMPET

Your 5 to teen-age boys and girls can play this 13" authentic looking trumpet without lessons! Brass hand-turned reeds play the notes when valves are pressed. Comes complete with sterilized mouthpiece and new realistic trumpet mute. Price includes stand, music book and carrying case. \$4.00. Other instruments from \$4 to \$15.†

EMENEÉ INDUSTRIES  
200 Fifth Ave., N. Y. 10, N. Y.



## GO TO THE HEAD OF THE CLASS

A game for the whole family! Players move from desk to desk and from grade to grade, depending on knowledge, ingenuity and luck in answering questions. The one who gets to "college" first, wins. Wonderful for home parties. Fun and exciting for 2 to 8 players. Instructions enclosed. \$2.50. Another Milton Bradley Key to Fun and Learning.

MILTON BRADLEY CO.  
Springfield 2, Mass.



## Gay, Washable FOLDING DOLL STROLLER

An absolute necessity for a little girl—to show off her favorite doll, or take kitty for a ride. Stroller folds easily... to carry upstairs and put away. Steel frame and wheels, rubber tires, step plate and attached shopping bag. Washable, bright red vinyl finish. Holds 26" doll. For ages 2 to 6. \$4.25.

PLAYTIME PRODUCTS INC.  
442 N. Detroit St., Warsaw, Ind.



## "BLOCK CITY" Scaled Model Construction Sets

Have fun making hundreds of different buildings—with these Washable, All-Plastic miniature concrete blocks. It's easy! It's fun! It's educational! Each set complete with blocks, doors, windows, fences, and 20 page instruction book. For Boys and Girls 5 to 12. Set illus. \$2.95. Others at \$4.95, \$7.50 and \$15.00.

PLASTIC BLOCK CITY, INC.  
4221 W. Lake St., Chicago 24, Ill.



## AmSCO 30" DOLL-E-HICHAIR Holds Her Largest Doll!

It's so much fun to feed dolly in this realistic hichair! Her feeding tray actually lifts... has colorful, amusing play beads. Non-skid feet keep dolly safely upright... she even has a sturdy foot rest. All steel and wonderfully well-made for years of play. In pink and ivory with gay nursery decorations. \$3.98.†

AMERICAN METAL SPECIALTIES CORPORATION  
Halters, Pa.



## JUMBO BOX OF STICK'EM PICTURES\*

Fun-time for hours on end! Eight books containing 32 pages of gummed pictures to cut out, in colors. 32 pages of outline pictures. Match the cut-outs to the outlines and "stick 'em." No glue, no mess. Set complete with safe, steel kindergartener blunt-nosed scissors. \$2.50. Other Stick'Em sets at \$1.00.

THE PLATT & MUNK CO., INC.  
200 Fifth Ave., N. Y. 10, N. Y.



## Transogram PRINCE VALIANT A Game of Valor

Prince Valiant was one of King Arthur's noblest Knights. This exciting new game lets youngsters recreate his adventures... sharpen their imaginations... whet their appetites for history! No set paths to follow... each player plans his own strategy. Two to six can play—and every move's a new adventure! \$1.98.†

TRANSGRAM COMPANY, INC.  
200 Fifth Ave., New York 10, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

†Retailer strictly higher to West and South

See last page of this toy section for list of stores carrying these 104 American Toys.



# ...Toys they'll enjoy—the American way!

...or write manufacturer for name of nearest dealer



## PAL SUPERBIKE 440 Series

A "Cadillac" of a velocipede ... at "Ford" prices! Jumbo size, puncture-proof tires. Ball bearing front and rear wheels. Gleaming chrome plated handbar and truss rods. Spring saddle. Bicycle type pedals. Finished in brilliant fire engine red and white. Three sizes. A real "PAL" for children 2 to 6. \$14.95 as illustrated.

PAL PRODUCTS DIVISION  
Res Meters, Inc.  
Michigan City, Indiana



## Junior Size POOL TABLE

A handsome, authentic pool table that will make any 8 to 15 year old the envy of the neighborhood! Table is 28" high, measures 44½" by 25". Ball and legs are ivory-colored with contrasting maroon corners, diamonds and leg caps. Green, cloth-covered playing surface. Complete with set of balls, two cues, triangle, instruction book. \$22.50.

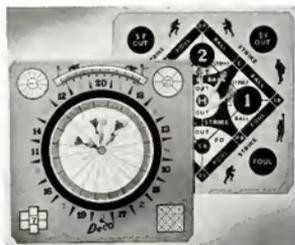
THE BURROWES CORPORATION  
200 Fifth Ave., New York 10, N. Y.



## Colorful, action-packed! U-DRIVE-IT

Exciting new skill toy for motor bugs, age 3 on up! It's a big, sturdy steel super-highway with 36" of brilliantly colored, moving road. A turn of the real steering wheel controls a toy auto as it whizzes along. There's even a horn and realistic dashboard. Great fun for everyone... emphasizes safe driving at the same time! \$2.98.

NORTHWESTERN PRODUCTS CO.  
2653 Spruce St., St. Louis 3, Mo.



## It's A Bullseye! DART GAME

Try your skill at darts... America's most thrilling indoor sport. Play all-time favorite "20 Points" and many other exciting score games on cork-faced front of board. Then, reverse board and play thrill-packed "Dart Baseball." Set includes 3 plastic, precision-made darts & complete instructions. Ages 6-106. \$2.58.

DART BOARD EQUIPMENT CO.  
2000 N. 10th St., Phila., 22, Pa.



## BETSY WEEPS WEEPS

Weeping, Wetting Doll

Betsy is the 13½" doll little girls dream of—she even cries! By pressing her soft, realistic body, tears flow from her eyes. Betsy weeps when she drinks liquid! Made of sanitary vinyl plastic... dressed in shirt and diapers. Complete with 9-pc. layette. For ages 3 years to 9 years... "It's a wonderful toy, it's Ideal." \$7.98.

IDEAL TOY CORPORATION  
200 Fifth Ave., New York 10, N. Y.



## New "Rock 'N Ride" TEETERTOT SHOOFLY

Generations of youngsters have enjoyed the rocking action of the shoofly. Now, thanks to sturdy, steel coil suspension springs, your pre-schoolers can have extra bouncing exercise and play in the new Teetertot Shoofly. Made entirely of select hardwood and finished light maple. White safety strap and 6 colorful play beads. Directions enclosed. 6 mos.—2 yrs. \$9.95-17.

THE DELPHOS BENDING COMPANY  
Delphos, Ohio



## Now Geography's Fun! UNITED STATES BINGO

Gabriel's wonderful new kind of Bingo is a sure-fire hit for family fun—gives Junior and his sister a "whiz" rating in geography, too. Includes 16 full-color cards showing states, points of interest; 96 product markers; reusable magic score pad. For ages 8 to 12; two to seventeen can play. \$2.00.

SAM'L GABRIEL SONS & CO.  
200 Fifth Ave., New York 10, N. Y.



## PLASTICVILLE AU-6 AIRPORT WITH ACCESSORIES

A must for every air-minded youngster! Set includes plastic administration building, hangar, landing strip, 2 jet planes, crash fire engine, ambulance, sedan and firepole. Made in "0" gauge scale for the Lionel or American Flyer train platform or as an all year round toy with play value. In colorful litho gift box. \$4.98.

BACHMANN BROS. INC.  
1400 East Erie Ave., Phila., 24, Pa.

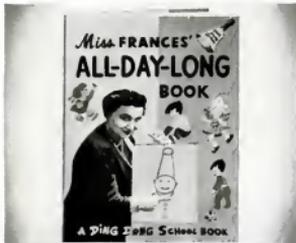
ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.



# Toys for all talents, graded by ages...

These American toys are on sale at your local stores...



## MISS FRANCES' ALL-DAY-LONG BOOK

For harassed parents! Ding Dong School's Miss Frances describes and illustrates grand activities for 2 to 6 year olds. Even tells you the right play for each time of the day. Sturdy book has 72 pages, with colorful illustrations. \$1.00. Also Miss Frances' Ding Dong School Book, Ding Dong School and Book-Elf Story Books \$1.00 and 25c.

RAND McNALLY & COMPANY  
P.O. Box 7600, Chicago 80, Ill.



## MONOPOLY

Patent Pending! Trade-Mark Name for Its Real Estate Trading Game

### Most Popular of the World's Great Board Games

No. 9 White Box Edition, illus.—with removable Bank Tray, gold-stamped Grand Hotels, double "Money" supply. For up to 10 players, \$4. No. 5 De Luxe Set with realistic, plastic houses, hotels, \$10. No. 8 Popular Edition, for 8 players, \$3.

PARKER BROTHERS, INC.  
Salem, Mass.



## Easy to Play KARIMBA XYLOPHONE

Now tots can easily play those nursery songs they love so much. Six favorites are color-keyed to the eight colored bells specially tuned to sound the notes of the song. A spellbinding experience for youngsters from 4 to 12 years. Durable... made of a special tough plastic. 16" long, 5" wide, 2 1/2" high. Two mallets included. \$1.98.

KUSAN INCORPORATED  
2716 Franklin Rd., Nashville, Tenn.



## CINDERELLA RUB-N-SCRUB®

Every little mother's-helper will welcome this realistic housekeeping outfit! New Cinderella's Rub-N-Scrub set includes perfectly sealed pail, scrub brush, unique long-handle squeeze sponge mop, scrub cloth, polishing mitt, soap powder and scouring pads. Perfect gift for 3 to 8 age group. \$2.00.

HOUSTON CORPORATION  
895 East 167th Street  
New York 58, N. Y.



## Moo! Baa! Oink! LARGE FARM SET No. 553

Watch your delighted tot act out "Old MacDonald," "Farmer in the Dell" and other merry farmyard frolics with this real-life play-room farm. 28 toys including modern barn with silo, tractor, team and wagon, farmer and wife, cows, pigs, sheep, poultry... plus 7 piece fence. All toys made of durable, washable vinyl. Ages 2-6, \$3.69.

AUBURN RUBBER COMPANY, INC.  
Auburn, Indiana



## For The Singing Cowboy Jefferson's No. 98 "TEXAN JR." GUITAR

Indispensable as gun or holster! Youngsters soon learn to strum favorite tunes. Brown and ivory wood fibre guitar, western decorations, shoulder cord. Sturdily built—six nylon strings, 30" tall by 11" wide. Easy-to-follow playing instructions included with instrument. For ages 4-16. \$3.98.

JEFFERSON MFG. CO.  
2433 N. Orianna St., Philadelphia 33, Pa.



## AMERICAN BLOCK WAGON With "HI-LO" Blocks\*

"Fire Engine Red" Wagon Pull Toy. Yellow trim. Loaded with 30 patented "Hi-Lo" Safety Blocks, deeply embossed with pictures and letters in brilliant harmless colors. Blocks interlock with one another and grooved track in Wagon. For youngsters 6 mos. and up. Set No. 130—\$2.00. Others 59¢ to \$3.00.

HALSAM PRODUCTS COMPANY  
4114 Ravenswood Avenue  
Chicago 13, Illinois



## Sifo's CLATTER WELL

The Clatter Well is a hardwood stacking and rolling toy. Used as a stacking toy the 7 colorful rings can be inserted or removed from center post. When rolled, the rings will clatter softly against the posts. No sharp edges or protruding posts. Absolutely safe. \$2.00.

THE SIFO COMPANY  
353 Resabel St., St. Paul 1, Minn.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Patent Pending

Prices slightly higher in West and South

See last page of this toy section for list of stores carrying these 104 American Toys.

# Shop for American Toys on these pages!

...or write manufacturer for name of nearest dealer



## Five Years of Fun HUFFY-CONVERTIBLE\*

This 4 year-old will enjoy his Huffy 'til he's nine. He'll use it for years as a safe, non-tip 4-wheeler. When he's older, he has a ruxed 2-wheeler. The small wheels make other toys. Fits-Sooner\* frame adjusts to growing legs. "The Cadillac of the sand pile set." It's made of the best materials. 2 sizes! Boys & girls, 3-9. Guaranteed.

THE HUFFMAN MANUFACTURING CO.  
Dayton 1, Ohio



## Little Mothers Adore BABY TRIX\*

As real as baby sister! A new revolutionary principle of movement lets this life-action doll wave her arms, kick her legs, turn her head — all by herself! She also toddles, sits, sleeps, cries, drinks, wets like a real baby. In traveling case with lavette, 16" tall. For girls 2 to 8. With Perma-root hair, about \$11.98.† Without hair, about \$9.98.†

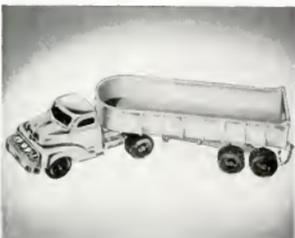
UNEOGA DOLL CO., INC.  
200 Fifth Ave., N. Y. 10, N. Y.



## HOPALONG CASSIDY COWBOY OUTFIT

Rootin', tootin' western gear for every two-fisted hombre! The sanforized black twill cowboy pants show Hopalong in full color, a-ridin' his horse. Matching poplin shirt has gray plaid flannel yoke. A cowboy kerchief, tie holder, leatherette holster, belt, and pistol complete the outfit. Sizes to fit ages 2 to 14. All for \$4.98!

HERMAN ISKIN & CO., INC.  
200 Fifth Ave., N. Y. 10, N. Y.



## Boys Go For This METAL DUMP TRUCK\*

This well-made metal dump truck gives hours of happy play in the play yard or on the playground floor. Carries everything from blocks to sand. Dumps through the tail gate when side lever is raised. Green cab and movable red dump with aluminum trim. Rubber wheels, 17" long. For boys and girls, ages 4 to 12. \$3.98.†

HUBLEY MANUFACTURING CO.  
Lancaster, Pa.



## Fun! Educational HOSPITAL NURSERY SET

Children aren't usually allowed in hospitals, but now they can play with and nurse a whole nursery full of "new" babies. 7 hospital cribs, 7 baby dolls, blankets, tables, chairs, sink, night table, scale, bottles, pans, everything to make nursery "real" to little girls from 4 to 10. Plastic, 3 times tougher than ordinary toys. \$2.98.

RENVAL MANUFACTURING CO., INC.  
Teydant Park, Mineola, N. Y.



## Interlocking AMERICAN PLASTIC BRICKS

Beautiful red brick plastic building set. Ages 4 to 12 build "true-to-life" houses, buildings, villages. Bricks interlock. Windows, Garage Doors open and close. Picture Windows with transparent Jalousies; Green Roofs. "How to Build" Book. Set No. 725—\$5.00. Other Sets —\$2.00 to \$15.00.

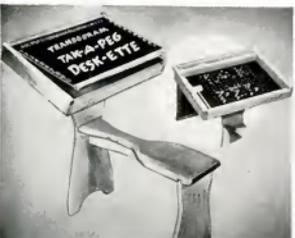
HALSAM PRODUCTS COMPANY  
4114 E. Greenwood Avenue  
Chicago 13, Illinois



## Christmas delight! FIRE-PROOFED COTTON

Popular snow-like decoration. Safe, non-flammable. Use for padding or decorating toys, tables, mantels, crèche, and a hundred similar uses. Available in rolls opening to 30"x30", 30"x36", 30"x44", 30"x48", and larger. Sizes mentioned above, 25¢ a roll and up.

UNION WADDING COMPANY  
Pawtucket, R. I.



## Transgram's Four Way TAK-A-PEG DESK-ETTE\*

Here's a sturdy desk with hidden treasure. Black-board top swings up to reveal Tak-A-Peg set complete with pens and hammer, plus extra storage space for chalk, pencils, erasers, etc. Constructed of smooth, selected wood in maple finish with safe rounded edges. Reinforced with concealed steel braces. \$5.98.† Others at \$1.98.†

TRANSGRAM COMPANY, INC.  
200 Fifth Ave., New York 10, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

†Suggests slightly higher in West and South

See last page of this toy section for list of stores carrying these 104 American Toys.



# Toys made to fill every Christmas request...

These American toys are on sale at your local stores...



## Black and Gold BOSTON ROCKER

This faithful replica of an old Colonial rocker is a lovely piece of furniture—Made by Thayer, Builder of Better Things for Babies. Sturdy hardwood construction in rich black finish with gold trim and hand applied flower decorations. Designed for boys and girls 2 to 10... strong enough for adults. \$9.95. Same rocker with Swiss music box \$12.95.

THAYER INC.  
Thayer Square, Gardner, Mass.



## Ready-to-decorate DOLL HOUSE FURNITURE

A whole doll house full of furniture. 5 rooms, 29 pieces, to decorate to suit a little girl's own tastes. Transfer sheet with many designs included plus brush and harmless water-soluble paint which can be washed off for repainting. Furniture is new plastic, 5 times tougher than ordinary plastic toys. For ages 5 to 10. \$4.98.

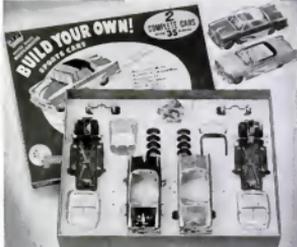
RENEWAL MANUFACTURING CO., INC.  
Toyland Park, Mineola, N. Y.



## ROOK Famous 4-Suit Card Game

The unique and exciting play of this ingenious 4-suit card game makes it a great favorite for both families and parties. Many entertaining variations of Rook offer variety and endless fun for players of all ages. Cards are finest quality. Single Pack, \$1. New 4-Pack Party Edition. \$3.50.

PARKER BROTHERS, INC.  
Salem, Mass.



## Streamlined Fun DELUXE 2 CAR CONSTRUCTION SET

Your youngster will have a wonderful time assembling the sleek "Sun Dome" Hard Top and the dashing "Martinique" Convertible. Set contains: 2 chrome-like trimmed bodies, 2 friction motors, 8 die cast spoke-type wheels, rubber tires, clearview dome, windshield wipers, steering wheels. Brilliant colors with contrasting seats. \$4.98.

IRWIN CORPORATION  
200 Fifth Ave., New York 10, N. Y.



## DING DONG SCHOOL'S ALGY BEAR

Algy is no stranger—he's been on famous Ding Dong School. He's the cuddliest sleepy bear a youngster ever held! Safe for children with dust allergies who can't play with ordinary toys... Algy's been specially treated. Has painted vinyl plastic face with moving eyes. He's 18" tall. For ages 6 mos. to 5 yrs... "it's a wonderful toy, it's ideal." \$4.98.

IDEAL TOY CORPORATION  
230 Fifth Ave., New York 10, N. Y.



## Miss Frances recommends DING DONG SCHOOL VELOCIPEDES

There's a world of healthy activity in a "Ding Dong School" velocipede! It's recommended by your child's favorite teacher, Miss Frances, of the Ding Dong School TV program. Safe, sturdy, easy to ride. Six different units to choose from. Prices from \$13.95 to \$31.50. See your local Evans-Colson dealer.

EVANS PRODUCTS COMPANY  
Plymouth, Michigan



## For Young Carpenters CARRYING TOOL KIT

A tool set just like Dad's! Exact copy of master carpenter's tool box, 19" x 6 1/2" x 7", beautifully finished in natural wood. 19 guaranteed tools include tempered spring steel hand saw, steel cast plane, brace & bit, steel wrecking hammer, and many not found in other tool sets for boys. For ages 7 and up. Full instructions enclosed. \$8.00.

AMERICAN TOY  
& FURNITURE CO., INC.  
6130 N. Clark St., Chicago 26, Ill.



## MASTER TINKERTOY\* SET With Electric Motor

New and exciting play value has been added to one of the world's most constructive toys! New Master Tinkertoy Set has multiple speed motor with 6 ft. plastic lead cord. Needs no transformer, U.L. Approved—safe even for small children. \$9.95. Smaller sets without motor 69¢ to \$2.89.†

THE TOY TINKERS  
Div. of A. O. Spalding & Bros., Inc.  
Evanston, Illinois

ABOVE MANUFACTURERS ARE MEMBERS OF 104 MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

†Prices subject to change without notice.

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# Your American youngsters deserve the best!

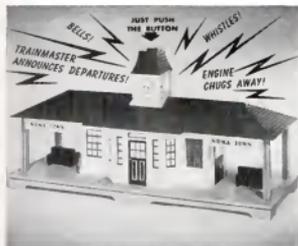
...or write manufacturer for name of nearest dealer



## New Creative Adventure PLASTI-PICTURE KIT

Watch your youngsters create pictures, words, designs from plastic stickers. No pasting, no cutting. Small hands can easily press colorful triangles, circles, squares, rectangles, onto framed plastic board to make houses, trains, animals, ships—any object imaginable including letters and numbers. Plastic stickers lift off to be used over and over again. \$2.00.

KITS, INC.  
Miamisburg, Ohio



## NOMA ELECTRONIC RAILROAD STATION

So real you'll get wanderlust! Sealed to fit any train layout. Whistles toot, bells ring, engine roars down track as announcer calls stop. 4 Free interchangeable extra records announce 4 different railroads. Large 16" x 6" x 8" station. Durable plastic. No wiring needed. Operates on 2 standard flashlight batteries. \$17.75.

NOMA LITES, INC.  
55 W. 13th St., New York 11, N. Y.



## "WORD RUMMY"<sup>TM</sup> Versatile Card Game

NEW! You can play all the latest WORD and CARD games with Word Rummy. Deck consists of 82 cards, 4 colors, one entire set of the alphabet in each of the four colors. 2 sets of instructions, 1 simplified for "children", 1 for "adults". Entertaining game for the entire family. Deluxe set \$1.25; standard set, 98¢.

EDUCATIONAL CARDS, INC.  
1302 Industrial Bank Bldg.  
Detroit 26, Mich.



## UTEY The Dreamy-Eyed Doggie

Your dream-stuffed toy pooch made real, made to be loved! Soft and silky, filled with non-allergic material. Scrub him, tub him in your washer. What's more, UTEY the dog with the dreamy eyes, is guaranteed against tearing or ripping. A cuddly play toy for kids— an adorable mascot for teenagers and college co-ed. Assorted colors. 15" high. \$3.98.

CORONET TOY MFG. CO.  
1121 Post St., Seattle 1, Wash.



## "MODEL Toys" BARBER-GREENE BUCKET LOADER

A "MODEL" construction vehicle that works like the real thing! Scoops up earth in buckets, carries it on conveyor belt to dumping point. One crank coordinates action of buckets, spirals and conveyor belt. Rubber tires, baked enamel finish on big, rugged steel body. Ages 4 to 12. \$18.95. 11 Western states, \$19.75.

THE CHAS. WM. DOEPKE MFG. CO.  
Reissmayne, Ohio



## Fun-Filled Traffic Game PARK AND SHOP

This exciting new game is packed with thrills and surprises for the entire family. Object is to park your car in a strategic place, complete your shopping and return home first. Hours. By by as 2 to 6 players match skill, wits, luck. Ages 6-60. \$3.00. Another Milton Bradley Key to Fun and Learning.

MILTON BRADLEY CO.  
Springfield 2, Mass.



## Revell's "Young Plumber" PLAY SET

Perfect educational, action toy. Includes large plumber's truck with built-in water tank, lift-up hood revealing motor. Wheels can be removed with aid of jack and wrench. Complete set of plumber's tools, assorted pipes, fittings, bath tub, etc. Made of super-tough wood. 475 Styron. Ages 4 to 8. \$1.98.

REVELL, INC.  
4223 Ocean Park Ave., Venice, Calif.



## Original "Hewn" AMERICAN LOGS

The original square-cut "Hewn" Logs of pioneer times in detailed miniature. Interlocking, 3/4" precision-made Logs need no nails for rigid construction. Selected wood, stained natural log color, smoothed and waxed for safety. Ages 4 to 12 years. 211 pieces. No. 825 Set—\$4.00. Other American Log Sets from 89¢ to \$10.00.

HALSAM PRODUCTS COMPANY  
4114 Ravenswood Avenue  
Chicago 13, Illinois

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.



# Delight them with toys from this merry display

These American toys are on sale at your local stores...



## Drawing's Easy With CARTOON-O-GRAPH\*

Bugs Bunny, Porky Pig and a host of Warner Bros. characters come to life on this magic sketch board. Sturdy metal drawing device guides the pencil for expert or beginner, helps in copying any picture, photo or map. Includes coloring set, drawing paper, and cartoons. Artists of all ages find hours of inspiration and quiet fun. \$2.00.

METAL MOSS MFG. CO.  
2215 S. Michigan Ave.  
Chicago 16, Ill.



## REDSKIN FINGER PAINT

Creative fun for everyone with America's best-known and largest-selling Finger Paint. Eight jars of red, yellow, green, blue, brown, and black finger paints. Special paper, spatulas, and instruction folder included. Buy the best! Ask for Redskin by name. \$2.00. Other sets \$1.00 and \$3.00. Another Milton Bradley Key to Fun and Learning.

MILTON BRADLEY CO.  
Springfield 2, Mass.



## She Walks! TONI WALKER DOLL

The new Toni Walker seems alive—she can do so many things! Walks forward and backward and turns her head with every step. Even sits down! Her nylon hair can be washed and waved with her own Toni Play-wave Kit. Complete with slip, undies, socks, shoes, choice of party dresses. 14½" tall. For ages 5 years to 12 years... "It's a wonderful toy, it's 'Ideal.'" \$9.98.

IDEAL TOY CORPORATION  
200 Fifth Ave., New York 10, N. Y.



## REMCO ELECTRONIC RADIO STATION

It's every little "ham" radio operator's dream come true! A real radio station that sends voice or code up to ½ mile. Switchboard transmitter has two "mikes"; buzzing, clicking telegraph key; revolving searchlight; signal detector and automatic decoder. Made of high impact plastic. Safe. Sanitary. Instructions enclosed. Ages 4 to 15. \$6.95.

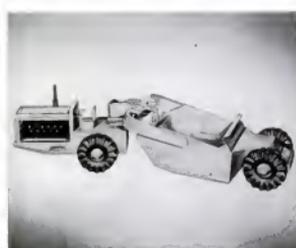
REMCO INDUSTRIES, INC.  
113 N. 13th St., Newark, N. J.



## WONDER HORSE\* DELUXE

He can ride to Banbury Cross—or to meet the Sandman, on this faithful reproduction of a golden Palomino. Wonder Horse Deluxe is molded of tough plastic. Sturdy springs give realistic gaited action. Commended by Parents' Magazine and is Toy Guidance Council "Educator Approved." For children 1 to 7 years. \$29.95.

WONDER PRODUCTS COMPANY  
Cullerville, Tenn.



## Live Action Toy STRUCTO SCRAPER

Plenty of indoor and outdoor fun with this rugged, realistically scaled model! Extra large, heavy-duty, rubber wheels make for safe balanced play. With make-believe "Diesel" motor, automatic loading and dumping mechanism, universal coupler and adjusting screws to raise and lower scraper blade. 22" long. \$4.98.

STRUCTO MFG. CO.  
Freeport, Illinois



## "LITTLE LADY" #245 RANGE #245

For Baking Prepared Mixes

Your daughter can learn the joys of baking with this real, safe electric range. Fiberglass insulated oven for higher concentrated heat... Actually bakes! Smart two-tone enamel. Lights on top of stove. Separate switches for burners and oven. Cook book with tested recipes. For girls 6-12. U. L. \$12.95.†

THE METAL WARE CORPORATION  
Two Rivers, Wisconsin



## Building Set No. 7 GILBERT ANCHOR BLOCKS

Your young builder will have barrels of fun making model buildings, with this variety of cubes, rectangles, angles, chimneys, spires. Blocks look and feel like marble. Weighted to pile easily. 70 assorted blocks, including arch and columns plus 2 roofs. Illus. Building Book. Ages 5 to 10. \$4.95. Denver and West: \$5.25.

THE A. C. GILBERT COMPANY  
Erector Square, New Haven, Conn.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

See last page of this toy section for list of stores carrying these 104 American Toys.



# Make this an American Toy Christmas day

...or write manufacturer for name of nearest dealer



## Amsco 26" Deluxe DOLL-E-CRIB WITH MATTRESS For Her Very Best Doll!

Little "mothers" will love this all-steel crib with washable, air-inflated mattress. Enameled in creamy ivory with fairy-tale decorations. Colorful, spinning play beads to keep "baby" amused! Real dropside that "lets down." Shiny chrome trim. Swivel casters. Link-steel bedspring. \$9.95.†

AMERICAN METAL SPECIALTIES CORPORATION, Halbers, Pa.



## For Craftsmen of All Ages "HANDY-ANDY"™ TOOL SET

For the child who likes to make things! This adult-type tool set will develop real craftsmanship and ability. Fine quality tools include saw, hammer, chisel, pliers, plane, wrenches, measuring devices and others. Precision made, packed in steel box with easy liftout tray. Instructions enclosed. Ages 5 to 15. \$4.95.

SKIL-CRAFT CORPORATION  
800 S. Clinch St., Chicago 7, Ill.



## Kohner's Delightful MINIATURE DOLL CRAFT

A complete miniature doll "factory"! Easy instructions show how to make beautiful dolls (about 3" high) for every occasion. To wear on paper, to use as tree trims, party favors, table, cake decorations, etc. Approximately 24 heads, hair material, cement, ribbons, pipe cleaners, doll stands. \$3.00. Others at \$2.00, \$1.00.

KOHNER BROS.  
155 Weeater St., New York 12, N. Y.



## WHITE HOUSE MODEL KIT

The glory of Washington, the tradition of our great Presidents, come to life as your youngsters build this scale model. 72 plastic and cardboard pieces easily fit together to form classic lines of famous building. Kit has glue, directions and booklet giving White House history, names and dates of Presidents. \$2.98.

EMPIRE PLASTIC CORP.  
14 Pelham Parkway  
Pelham Manor 65, New York



## SORRY

"Parker Brothers" Trade-Mark Name for Its Slide Funset Game

An immensely popular Board game, unlike any other, with original moves and thrilling situations. Don't count on victory until the last play. Sorry is full of surprises! Complete with playing board, pack of Sorry cards, finely finished wooden pieces, rules for Sorry and Popular Point Sorry. \$2.50.

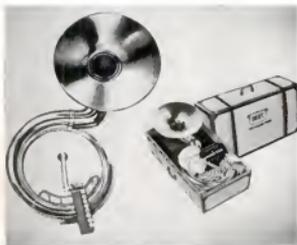
PARKER BROTHERS, INC.  
Salem, Mass.



## Her Dream Doll! BABEE-BEE

Lovable, and absolutely tubbable! Babee-Bee is 13" long with sleeping eyes and vinyl head. Unbreakable rubber body features SUN's exclusive, waterproof joints. She blows bubbles, cries, drinks, wets, and sleeps! Comes dressed in layette robe and cotton knit panties. Complete with bubble pipe, soap, nursing bottle and bib. About \$4.98.

SUN RUBBER COMPANY  
Barberton, Ohio



## "EMENEÉ" GOLDEN TUBA\* Your youngster can start right in playing songs and marches on light-weight gold-finished plastic tuba with brass hand-tuned reeds. Authentic copy of professional tuba is nearly 3 feet high and has sterilized mouthpiece. Price includes stand, songbook and carrying case. 5 to teen-age. \$15.00.† Other instruments from \$4 to \$15.†

EMENEÉ INDUSTRIES  
200 Fifth Ave., N. Y. 10, N. Y.



## "PONY BOY" DOUBLE HOLSTER SET With Cuffs, Spurs, Carrying Case

A complete western "rig". Double holster set with 2 break-open guns, cuffs, and spurs... all in natural color genuine leather decorated with beveled metal conchas. The complete combination, with 23 kt. gold foil for personalizing set, in luggage carrying case, \$7.95. The double holster set and guns, \$4.98.

ESQUIRE NOVELTY CO.  
200 Fifth Ave., N. Y. 10, N. Y.

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

\*Trademark

†Price slightly higher in West and South

See next page of this toy section for list of stores carrying these 104 American Toys.

All these fine stores . . .  
and thousands more  
. . . have these I04  
wonderful **LIFE** toys  
shown on previous  
13 pages



Albany, N. Y. . . . . John & Myers Co.  
Albany, Ore. . . . . Amas Hardware  
Alexandria, La. . . . . Miller's  
Alexandria, Va. . . . . Papayan Toyland & Hardware  
Algonia, Wisc. . . . . Busch's Toyland  
Allamore, Ohio . . . . . Star's  
Anacostia, Mont. . . . . Schwartz Dept. Store  
Arlington, Wash. . . . . Winkas Hardware  
Atlanta, Ga. . . . . Brinson's  
Atlantic City, N. J. . . . . Fisher's Toyland  
Austin, Minn. . . . . Cleveland Hardware Co.  
Baltimore, Md. . . . . Meacham, King & Co.  
Baton Rouge, La. . . . . Stroger Drug Co.  
Beaumont, Texas . . . . . Emmers—Thomas  
Birmingham, N. Y. . . . . Purdy Gift Shop  
Birmingham, Ala. . . . . Brothers Toy Company  
Bloomington, Ill. . . . . W. B. Baid & Co.  
Bolsa, Idaho . . . . . Fred Dept. Store  
Brigsdon, N. J. . . . . The Frimley Hardware Store  
Burling, N. Y. . . . . Adam, Maltram & Anderson Co.  
Burlington, Vt. . . . . Casler's Juvenile Shop  
Candas, N. Y. . . . . Harlow's  
Canton, Ohio . . . . . Star's  
Charleston, S. C. . . . . Jm. F. Coates & Sons Co.  
Charleston, N. Va. . . . . The Diamond, Inc.  
Charlotte, N. C. . . . . Smith Brothers  
Chattanooga, Tenn. . . . . Lawson's Inc.  
Chester, Pa. . . . . Tallino  
Chicago, Ill. . . . . Winmet's  
Cincinnati, Ohio . . . . . Billings  
Cleveland, Ohio . . . . . Taylor's  
College Park, Md. . . . . College Park Hardware  
Columbus, Ga. . . . . Simon's  
Columbus, Ohio . . . . . N & H Hardware  
Dallas, Texas . . . . . The Play Day Store  
Dan, Pa. . . . . Adams Street  
DeWitt, Ia. . . . . Faberson-Hornad & The Manr  
Dorset, Ohio . . . . . Dear & Johnson Co.  
Decatur, Ill. . . . . Rice, Kohl Co.  
Des Moines, Ia. . . . . Teachers of Iowa  
Detroit, Mich. . . . . T. B. Bay's  
Elyria, Ohio . . . . . The Artisan  
Easton, Pa. . . . . Sharwood's  
Elkhart, Wisc. . . . . Samuels' Inc.  
Elyria, Ohio . . . . . Ahakira's Hardware  
Englewood, Ohio . . . . . Russell's  
Evansville, Ind. . . . . Wisniet's  
Fairmont, Minn. . . . . Keenig's Staras  
Fayetteville, N. C. . . . . The Toy King  
Fishing, L. I., N. Y. . . . . Ahrens' Inc.  
Fond du Lac, Wisc. . . . . Linga's Hardware  
Ford City, Pa. . . . . Petroleum Sales Co.  
Fresno, Md. . . . . Frichard's  
Fl. Smith, Ark. . . . . Interstate Store  
Fl. Worth, Texas . . . . . Linaas's Dept. Store  
Fountain, Calif. . . . . Neptasia Toy Shoppe  
Gary, Ind. . . . . Winchess's Babyland  
Glen Cove, N. Y. . . . . The Playard  
Granite City, Ill. . . . . Kabin's Hardware  
Great Barrington, Mass. . . . . McKim's Pharmacy  
Great Falls, Mont. . . . . Entrays Dept. Store  
Grand Bnd, Wisc. . . . . Wisnaga's Inc.  
Greenwood, Pa. . . . . A. L. Trethewey Co.  
Greenwood, Miss. . . . . Fisher Stationery  
Greensboro, N. C. . . . . Rockard's  
Harrisburg, Pa. . . . . Shunk & Tittler  
Hartford, Conn. . . . . Marheis's Inc.  
Hicksville, L. I., N. Y. . . . . The Playard  
Highland Park, Ill. . . . . The Carrasenos Nona  
Hobbs, New Mexico . . . . . Edwards  
Houston, Texas . . . . . Foley's  
Indianapolis, Ind. . . . . R. P. Wisnan  
Ithaca, N. Y. . . . . The Hill Drug Store  
Jackson, Miss. . . . . McCon's  
Jamestown, N. Y. . . . . Sigler's Dept. Store  
Jersey City, N. J. . . . . Holmner Jewellers  
Jordan, Minn. . . . . Jami Hardware  
Kansas City, Mo. . . . . Seidner Hardware  
Kingsport, Tenn. . . . . W. B. Green Co.  
Kistler, N. C. . . . . Jay Don's  
Knoxville, Tenn. . . . . Woodard's  
Lakewood, Ohio . . . . . Jack & Jill Kidzie Shop  
Lancaster, Pa. . . . . Farmers Supply Co.  
Lawrence, Mich. . . . . Tankard's  
Lawrence, Miss. . . . . Treat Hardware Company  
Lexington, Mass. . . . . Belmont  
Lima, Ohio . . . . . The Leader  
Lima, Miss. . . . . The Don Marche  
Lynn, Mass. . . . . Redington Store  
Macon, Ga. . . . . Jaylred  
Madison, Wisc. . . . . Wallis, Kane & Hensley  
Manchester, Conn. . . . . Kiddle Fair  
Manchester, N. H. . . . . Martin's Store  
Massachusetts, N. Y. . . . . Toy & Baby Super Mart

Mason, Ohio . . . . . Star's  
McKeesport, Pa. . . . . The Toy Shoppe  
Meadow, Mass. . . . . Toak's Toys  
Memphis, Tenn. . . . . Sainsbury's  
Miami, Fla. . . . . Kiddystand  
Milwaukee, Wisc. . . . . Bacon Store  
Minneapolis, Minn. . . . . The Emporium  
Minot, N. Dak. . . . . Ellman's  
Mobile, Ala. . . . . Alabama Hardware Co.  
Mt. Vernon, N. Y. . . . . Shuman's  
New Britain, Conn. . . . . The Bascom  
New Orleans, La. . . . . Nelson Winch  
New Rochelle, N. Y. . . . . Laner's Toy  
New York, N. Y. . . . . Hochstetler & Co.  
Niagara Falls, N. Y. . . . . Linn's Anta Supply  
Norfolk, S. I. . . . . Edwards & Harport  
Niagara Falls, N. Y. . . . . Linn's Anta Supply  
Northville, Va. . . . . L. Seyler  
Norwalk, Conn. . . . . Jack and Jill Toyland  
Norwalk, Conn. . . . . Goldburg's, Inc.  
Oakland, Calif. . . . . Sana's  
Oak Park, Ill. . . . . Winkler's  
Omaha, Neb. . . . . Brandeis  
Pacific Grove, Calif. . . . . Hansen's Dept. Store  
Paducah, Ky. . . . . Battagring's Toyland  
Palmer, N. J. . . . . Prospect Toy Shop  
Parsippany, N. J. . . . . Matt's Toys  
Palm Beach, Fla. . . . . Maner Toy Shop  
Parsippany, Ore. . . . . The Toys Shop  
Pensacola, Fla. . . . . Winnemac Clinic  
Peoria, Ill. . . . . Brown Auto Stores  
Perrysburgh, N. H. . . . . Darby's Dept. Store  
Petersburg, Va. . . . . Pittsburgh Auto Parts Co.  
Philadelphia, Pa. . . . . Miller's  
Phoenix, Ariz. . . . . Staley's  
Phoenix, Ariz. . . . . Yarger's Drug Store  
Pine, S. Dakota . . . . . Schumann, Inc.  
Plattsburgh, N. Y. . . . . A. H. Marshall Co., Inc.  
Poneto, Mich. . . . . Barnes Hardware  
Portland, Ore. . . . . Bliss and King  
Proudford, N. J. . . . . The Shepage Company  
Radway, Calif. . . . . Maner Toy Shop  
Rochester, N. Y. . . . . Fitt's  
Rockford, Ill. . . . . Broadway Toyland  
Richard, Va. . . . . Economy Dept. Store  
Sacramento, Calif. . . . . Walstead-Lubin & Co.  
Saginaw, Mich. . . . . Wolf Hardware Co.  
San Antonio, Texas . . . . . Brown Hardware Co.  
San Francisco, Calif. . . . . Summers Drug Stores Co.  
San Francisco, Calif. . . . . The White House  
San Leandro, Calif. . . . . Johnston Retail Druggs  
Seattle, Wash. . . . . Benning's  
Seattle, Wash. . . . . Bahner's Spice Shop  
Scottsdale, Pa. . . . . Miller's Dept. Store  
Seattle, Wash. . . . . Mead's of Seattle  
Shurter, Calif. . . . . Central Hardware  
Shreve, Pa. . . . . Perfall's Hardware  
Silver Spring, Md. . . . . Hietzer's  
Slack City, Ia. . . . . Teacher-Orvidine's  
Slack City, S. Dak. . . . . Lewis Self-Service Drugs  
Skokie, Ill. . . . . The Village  
Springport, Pa. . . . . Elderick's Pharmacy  
Springburg, S. C. . . . . Homewood-Brown-Kentledge  
Spokane, Wisc. . . . . John W. Brumho Co.  
Springhill, La. . . . . Springhill Dept. & Seed Store  
St. Cloud, Minn. . . . . Dan Marsh Drug  
St. Paul, Minn. . . . . The Emporium  
Stamford, Conn. . . . . Williams, Olin & Co.  
Stockton, Calif. . . . . The Toy Box  
Symmer, N. Y. . . . . Good Toy Shop  
Tampa, Fla. . . . . Hether Stone  
Toledo, Ohio . . . . . Bynfield Shop  
Toledo, Ohio . . . . . Brown-Bentley Co.  
Union City, N. J. . . . . Neithammer's Dept. Store  
Untersnow, Pa. . . . . Jan and Carl's Toy Chest  
Utica, N. Y. . . . . Utica, N. Y.  
Utica, N. Y. . . . . J. B. White  
Tullahoma, Tenn. . . . . Red Star's Toyland  
Ventura, Calif. . . . . Ventura, Calif.  
Warrensburg, Mo. . . . . Cassingham & Son  
Washington Crossing, Pa. . . . . Fratlines  
Washington, D. C. . . . . Wandward & Latrop  
West New York, N. J. . . . . Spand Auto Store  
West Palm Beach, Fla. . . . . Star's Toyland  
West Virginia . . . . . A. W. Cox Dept. Store  
White Plains, N. Y. . . . . Star's Toyland  
Williamsport, Pa. . . . . L. L. Starnes & Sons  
Williamsport, Del. . . . . Roosenbush's  
Wilmington, N. C. . . . . The Langer Co.  
Winona, Ind. . . . . Ten Tabak's  
Winona-Salem, N. C. . . . . Beach-Stroud Co.  
Woodstock, S. I. . . . . Karasuta's Inc.  
Wooler, Ohio . . . . . Snyder's Toy Town  
Wright, Pa. . . . . Greer's



WEARING CITY CLOTHES AND CARRYING BEDROLLS AND SURVIVAL

# A SECT ANTICIPATES ATOMIC ARMAGEDDON



UNPACKING SURVIVAL KITS, which weigh 12 pounds, John Barton and Bettie Jarry check contents, including food, medicines, toiletries.

MANUFACTURERS ON PREVIOUS PAGES ARE MEMBERS OF TOY MANUFACTURERS OF THE U.S.A., INC.



KITS, GIRLS FROM SEVENTH DAY ADVENTIST CHURCH TRAMP PAST A MARYLAND CORNFIELD TOWARD THE WOODS TO BEGIN THEIR THREE-DAY EXPERIMENT

Fleeing to the woods as they might after an atomic attack, some 33 Seventh Day Adventists from Takoma Park, Md., set out to see if they could survive three days with meager gear. Adventists, who hold that the Second Coming of Christ is near at hand, believe it will be preceded by the apocalyptic troubles. They have accordingly been leaders in civil defense work. Using special kits, the hikers ate dehydrated food and made tents from tablecloths (*below*). The November night proved too cold for two children who were taken home. Everyone else survived but with no illusions that the real thing would be as easy.



IMPROVISING A TENT, Biology Professor Lester Harris drapes a plastic tablecloth over wooden frame. Tent took six cloths, accommodated Harris' wife, children (*right*).



CAMPING WITH THREE CHILDREN, MARJORIE HARRIS SEWS COVER AROUND SON →

# Did you ever?

By LITTLE LULU

When you come sneezing home  
and grab for tissues—ever find  
The tissue Grandma offers is  
the “try n’ get me” kind?



But Kleenex® tissues meet your sneeze  
with “up and at ’em” vigor!  
So sturdy—soft—disposable,  
they’re flash-quick on the trigger!



Be thrifty—Buy quality  
**Buy Kleenex**  
*Soft, strong, completely disposable*

\*U. S. REG. S. S. PAT. OFF.

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PLANNING CAMPAIGN TO ADD MONTGOMERY WARD TO HIS \$231 MILLION EMPIRE, LOUIS WOLFSON GOES OVER A LIST OF COMPANY'S RECENT SALES FIGURES

## 'IT'S EASIER TO MAKE A MILLION THAN A HUNDRED THOUSAND'

Louis Wolfson, big business raider and builder of \$231 million empire, now draws a bead on Ward's

by HERBERT BREAD

**L**ouis Wolfson, the brisk 42-year-old Florida financier who is challenging dour 81-year-old Sewell Avery for control of the \$700 million mail-order house of Montgomery Ward, was recently asked if he felt that he had ever made any serious business mistakes during his career. Since in that career Wolfson has risen from helper in a family junkyard to control of a \$231 million industrial empire, the question might have appeared a trifle academic. But Wolfson pondered it with his usual polite and obliging air. Yes, said he after a moment, he had made a mistake once. It had been in the mid-1940s, when he and his associates had engaged for a while in producing grade B movies.

"But I'd understood your movies made money," said his questioner.

"Oh, they did," said Wolfson. "Several hundred thousand dollars. But we took a couple years to do it and that's tying up too much time and capital for that size result."

In most businessmen, contempt for a several-hundred-thousand-dollar profit would be put down to sheer arrogance. In Wolfson's case it is not. His precise candor in such matters is due partly to the fact that for him making money seems neither a passion nor a labor, only a conditioned reflex.

At the age of 20, Wolfson left the junior class of the University of Georgia with a serious football injury, an unpromising scholastic record, a smoldering ambition to prosper—and meager prospects.

Today he has a personal income of close to \$1 million a year (not including capital gains, family trust income and the like) and a personal fortune well into the millions. He and his tight circle of associates own 12 businesses outright and control 20 more (see map, next page). Wolfson himself heads seven of these as board chairman, is president of three more and is a director of three others.

Just as impressive as Wolfson's assets is his technique for getting them. This technique has evoked considerable criticism and continuing suspicion. It has brought Wolfson under the scrutiny of various local and congressional investigations, including that of Racket-Sniffer Estes Kefauver. To Wolfson the harm has been negligible, aside perhaps from the hurt suffered by a man who regards himself as a pioneer of new business methods and instead finds himself under attack as an old-style buccaneer.

### The Wolfson technique

**T**HE Wolfson operating code resembles the most advanced and scientific methods of prospecting for gold, possibly because that is pretty much what it is. Wolfson continually scratches around among the balance sheets of U.S. corporations until he finds one with greater assets or larger profit potentials than appear on the surface. Not until his staff has assayed the property thoroughly does he start buying it. After getting his own men into key jobs, Wolfson



**COAST-TO-COAST DOMAIN** that Wolfson and associates have built since 1932 includes 12 firms that they own outright, 20 more in which they have stock

#### LOUIS WOLFSON CONTINUED

may pursue one of two lines of action. He may decide simply to juggle management and operations into a more efficient, i.e., more profitable combination, or he may decide to siphon off the company's assets in the form of handsome dividends and increased executive salaries.

The latter procedure has brought Wolfson criticism as an "undertaker" concerned only with seizing wealthy companies and carefully and profitably draining off their assets, ultimately to bury them in the potter's field of insolvency. The most drastic and most censured episode of this sort occurred when Wolfson took over Washington's Capital Transit Company.

Years of big and bustling government had been highly profitable for Capital, which provides most of the District of Columbia's bus and trolley transportation. In 1949 it had some \$7 million in surplus cash lying about. Each share of its stock, which was selling for only \$18.50, represented more than \$120 in assets. Miraculously immune to the ills of other public transport companies, Capital boasted modern equipment, excellent service, low rates and high public favor. Wolfson bid \$30 a share and gained control.

In seeking official approval for his venture, Wolfson's men had

control. Companies now have total estimated yearly profits of about 16 million, a share of which goes to the Wolfson charitable foundation in Jacksonville.

firmly told the Interstate Commerce Commission and SEC that they were interested in Capital only as investors, not as operators. Once the deal was closed, however, Wolfson associates John Albert Broadus Broadwater and Doran Weinstein were installed as president and executive vice president. The board of directors, which must legally contain a majority of local residents, was filled almost exclusively with out-of-town Wolfson associates and friends. Next these directors began voting startling dividends. The conservative old management had paid out a total of \$7.50 per share during the preceding five years. Wolfson-style dividends were \$3 in 1950 (first full year under Wolfson control), \$4 in 1951 and a whopping \$15.60, with a four-for-one stock split, in 1952. In 1953 the figure was \$1.60—the equivalent of \$6.40 per original share. Executive salaries were more than doubled and the new directors got a fee of \$100 for attending meetings, although the old directors had been content with \$40. Associate Broadwater was voted a \$10,000 annual pension for life, whenever he might feel like retiring.

Meanwhile bus and trolley mileage was curtailed some 20%, fares increased four different times, and Capital's employees were refused a liberalization of their pension plan. The public began to fume and Washington newspapers began to gripe. Their suspicions were further

Smoother going down



Enjoy a tasty Calvert "Lo-Ball" — a generous jigger of Calvert over ice cubes with just a splash of mixer.

**Calvert Satisfies  
like no other whiskey!**

For a really satisfying whiskey that's rich in flavor . . . yet soft to your taste and *smoother all the way down* . . . drink Calvert Reserve. Your first swallow will tell you why Calvert is now one of the two largest-selling whiskeys in the world. Try Calvert today!

Compare...  
and you'll switch to  
**Calvert**



CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS COMPANY, NEW YORK CITY

\* "DEAR ME!" SAID PRANCER,  
 \* "MY HEAD SIMPLY WHIRLS,  
 \* MAKING SURE WE'VE NANNETTES  
 \* FOR ALL LITTLE GIRLS!"



nannette\*

ORIGINALS



Give Nannette — the perfect gift for every toddler on your list! Mother knows Nannette represents real value, that Nannette Originals wash beautifully, last longer, look better!

Choose A: the wide skirted, velvet belted "Posy Print" in Botes Disciplined cotton, or B: a Don River Wrinkl-Shed Beautiful cotton with tucked bodice and big back bow! Both available in soft pastel colors, sizes 1-3. About \$5.00

Style C is lace and embroidery trimmed pastel cotton with tiny flower-trimmed tote bag to match! Sizes 1-3. About \$4.

BABE AND TODDLER  
 PROCKS FROM  
 9MO. TO SIZE 3  
 NANNETTE

At B. ALTMAN & CO., N. Y. and other fine stores everywhere.  
 MFG. CO., INC. • PHILADELPHIA 24, PA.



ANGRY CRITICISM was heaped on Wolfson in Washington for high fares and big profits of his Capital Transit.

LOUIS WOLFSON CONTINUED

reinforced by a statement *The Evening Star* picked up from Wolfson: "I'll protect the stockholders [of Capital Transit] within the limits of the law, in spite of anything—including Congress and the Public Utilities Commission."

The Senate in 1953 voted \$35,000 for a look into the transit company. A few months later the District Public Utilities Commission started an investigation of its own. The Senate Committee on the District of Columbia concluded that the Wolfson management was maintaining the transit company's physical properties well (it has won the national transit safety award 10 times in the last 11 years) but that it otherwise was "wholly inconsistent with the philosophy of fair and reasonable return . . . wholly inconsistent with the stated intentions of representatives of the Wolfson group before the ICC."

Last summer the Public Utilities Commission apparently succeeded in convincing Wolfson's men that while ordinary corporate management may treat stockholders as generously as it likes, a public utility is operated primarily for the benefit of the public. It was agreed that dividends would be limited to 20¢ a quarter during the last half of this year and to 30¢ for the first quarter of 1955—a dramatic comedown.

Capital Transit is only one fief in the extensive Wolfson domain, but the Wolfson record there will undoubtedly be cited time and again during the forthcoming struggle for Montgomery Ward. The issues in that battle will be the flamboyant Wolfson methods vs. the conservative—indeed, hidebound—policies of Ward's present management, headed by Sewell Avery. Ward's financial position is today among the most secure of any U.S. corporation because Avery has squirreled away total assets of \$717 million, nearly \$300 million of it in cash and government bonds. Ward stock, until Wolfson began buying it, was selling at \$68, paid a modest 5% and had a book value of \$92.37. (It is now selling at \$72.25.) But today Montgomery Ward properties are rundown, the working force resentful of the imperious Avery and the board of directors creaky with five of nine members over 75. Some indication of his present business repute was given last spring when Avery went to the hospital for an operation and the price of Ward stock advanced almost \$5.

Since the end of World War II, Ward sales have increased 52%, but Sears, Roebuck, expanding with the economy, has increased its sales 186%. Montgomery Ward, with its rich treasury and rich profit-making potential tightly bound by management, is thus an ideal Wolfson target.

Wolfson believes there are dozens of companies held prisoner by ultraconservative managements, like medieval maidens in a dragon's cave. For the economy to function at its best, he insists, they must be freed. Carefully hoarded profits must be distributed, thus encouraging new investment. Employees must be encouraged to more creative work by generous wages and bonuses. Wolfson's philosophy might be briefly defined as "spreading it around for everyone"—"it" in this case meaning a company's pecuniary and

CONTINUED ON PAGE 185

When I'm eating Jell-O

I wish I were a squirrel

...because I'm simply nuts about those  
delicious desserts!



Now's the  
time for



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP. ©1984, General Foods Corp.



Now is the season  
of all the year—  
When doorbells jingle  
and "Company's here!"

Copyright 1964 by The Seven-Up Company

# "Fresh up" with Seven-Up!

**THE ALL-FAMILY DRINK!** Perfect for company—family, too! Seven-Up is so pure, so good, so wholesome that folks of all ages—from tots to grandmas—may "fresh up" to their hearts' content. Buy 7-Up wherever you see those bright 7-Up signs.

**You like it ... it likes you!**



Get a family supply of 24 bottles. Buy 7-Up by the case. Or get the handy 7-Up Family Pack. Easy lift-center handle, easy to store.



productive assets. Naturally this cannot be done without completely taking over the company in question.

Wolfson never moves in to take over a company until he has conducted an intelligence operation involving months and sometimes years of quiet, painstaking investigation. Old managements suddenly left without anything to manage are usually stunned to discover how much "The Wolfsons," as they are sometimes called, know about their business' most intimate details. Wolfson operates with eight "associates" (see p. 192) who are bound together, not by any legal instrument such as a corporation charter, but simply by their mutual business interests. Two of them are his brothers. The others were mostly small, only moderately successful business or professional men until they encountered Wolfson. (There are also 14 lesser peripheral associates.) When a likely prospect is sighted, one or several associates are assigned to head up the investigation.

The investigators first study the company's overhead costs, profit figures, labor efficiency and the like against the average figures for the industry. If the figures are out of line poor management is indicated, and The Wolfsons begin to get interested. Production rate, product quality, sales methods, manufacturing equipment and physical plant are carefully studied. The Wolfson representatives even look for executives living beyond their means, because they believe that a man worried about his personal finances cannot devote adequate attention to his company.

### The strategy board

WOLFSON first began studying Montgomery Ward's possibilities several years ago. Dozens of former Ward officials, a group that, thanks to Avery's temperament, now includes a large cross-section of U.S. business brains, were interviewed. The Wolfson file on an ordinary company comprises a stack of typed reports possibly four feet high; that on Montgomery Ward would fill a fair-sized room. Eight copies of every important paper are made and distributed to the inner circle associates for study and discussion. The stock list is examined to find out who owns the company. Finally Wolfson and associates gather in a hotel room and thresh out the question of whether or not to buy. At these lengthy shirt-sleeved sessions, thick with cigar smoke and argument, the associate best acquainted with the situation outlines its possibilities and the others aggressively try to pick holes in his presentation. Wolfson's ideas are often attacked as savagely as those of any subordinate. If the decision is to buy, Wolfson then polls the group on prospective stock purchases. "How much do you want, Broad? . . . How 'bout you, Buddy? . . . How much you putting in, Doran?"

The minimum annual income of an inner circle associate is \$50,000, and several of the eight make more than twice that. Even so, one may be short some of the amount he wishes to invest, in which case Wolfson lends it to him. After lesser associates have been told what is going on, The Wolfsons start buying up stock. When they have control they begin jettisoning executives, keeping only those who their surveys have indicated are competent. Often needed equipment is purchased, as was done at Milwaukee's Nesco kitchenwares and utensils plant, where \$2 million was spent on new machinery and product redesign.

Wolfson currently has a supersecret list of some 75 U.S. companies that he believes can make much bigger profits than they now do. The three existing copies of the list are guarded carefully by Wolfson himself, Elkin ("Buddy") Gerbert, his closest associate and usual traveling companion, and "Miz Clements"—Monten Clements Tomberlin, Wolfson's personal secretary, who has been with him 18 years and who types, with appropriate security precautions, all the reports on companies under Wolfson scrutiny.

This massive onslaught on the citadels of U.S. capital had its quiet beginnings on Jan. 28, 1912, when Louis Elwood Wolfson was born in St. Louis. When he was 14 months old the family moved to Jacksonville, where he grew up. Because his father was a Russian immigrant who ran a junkyard, there has been a tendency to portray Wolfson as an Alger here risen from dire poverty. Actually Morris Wolfson ran a fairly large and successful scrap business and was able to keep his five sons and three daughters in reasonable comfort. Schoolmates remember Louis as a generous companion and superb athlete who won letters in track, baseball and football, was captain of the basketball team and was named All-Southern high school end. After his graduation in 1930 he went to the University of Georgia on a football scholarship.

At college his fondest dream was to make All-American. He also occasionally was heard to confide to friends that he "had to make

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## sprinkles tenderness into meat

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No matter what grade or cut of meat you buy, use ADOLPH'S to sprinkle in more tenderness before cooking.

### TRY THIS TEST



Get a slice of round steak ½ inch thick. Cut in half. Sprinkle ADOLPH'S on both sides of one piece and fork into meat; leave at room temperature for 30-45 minutes; then, pan broil both halves. Give less cooking time to the treated piece. You'll be able to tell the difference blind-folded.

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**WOLFSON FAMILY** lined up in 1936 shortly after Louis (back row, second from left) made his first big success in the pipe business. In row with him, flanking their father Morris, are brothers Cecil, Sam and Saul, all now associated with Louis in various Wolfson enterprises. Morris Wolfson died in 1947.

## LOUIS WOLFSON CONTINUED

some money." The friends now recall those words with the feelings of those who might first have heard young Tom Edison say he thought he'd fool around with electricity.

Unfortunately for Wolfson's first ambition, Georgia was provided with two of the greatest ends in the business, Wed Kelly and All-American "Catfish" Smith. Perhaps fortunately for the second ambition, Wolfson got into the Yale game of 1931 as a sophomore substitute. He tried to tackle Yale's famed Albie Booth and in the resulting pile-up his left shoulder was jammed back in its socket. His athletic career was at an end. His scholarly interests having been almost entirely confined to books on business, he left school the next year.

In 1932, with \$10,000 raised on family insurance policies and borrowed from a friend, he founded the Florida Pipe and Supply Company. "I felt that business was a field that had possibilities," says Wolfson, who has only a rather limited sense of humor. Florida Pipe and Supply got its real impetus from Wolfson's discovery that when J. C. Penney, the pious chain-store magnate, built a home for retired clergymen 25 miles southwest of Jacksonville some years before, a great deal of pipe had been left over. This was still stored in a warehouse and Wolfson bought it from Penney's son for \$275.

Thereafter he and his older brother Sam worked early and late, loading and delivering the pipe to plumbers, industrial plants and contractors, and donning Sunday suits in between to go out and sell more. In all, they disposed of the pipe for about \$100,000—a profit of 36,263%. Under Louis's leadership the Wolfson brothers subsequently got into a variety of enterprises, including theaters, parking lots and the sale of rope, rubber and other industrial products. Sometimes they financed their projects themselves, and sometimes they invited friends to put in capital.

In 1946 Wolfson made his first major deal and drew his first major criticism. A \$19.5 million shipyard on the St. Johns River at Jacksonville was put up for sale by the government to the highest bidder. Every bidder, the government specified, must be a ship-builder and must agree to maintain the facility in standby condition. What followed is difficult to trace through the welter of claim and counterclaim that arose at the time and during two subsequent government investigations. In any case, after Wolfson had entered the first round of bidding, even though not qualified under the government's conditions, the entire set of bids was thrown out on a technicality. Wolfson then bought a controlling



**END** at Georgia, Wolfson had to quit when hurt.

CONTINUED ON PAGE 38

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Wash and wipe dry large or medium potatoes. Cut them in half lengthwise. Score tops in  $\frac{1}{2}$ " squares, making cuts  $\frac{1}{2}$ " deep. Brush skins and tops with Spry. Bake in hot oven (450°F.) 40-50 minutes or until golden brown and tender.

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## LOUIS WOLFSON CONTINUED

interest in the Tampa Shipbuilding Company and he made his second bid of \$1,926,500. Wolfson's bid proved highest although the government was considerably startled to discover that his figure was just \$292 more than its own presumably secret appraisal of the shipyard's worth. Wolfson's admirers adduce this as one more evidence of his uncanny skill at appraisal—a skill that first manifested itself when he amused college friends by biting salt-cellar tops to assay the silver in them. Although Congressman Mitchell Jenkins (R., Penn.) made some scathing remarks about "mental telepathy" during the 1947 investigation, both that inquiry and a grand jury investigation in 1952 gave Wolfson a clean bill of health.

Next, Wolfson dismantled the St. Johns yard (the stipulation about maintaining the yard in standby condition had been dropped) and sold it piecemeal for a \$2.2 million profit. He continued operating the Tampa yard until 1947, and then sold it too, for another capital gain profit of \$3 million.

This was a turning point in both Wolfson's financial position and his financial education. He had discovered a principle that has since become a Wolfson byword: it is easier to make a million than \$100,000. As he expounds this philosophy: "Supposing you're bidding for a contract, or to buy something. If the amount involved is \$100,000, there are lots of people interested and competing with you, because a lot of people can handle a \$100,000 deal, and most of them will settle for a \$5,000 or \$10,000 profit. But on a \$1 million deal you have only a few competitors because only a few people can handle that. On a \$1 million deal I want 20% to 25% profit and I can get it because I can appraise the competition, I know their strength and know where I am. On a really big job like a \$26 million construction contract there may be a possible 40% profit because there is no competition at all."

This theory was responsible for Wolfson's disappointment, as noted earlier, in moviemaking, the next field he invaded. During this period he had another very enlightening experience after contributing more than \$150,000 to the 1948 campaign of Fuller Warren for governor of Florida. Another major contributor was the operator of four Florida dog tracks once partially backed by Al Capone. When the Kefauver crime-investigating committee reached Florida in 1950, it called upon Wolfson to explain his involvement in the campaign. Wolfson testified that he had been interested in Warren's election simply because he and his family owned a great deal of Florida real estate and had felt that Warren could do a great deal for Florida. Kefauver said afterward that the committee had found nothing illegal or "sinister" about Wolfson's interest in the campaign, but Wolfson is still sensitive about the subject and has since shied away from politics.

In 1949 Wolfson joined a group of dissident stockholders which took over Merritt-Chapman & Scott. A few months later he captured Capital Transit. For Wolfson it was a good year, although one in which many other financiers began eying him narrowly, as they have done ever since.

## The education of Louis Wolfson

WHILE his record in Florida is not reassuring and his record in Washington is plainly against him, recently there have been indications that, possibly because he has all the money he needs, Wolfson is becoming less interested in the quick buck than in the more lasting pleasures of a big job well done. He not long ago refused a \$60,000 bonus that the Merritt-Chapman directors wanted to give him, asking that it be distributed among the hourly workers instead. (He would have netted only \$6,000 after taxes anyway.) He also turned down a \$100,000 annual salary offered him by the directors of the Devoe and Reynolds paint company after he acquired it and became its board chairman last June. Except in Washington, labor has had fairly pleasant dealings with The Wolfsons and usually considers their entrance on the scene as a portent of more stable and more widespread employment.

In the 11 other companies that he has acquired since 1951 Wolfson has usually stepped up a formerly conservative dividend rate, but the largesse has never compared with that at Capital Transit, and Wolfson has done much to improve both plant and methods. One executive, a holdover from the previous management of a recently Wolfsonized company, said, "I've never had so much fun, indigestion and sense of accomplishment as I've had in the last year. He's done more for this company in the last 12 months than anyone else has in the last 12 years. He's quiet and soft-spoken and he listens you out. When he gets all the facts—and you've got to have them down cold—he'll ask, "Do you want it? Is it good for us? Okay, you got it!"

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**SECRETARY**, Mrs. Monteen Clements Timberlin, keeps the top secret files on all of Wolfson's negotiations. Picture is inscribed to her from Wolfson.

### LOUIS WOLFSON CONTINUED

Wolfson's talent for inspiring loyalty is one of the main facets of a basically very uncomplicated personality. Twenty-two years and \$250 million after it all began, he still goes to the dentist he always went to, still employs the Jacksonville lawyer who has always handled his family's affairs, still gives jobs to old friends and former football players. When he meets a man he wants he says with unblinking candor, "I hope you like me because I like you, and I want you to come and work with me."

Thereafter he may drive his friend hard, occasionally giving orders with all the side-of-the-mouth curtness of a harassed football coach. But even when barked at, his associates regard Wolfson with an idolatrous affection that cannot be explained solely on the grass grounds that he has made a lot of money for them. Said one recently, "I would without questioning do anything in the world that Lou Wolfson asked me to do."

There is justification for such confidence. Wolfson is familiar with and can often recall down to the last dollar every significant figure in his dozens of companies' reports. He can cite Dow Jones averages on a second's notice. He has no constitutional need for sleep and probably does not average six hours a night, a fact that troubles colleagues not only for his welfare but for their own, since Wolfson expects them to keep pace with him.

Unlike some of them, Wolfson has the physique for this stern regimen. He is a broad-shouldered 6 foot 2, with the muscular legs and tanned, level-browed face of the typical ex-athlete, although without the pot belly that usually accompanies typical ex-athletism in its 40s.

His devotion to business is untempered by any apparent need for relaxation, mental or physical. He has never smoked. He will sip a highball rather than embarrass a hostess, but he has said he cannot understand how anyone can enjoy the taste of liquor. He is no gambler, although he likes a congenial poker game with friends.

He is studiously polite, cocking an attentive ear and mind to what is said to him and replying in a soft drawl that turns "help" into "hep" and "million" into "mi-yun" with a courteous "sir" often added at the end. He is capable of such remarks as "I have enormous respect for any U.S. senator," and "Sir, my political party is really the American party." The overall effect is to give him a somewhat overpowering and unreal aspect.

He took his longest vacation in a decade last summer when he went to the Beverly Wilshire in Beverly Hills to relax for 10 days. Recalling the interlude recently, he claimed he spent most of it lying around the hotel pool sunning himself, but added, "Of course, I was dropping in on the Devoo and Reynolds plant too." He lives with his wife and four children in a handsome \$200,000 home facing Biscayne Bay in Miami Beach, although he is away traveling, mostly on trains, about a third of the time.

When he is not on the road, his home is his headquarters. The main offices of the Wolfson enterprises are in Jacksonville, but he goes there only a couple of days a month. He does not take his business home, but keeps it there, in a modestly furnished office on the first floor where he gets 50 to 60 long-distance calls a day.

CONTINUED ON NEXT PAGE

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THESE ARE FOUR MAIN WOLFSON COHORTS

ELKIN B. GERBERT



Wolfson's principal confidant and closest companion, the 45-year-old Gerbert has known him since school and college days. He joined Wolfson businesses in 1947 after selling out his own prosperous shoe store chain, now sits on boards of eight Wolfson firms, makes about \$75,000 a year.

J. A. B. BROADWATER



Oldest member of the Wolfson big command, the 58-year-old Broadwater was one of few former executives of Tampa Shipbuilding whom Wolfson kept on after buying yard. Still president of Capital Transit despite the furor over highbanded policies there, he is a director of five other firms.

DORAN S. WEINSTEIN



Another veteran of the Wolfson campaigns, Weinstein, 38, an old family friend, went to work for Wolfson's Florida Pipe and Supply in 1940, is now second in command at Capital Transit and an investor and important adviser in other Wolfson ventures. Weinstein was World War II officer.

ALEXANDER RITTMASTER



Rittmaster is an expert in running—the sort of proxy battle that Wolfson now faces at Montgomery Ward. A former investment counselor, he is also one of Wolfson's sharpest private eyes in the exhaustive investigations of the inner secrets of firms that Wolfson contemplates taking over.

LOUIS WOLFSON CONTINUED

Wherever he is, Wolfson is almost always thinking, and usually talking, business. He is a fond and gentle parent but his children occasionally complain that when he is playing with them Daddy's expression has a tendency to grow abstracted, as his mind wanders off onto the balance sheet of New York Shipbuilding or some other enterprise.

He is an ardent sports fan, and follows with especial loyalty the fortunes of the University of Georgia ("my school"), University of Florida ("my home state"), the University of Miami ("my home town") and Notre Dame ("my friend Frank Leahy"). Aside from business papers he reads little. When he does, he dips into the lives of financiers and industrialists. "I'll read a passage over 15 times until I see just what the mistake was that the man made and how it can be avoided," Wolfson said recently. "What kind of mistakes? Well, you take William H. Vanderbilt saying 'The public be damned.' [This was some time after Wolfson's 'I'll protect the stockholders in spite of anything' remark about Capital Transit.] No man is big enough to say that if he is in business. He's got to respect the public."

Wolfson will need all of his genius for cold business calculation and warm personal influence to convince a majority of Ward's 68,000 stockholders that Louis Wolfson can do a better job for them than Sewell Avery. For one thing, many Ward stockholders apparently approve of Avery's cautious methods or they would have

CONTINUED ON PAGE 18

# CRYSTAL CLEAR



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**LOUIS WOLFSON CONTINUED**

long since sold out. At the last annual meeting Avery held proxies for 78% of the stock.

Again, the Montgomery Ward system of electing directors was expressly set up to confound borers both from within and without. Only three directors a year come up for election. Under Illinois law, cumulative voting is permitted, which means that the holder of one share of stock has three votes but can cast all of them for one director if he so desires. This enables a group to concentrate its voting strength on a single candidate and enormously enhance his chances of election. These two devices combine to hamstring attempts to overthrow the present management. Wolfson and associates have attacked the problem by filing suit in a Chicago circuit court in an effort to invalidate the Ward system of electing directors.

Wolfson's reputation for cutting up surpluses into rich dividends may frighten some stockholders but should attract others not averse to seeing the Ward dividend rate increase while the stock itself goes up. Furthermore Wolfson is planning a two months' tour this winter to some 40 cities in which he plans to rent meeting rooms and explain his plans to Ward stockholders. His boyish sincerity and softspoken directness should make a formidable appeal.

To whatever Wolfson says in the next few months Wall Street will listen both intently and suspiciously. The U.S. financial community still has not made up its mind how to take Wolfson. Some of its more conservative members refuse to discuss him publicly. Wolfson is not merely a newcomer, he is a man of unconventional methods and motives. Wall Street's reserve is intensified by the fact that never before has so large and proper a body of stockholders as Montgomery Ward's been subjected to so open and direct an onslaught.

Wolfson has attempted to define his motives with his usual frankness: "I won't do anything for money for myself any more," he earnestly remarked a few weeks ago. "Once making money was high on my list of ambitions. I thank the Lord that now it is 'way down on the list. When we first talked about Montgomery Ward, even people in my own organization told me, 'It's too big. You're going in over your head.' I like a challenge like that. I've enjoyed proving to them it's not over our head.

"Here's another thing. We have about 20,000 stockholders in our companies now. If I can take in a company like Ward with 68,000 stockholders or so, and 70,000 employees—more than twice as many as we have in our present companies—and put those stockholders' money to work and show them how it is needed to create jobs, and if I can restore the initiative and confidence of the employes in the business that is their livelihood—well, if I can do that I will have gone a long way to awaken corporate management generally to its responsibilities and to reawaken confidence in American corporations. That's my real ambition."

Such evangelistic piety is not likely to make Wall Street grow misty-eyed. Wolfson will have to prove in much more tangible ways that he has become what Wall Street considers a responsible member of the business community. This he will probably try to do. And the more he tries, the more he will serve to keep lazy or inefficient managements alert—and to that extent, at least, he will be contributing to the country's financial vigor.



HOME AND HEADQUARTERS for Wolfson, his \$200,000 modern-style house overlooks Miami's Biscayne Bay. His office is on ground floor at right.

MAY I SUGGEST . . .



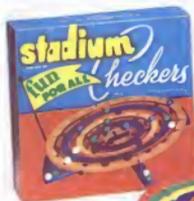
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## THE FRENCH GLORIFY A MILITARY HERO

The movie world is currently entering an impressive Napoleonic era, involving major productions on two continents. In France, the hero's ghost (right) rises before the Arc de Triomphe as the finale to Sacha Guitry's epic *Napoleon*, a three-hour extravaganza on which the actor-producer managed to spend the almost unheard-of amount—for France—of 500 million francs (\$1,450,000). In the film are some 52 stars including Danielle Darrieux, Orson Welles, Michele Morgan and Jean Gabin and, in addition, 32,000 extras.

The making of Guitry's *Napoleon* has been kibitzed by French historians, one of whom has already accused the producer of 16 errors of fact. The purists also hated Guitry's epic on Versailles last year. But like that film, *Napoleon* will surely be a *succès fou*—in Hollywood language, a box-office smasher.



## A Big Year for Bonaparte

### BRANDO PLAYS HIM AS A GREAT LOVER

What M. Guitry's film does for Napoleon's military glory, 20th Century-Fox does for his fame in the boudoir in *Désirée*. A \$3 million CinemaScope production based on a recent bestseller, *Désirée* has Marlon Brando capably playing the amorous little Corsican and Jean Simmons acting the obscure silk merchant's daughter whom he woos in the rain (right) and to whom, in the film's version of history, he finally surrenders after Waterloo.

As lavish in its own way as its French counterpart, *Désirée* nevertheless sticks strictly to love and intrigue (p. 200) and avoids all major military engagements. These it leaves to Guitry & Co., who do them up with considerable and complex splendor (see next page).



## SCENES OF BATTLE MAKE



ADVANCE AT JENA of French Hussars is shot amid ripening grain on a field near Grasse. During filming Guitry commanded 3,000 local soldiers.



RETURN FROM ELBA shows Napoleon about to land. General is played by two men in film—this is Raymond Pellegrin who plays the older Bonaparte.

AT WATERLOO allied infantry engages French cavalry. In battle scenes 22 actor-soldiers were casualties, received emergency treatment for wounds.



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CONTINUED ON NEXT PAGE

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BIG YEAR FOR BONAPARTE CONTINUED

ROMANCE FILLS 'DESIRÉE'



**COMFORT** is given by Désirée (right) to Josephine (Merle Oberon) divorced by impatient Napoleon because she has failed to give him an heir.



**DANCING LESSON** is given to Napoleon by Désirée (right) outside Josephine's room. He tells her he is marrying a Hapsburg and will have to learn to waltz.

**HIS SWORD** is given Désirée by Napoleon after Waterloo. According to the movie she is intermediary sent to arrange general's final surrender.



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ATHLETIC PORTION OF PARTY WAS SLEEPING BAG RACE HERE BEING RUN BY (FROM LEFT) SID LUTTINEN, JO SOBGENFREL, AL STOCKER AND JO ANN WINGET.

## *Life Goes to a Four-Poster Party*



NIGHTCAPPED TOAST is given with fraternity beer mugs by John Cogan and Jay Vedova (in woolen

cape) to Joan Earles and Bill Nolan, who preferred having their drinks in hand-lettered chamber pots.

### STUDENTS IN SEATTLE PLAY PAJAMA GAMES

For sixty years the brothers of the University of Washington fraternities have given planned pajama parties, establishing a college tradition even more venerable than goldfish swallowing or panty raids. On a recent Saturday night the Kappa Sigma house added a refinement. In a rented dance hall they put five of their own iron beds together with a 7x12 plain wooden frame and four tall posts. Covering the five mattresses with a durable canvas sheet, they then enjoyed what they called a "four-poster fling."

The 66 members of Kappa Sigma and 100 guests came in outfits which ranged ruffishly from shorties to nightshirts and were paired so each man's matched his date's. They used the huge four-poster as a lumpy dance floor or an erratic trampoline and, at one point, a bunny-hopping snake line directed its twisting course right up and over the bed. At 1 a.m. the shuddering four-poster could stand no more. It began to fall apart and soon the party was over.



STRIPES WERE THE FAVORITE PAJAMA PATTERN BY WIDE MARGIN



← SLEEPY GUEST Ogie Pridsky dozes in arms of date, Dave Nostrand. They wore plain pink pajamas, and their bottles on the table had doll-sized nightgowns.

HOISTED HIGH on one of the four tall bedposts, Tom Winter hugs a Teddy bear and accepts the cheers of the crowd. When the post started to shake they let Tom down.





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*Four-Poster Party* CONTINUED



**HAIR CURLING CONTEST** was conducted with dates keeping their hands over girls' eyes and heckling insistently. All the girls finished in a dead heat.



**CHARLESTON CONTEST** is held on four-poster. Brooks Townsend (above left) and Roger Gavin were best bed dancers after bouncy demonstration.



**GUEST DRUMMER** Ernie Pearson, a member of another fraternity, climbed on the bandstand during the regular band's intermission and performed solo.

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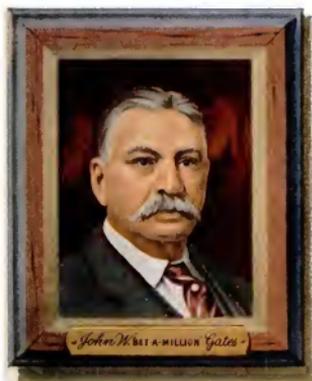
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RUDDLING ON THE HOOD. Bill Nolan, a guest from nearby Seattle University, gives an end-of-party kiss to date, Washington coed Joan Earles.



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motorists, but they also serve deer in another way—as a last bit of cover to hide behind before dashing across the road. The one above came out from behind and into the headlights of Max Ehlert, whose camera caught this striking tableau of a deer in the double.



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